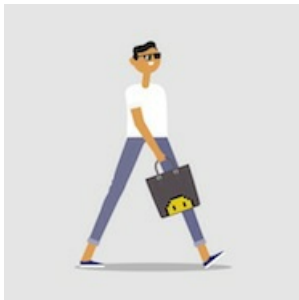


APPAREL AND ACCESSORIES

Anya Hindmarch responds to male interest with dedicated collection

July 8, 2016



Anya Hindmarch men's collection; Illustration by Markus Magnusson

By STAFF REPORTS

British accessories maker Anya Hindmarch has increased its product offerings to include men's leather goods.

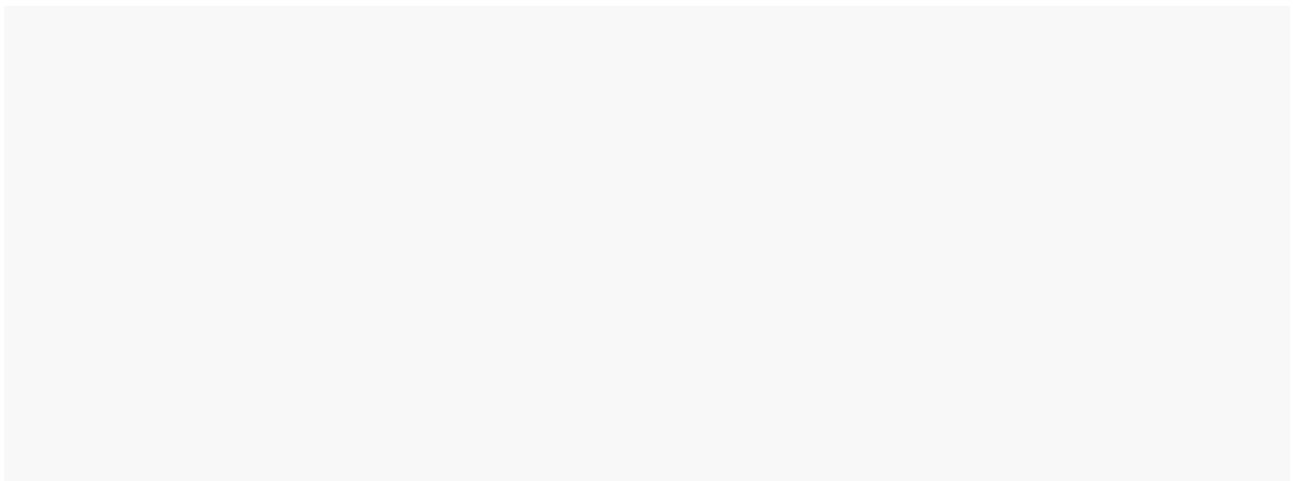
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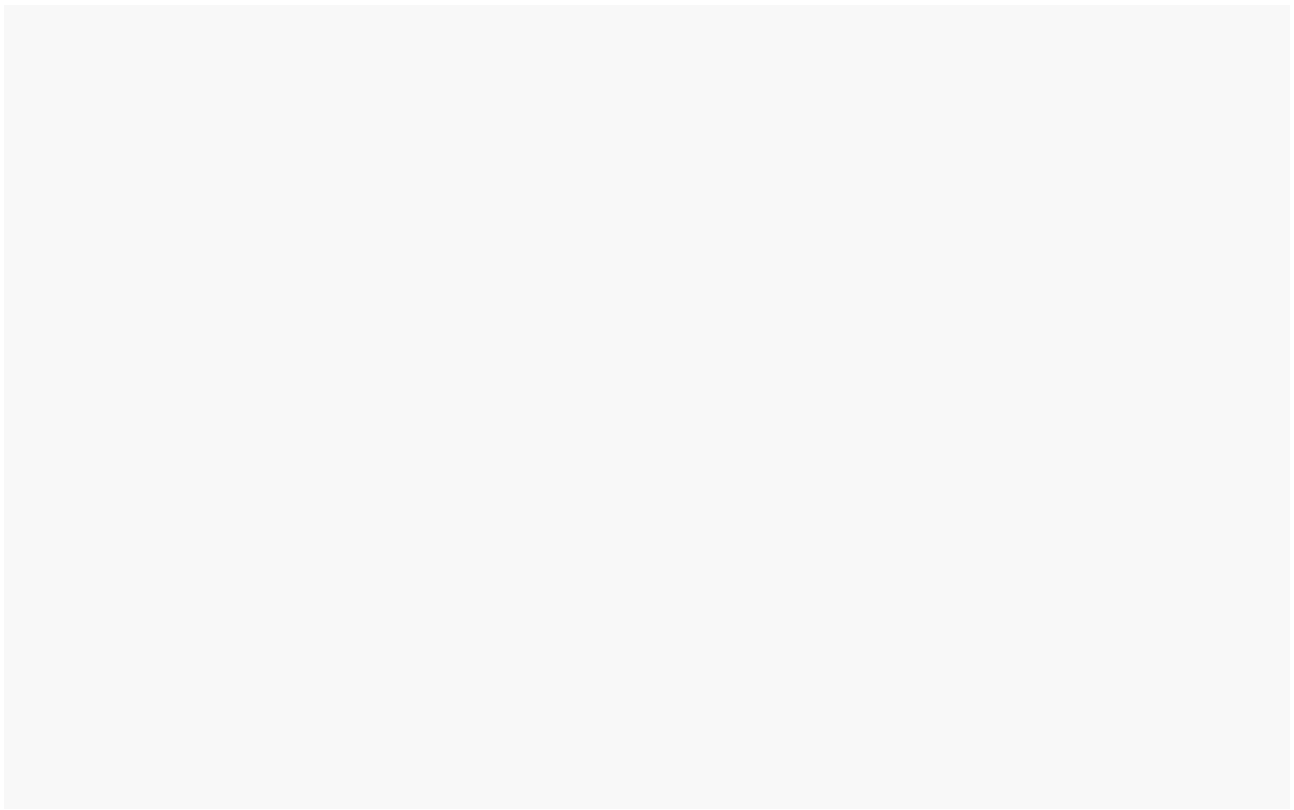
Anya Hindmarch has expanded its existing collections to include pieces for men such as messenger bags, briefcases and wallets. The global luxury handbag market is valued at approximately \$35 billion, and within the next five years, handbags designed with male clients in mind are expected to reach revenues of \$10 billion ([see story](#)).

