



**A NEW LIMITED EDITION COLLECTION BY ANYA HINDMARCH  
FOR LUISAVIAROMA**

Press release  
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Available exclusively online at [LUISAVIAROMA.COM](http://LUISAVIAROMA.COM) and at the Concept Store in Florence, the limited edition Anya Hindmarch bags will be presented as part of a colorful mechanical window display dedicated to the designer.

Named *Accessory Designer of the Year* at the 2014 British Fashion Awards and *Business Woman of the Year* by Harper's Bazaar in 2013, Anya Hindmarch has created two cross-body bags and a clutch in metallic silver leather, all customized with rainbow sticker graphics inspired by the 70s. "The Rainbow – explains Anya Hindmarch – is a symbol of carefree happiness and each piece in this collection is a happy burst of fun and colour in what will be the depths of winter."