

APPAREL AND ACCESSORIES

Furla looks to Japan with Italian craftsmanship

May 15, 2018



Furla partners with Hello Kitty for new designs; Image credit: Furla.

By STAFF REPORTS

Italian handbag label Furla is taking a Japanese icon on a journey through Italian landscapes in a new collaboration meant to draw excitement from a specific fanbase.

Subscribe to **Luxury Daily**
Plus: just released
State of Luxury 2018 **Save \$246 ▶**

Hello Kitty, an icon from Japan, is the latest collaborator with Furla, with a collection of accessories that dons the famous cat's likeness. Starting May 15, Furla will be launching the partnership line in a select number of its flagship stores.

"Take a Japanese icon, famous all around the world, and invite it on a romantic journey through the blossoming landscapes of Italy: Hello Kitty, the lovely symbol of many generations, today encounters Furla in an original creative collaboration that connects the East and the West," said Furla in a statement.

Icons and craftsmanship

Heritage label Furla is working with the famous cutesy brand to excite fans all over the world.

Furla's Metropolis Crossbody will be available in three different Hello Kitty prints on top of a background of pink, red or blue. The prints feature Hello Kitty surrounded by a white flower that is a mix of hibiscus flowers, daisies, cherry blossoms and lotus flowers.

Another design turns the entire Metropolis into Hello Kitty herself. The bag is made in white Ares calfskin with the flap at Hello Kitty's face and with her pink-and-red bow at the top right of the bag.

Other accessories in the exclusive collection include micro bags, key rings, credit card cases, Saffiano beauty cases and pouches, which will also feature the designs featured on the Metropolis.



Hello Kitty pouch by Furla; Image credit: Furla.

Furla is promoting the collaboration on social media with the hashtag [#FurlaLovesHelloKitty](#).

Prior to the Hello Kitty launch, the label announced it would stop the use of animal fur in its collections.

Starting from the cruise 2019 season, the brand will opt for a faux alternative to real fur. Furla joins a growing list of luxury labels that have eschewed fur, as consumer calls for sustainability and animal welfare increase ([see more](#)).

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.