For men too

Anya Hindmarch announce the men's collection arrival on social media and through an email push sent to consumers.

In the email message, an animation of a man dressed in jeans and white tee happily walks along while carrying Anya Hindmarch's Pixel Smiley tote bag. Additional illustrations, drawn by Markus Magnusson, show different male characters carrying the brand's Walton briefcase with a Space Invaders motif and Anya Hindmarch's backpack and document case adorned with a smiley face.





Our first men's collection has arrived. Shop in store or using the link in our bio ? @motionmarkus (turn up the volume) #AnyaHindmarch #AnyaHindmarchMens

A video posted by Anya Hindmarch (@anyahindmarch) on Jul 8, 2016 at 2:45am PDT

Below the images, consumers are directed to the Anya Hindmarch Web site where purchases can be made. For the first men's accessories collection, Anya Hindmarch repurposed its current collections through more masculine silhouettes and by changing the sizes of the handles.

In addition to the Smiley and Space Invader characters, the men's collection also includes Anya Hindmarch's Stickers applied to a briefcase, the construction sign-inspired Men at Work motif and the Eyes.



Anya Hindmarch sneakers for men

Anya Hindmarch has entered into men's accessories after noticing that male consumers were coming to its boutiques and purchasing items or ordering bespoke pieces for themselves. The designer told the Observer that there is about a 50-50 split in gender amongst the brand's consumers.

During September's London Fashion Week, Anya Hindmarch plans to feature men's accessories alongside its women's wear offerings during its presentation.

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