



DEEMUKUND 

WHO
ME, DEE MUKUND
BA(HONS) LONDON COLLEGE OF FASHION.

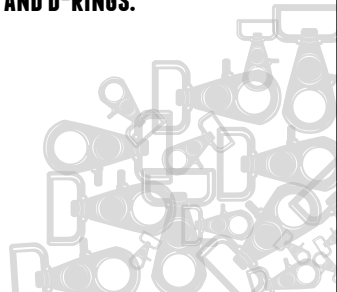
WHAT
STATEMENT ETHICAL FASHION

ACCESSORIES COLLECTION

**FOCUSING ON CREATING HANDMADE, ETHICAL OVER SIZED CLUTCH BAGS AND VEGAN ACCESSORIES.
USING A COMBINATION OF RUBBER AS A PRIMARY RESOURCE WITH INDIAN HERITAGE INFLUENCED
SILK LININGS, FEATURING HER SIGNATURE METAL CLASPS AND D-RINGS.**

WHERE
IN THE WORLD: LONDON

TO PURCHASE
WWW.DEEMUKUND.COM



**I HAVE MADE A COLLECTION OF STATEMENT CLUTCH BAGS THAT I THOUGHT YOU MIGHT LIKE...
TAKE A LOOK WHEN YOU GET A MINUTE.**

**PLEASE FIND ENCLOSED SOME DETAILS ABOUT MY PRODUCTS AND MY BACKGROUND.
MY PRODUCTS ARE **VEGAN** (MADE FROM RUBBER) AND WATER RESISTANT, SO YOU CAN THEM
WHEREVER YOUR TRAVELS MAY TAKE YOU.**

LOCALLY **HANDMADE, MY AIM IS TO PROVIDE A STYLISH, '**GREEN**'/**ETHICAL** PRODUCT THAT IS
INDUSTRIAL BY NATURE YET SUBTLY LUXURIOUS AND THOUGHTFUL OF THE ENVIRONMENT.**



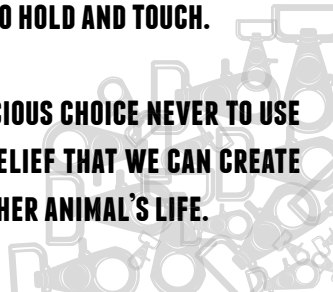


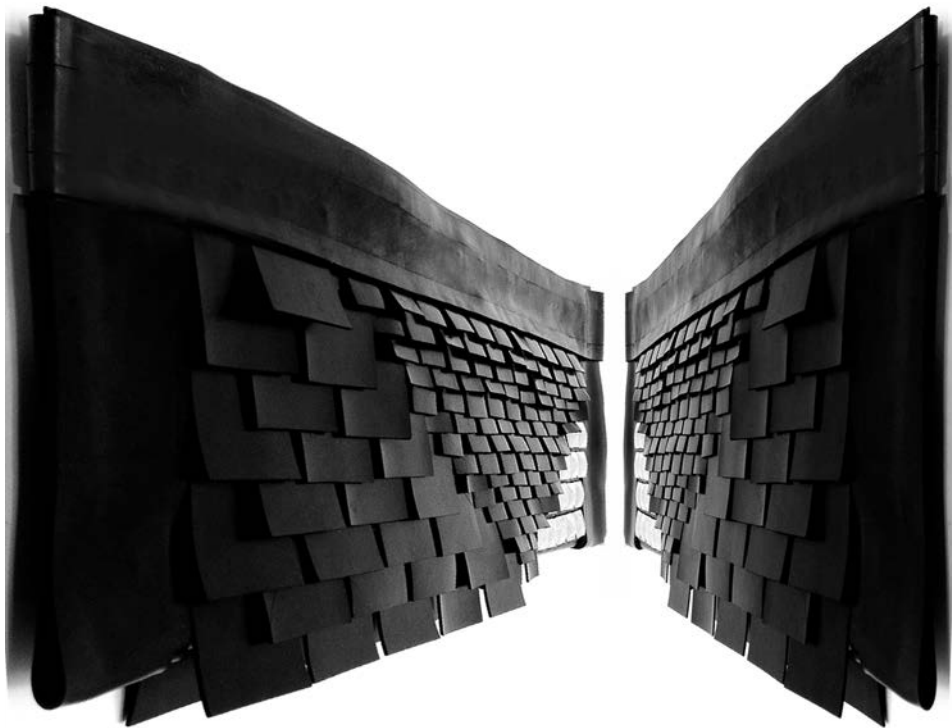


I LOVE THE CONCEPT OF **CONTRAST** AND **CONFLICTION** SO CREATING BAGS FROM A HARD INDUSTRIAL MATERIAL LIKE RUBBER, JUXTAPOSED WITH LUXURIOUS ELEGANT SILKS FELT LIKE A MATCH MADE IN HEAVEN (OR MORE LOCALLY... LONDON).

I WANTED TO CREATE AN ACCESSORY THAT WAS NOT ONLY AESTHETICALLY INTERESTING TO LOOK AT BUT WAS ALSO **INTRIGUING TO TOUCH**. THIS IS WHAT MOTIVATED ME TO USE VIBRANT VINTAGE SILK SARI'S FOR THE LINING, AS WELL AS CREATE A **MULTI TEXTURED** BAG THAT WAS IRRESISTIBLE, ALMOST HYPNOTIC TO HOLD AND TOUCH.

GROWING EVER MORE **ETHICALLY MINDED**, I MADE A CONSCIOUS CHOICE NEVER TO USE ANIMAL SKIN TO MAKE MY PRODUCTS. IT IS MY STRONG BELIEF THAT WE CAN CREATE **GREAT ART** THAT ISN'T AT THE HIGH PRICE OF ANOTHER ANIMAL'S LIFE.







DEE MUKUND, LONDON DESIGNER, GRADUATED FROM LONDON COLLEGE OF FASHION WITH BA(HONS) IN WOMENSWEAR- KNIT.

AFTER WORKING IN THE INDUSTRY FOR BRANDS SUCH AS **MICHIKO KOSHINO**; DESIGNING ACCESSORIES FOR THE COLLECTIONS, DEE DECIDED TO FLY SOLO TO CREATE COLLECTIONS THAT FULFILLED THE NEED FOR STYLISH YET ETHICAL FASHION.

INSPIRATION TAKEN FROM A CHILDHOOD SPENT IN HARDWARE AND DIY STORES WITH HER FATHER, HAS FUELLED THE **INDUSTRIAL EDGE** IN HER DESIGNS. THESE EXPERIENCES, ALONG WITH A MOTHER THAT WOULD SEW HER DAUGHTER NEW CLOTHES AS A CHILD TO SAVE MONEY WHILST STILL GIVING HER EXCITING NEW THINGS, NURTURED DEE'S PASSION FOR DESIGNING AND MAKING GARMENTS /ACCESSORIES.



THANK YOU FOR YOUR TIME.

**HERE ARE MY DETAILS SHOULD YOU WISH TO CONTACT ME... MAIL ME ABOUT
MY PRODUCTS AND BRAND, OR JUST **CALL ME FOR A CHAT.****



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