

## 1. Item description

The premier handbag of De Leon, the Élise is crafted from innovative carbon fiber leather and genuine calf leather, brought together to create the ultimate in luxury fashion.

The exterior features two side pockets, structured handles, and a removable and adjustable shoulder strap. Custom hardware is available in silver or gold.

Interior features custom stitched De Leon lining, two pockets, and one zipper pocket.

Available colors: Black carbon fiber leather with elegant white, majestic black or delicate beige calf leather.

12.2”L x 9.1”H x 5.1” W

## 2. Article

For Immediate Release

Élise Handbag

The premier handbag of De Leon’s Carbon Fiber Collection, the Élise features jet black carbon fiber leather and buttery soft, genuine calf leather. Its luxe combination of materials and colors proves to be timeless, but with a unique modern edge not seen before.

While new to the clothing and accessory realm, carbon fiber has been used for decades, most notably in aerospace technology and the hyper-luxury automobile industry. The super-composite’s unique properties make it incredibly strong but flexible, perfect for high performance applications from sporting goods to military equipment. Over the years, engineers have developed new weaves and styles, finally creating a version that looks, feels and performs just like leather. With this leather, designers have created accessories and tools that need to be strong and practical. But De Leon is one of the first to turn it into something truly beautiful.

For the one who carries the Élise, the carbon fiber leather means quality, longevity, and the ultimate conversation starter. It calls to the woman who is ready to be at the precipice of a fashion disruption, or at least the center of attention, as it will change the way designers use and source materials. While the carbon fiber is new and exotic, the calf leather has classic roots that keep the handbag timeless. De Leon has mastered the use of both materials, showcasing superb craftsmanship at an editorial level.

Undoubtedly feminine, the Élise maintains sophistication, elegance and refinement. It has just a touch of edge, an alluring nod to the hyper-luxury realm by which it was partly inspired.

Each Élise features black carbon fiber leather, along with calf leather in either elegant white, majestic black, or delicate beige. Custom hardware is available in silver or gold, and the exterior

features two side pockets and a removable shoulder strap that is adjustable. The interior features a custom stitched lining, two pockets, and one zipper pocket.

Ideal for any use, from a special event to an everyday staple, the Élise is a promising peek into what is yet to come from De Leon's innovative collection. It is making its debut on Kickstarter.

### **3. Kickstarter**

What do you get when you combine two of the highest quality, exotic materials never seen together before in the luxury fashion world?

The result is the innovative, yet timeless, Élise. It is made from buttery soft, genuine calf leather, and a material that is still new to high-end fashion: carbon fiber leather.

Originally used for high performance applications in aerospace and hyper-luxury automobiles, carbon fiber has been engineered over the years to create materials that look, feel and perform just like leather. The Elise is one of the first handbags to incorporate this fabric of the future into something so elegant, sophisticated and beautiful. It blends the hyper-luxury, exotic material with classic calf leather into an editorial yet timeless piece.

A year in the making, the Élise has been superbly crafted, and is of the highest quality, genuine materials. The dream of this campaign is to introduce you to the exciting use of carbon fiber, and to re-define luxury.

De Leon is providing a very special opportunity to own the Élise for a one-time price only on Kickstarter, \$395. Choose your favorite color of calf leather: elegant white, majestic black, or delicate beige, and whether you would like gold or silver exterior hardware.

100 of each color are available at this special price. After this offering is sold out, the Élise will be available for \$465.

Full description:

- Materials: Carbon fiber leather, genuine calf leather
- Exterior features two side pockets, structured handles, and a removable and adjustable shoulder strap. Custom hardware is available in silver or gold
- Interior features custom stitched De Leon lining, two pockets, and one zipper pocket
- Available colors: Black carbon fiber leather with elegant white, majestic black or delicate beige calf leather
- Fully lined with RFID blocking

-\$395 special early pricing for first 100 sold of each color

-\$465 normal pricing

12.2"L x 9.1"H x 5.1" W