



F&W Style Online Press Kit

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Mission

Our mission is to bring luxury products to fashionable women at an attainable price.

About

F&W Style launched in 2009 as a luxury handbag brand for the fashionable woman. The team researched and discovered there was a void in the market for luxury handbags at an attainable price. F&W Style handbags are made with striking Italian leathers that reflect exquisite details, each in the likeness of head designer, Alexandria Alli.

A second generation designer, Alexandria, traveled the world as a child to countries stretching from Europe to Africa. She was exposed to the many colors and patterns of nature, in addition to modern architectural structures. This global exposure has greatly influenced her design aesthetic, which can be seen in the collection. F&W Style handbags are available at select department and specialty stores and also at www.fwstyle.com.



ALEXANDRIA ALLI BIOGRAPHY

Alexandria Alli, Co-Chief Executive Officer / Head Designer, oversees every angle of company's design direction. This second generation designer started in the fashion industry when she was 10 years old at her mothers Fashion Design Studio. From there she started her modeling career, modeling for major companies throughout the United States. As her modeling career advanced Alexandria fell in love with the beauty and glamour of the industry. But she soon realized that most women including her could not afford the luxurious accessories and clothing that she modeled in magazines and on the runway. After earning her Masters Degree in Business Administration in 2008, Alexandria decided to put her educational background with her years of experience in the fashion industry and create a luxurious brand for the everyday fashionable woman. With the support of her husband Alfred Alli, F&W Style was born.

Alexandria Alli concentrates on product design and development of all F&W Style products. She is also in charge of the quality of products, from the beginning production process to the final product.

ALFRED ALLI BIOGRAPHY

Alfred Alli, Chief Executive Officer, with a long background in event planning and a Masters Degree in Marketing, Alfred Alli spearheads the development of the F&W Style Brand. Through his travels as an event planner he gained knowledge about the fashion industry as a whole. After meeting Alexandria Alli he decided to use his fashion knowledge and educational background to market and grow the brand.

Alfred Alli concentrates on the marketing, advertising, and financial responsibilities of the brand.

Lola

“Simply Sophisticated”



Black Pebble Grain Leather

Lola Clutch

Style: FWCL101

10.5W x 5.5H x 1D

\$90/\$195



Black Nappa Leather

Lola Hobo

Style: FWHO101

18W x 12H x 6D

\$130/\$280



Black Nappa Leather



Burnt Orange Nappa Leather

Petite Hobo

Style: FPH101

16W x 11H x 5D


\$125/\$260

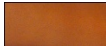
All bags with hot pink cotton interior lining and silver tone hardware


Nikki

“From work to play “



 Tan Crocodile Embossed Leather

 Zhiyou Sheep Leather

 Orange Crocodile Embossed Leather

Nikki Satchel

Style: FWSA102

15W x 10H x 5D

\$135/\$295

All bags with hot pink cotton interior lining and gold tone hardware

Raven

"The Trendsetter"



White Snake Embossed Leather



Black Snake Embossed Leather

Raven Tote

Style: FWTO102

16W x 10H x 5D

\$135/\$290



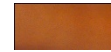
Black Nappa/Snake Embossed Leather

Raven Tote Too

Style: FWTO103

16W x 12H x 6D

\$135/\$290



Zhiyou Sheep Leather

Raven Tote Too

Style: FWTO103

16W x 12H x 6D

\$135/\$290

All bags with hot pink cotton interior lining and silver tone hardware

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F&W Style Luxury Handbag Line Weds Nature's Beauty with Modern Structures

 July 21, 2010 by Holly

Filed Under: [Jewelry & Accessories, Your](#)

[Style](#)



F&W Style is a new luxury handbag line designed by Alexandria Alli, a second generation designer who, as a child, traveled the world and was influenced greatly by the many colors and patterns of nature that she was exposed to. Later in life she used that same inspiration to hone her design aesthetic and create a line of luxury handbags featuring snake and crocodile embossed detail and soft Italian leathers.

F&W Style's [fall collection](#) consists of the natural patterned colors of burnt orange, winter white, perfect black, honey brown and caramel tan. The collection is presented within three personalities—

Lola, Nikki and Raven. Every one of their handbags is accented with wild textured leathers, gold and silver tone hardware, F&W Style's signature hot pink interior and a functional key holder.

[Lola](#) is a classy and sophisticated group of three handbags, a clutch, a petite hobo and a full-size hobo bag.

[Nikki](#) is a collection of three satchel bags, two crocodile embossed, that go from day to night seamlessly.

[Raven](#) is a collection of two totes and two tote too that are both unique and gorgeous.

Designer Alexandria Alli and her team researched the current luxury handbag market and discovered a void where every day women could pick up fabulous handbags at an attainable price. While F&W Style handbags do not carry a price tag that could rival Target, they are significantly cheaper than most luxury items we're seeing. F&W Style handbags are priced from as low as \$195 to \$290 and are [available online](#) as well as in [select locations](#).



New and Upcoming: F&W Style

Submitted by Lani Beck on Tue, 07/27/2010 - 17:04



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F&W Style is a new handbag label based out of Atlanta, Georgia. With a strong attention to its consumers, F&W Style knows what their bagistas love and want to carry day in and day out. The use of rich materials in a variety of textures and colors make this new line easy to wear and lovely to look at. Whether with jeans and a tee-shirt or a mini dress, on a twenty-something year old student or a stylish working professional, or in the city toting or small town wear and tear, F&W Style is versatile and functional.

My personal favorite handbag from their Fall 2010 Collection is the Raven Tote in black. This



TORY BURCH





Selling in Georgia, South Carolina and Pennsylvania, this new and upcoming handbag label is seen all over the East Coast. I foresee F&W Style handbags on the West Coast and all throughout Los Angeles in the near future!

Categories: [Handbag Designers](#)

Tags: [Raven Tote](#), [F&W Style](#), [embossed leather](#)

[Lani Beck's blog](#) [Login or register to post comments](#)



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Ad Campaign



Fall 2010 Video

<http://www.fwstyle.com/video/index.html>



Fall Catalog

<http://www.fwstyle.com/mag/index.html>





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