

APPAREL AND ACCESSORIES

## Anya Hindmarch puzzles consumers to promote latest line

September 13, 2019



*Anya Hindmarch's Postbox Maze. Image credit: Anya Hindmarch*

By STAFF REPORTS

British accessories label Anya Hindmarch is paying homage to the written word with a London Fashion Week installation centered on mail.

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The Postbox Maze will be up from Sept. 13 to 16, inviting consumers to walk a maze, attend workshops and explore some of history's notable letters. This is the latest in the brand's series of consumer-facing fashion week events as an alternative to the traditional runway show.

Pen and paper

Anya Hindmarch's Postbox collection features handbags, wallets and other accessories.

Included are pouches that resemble an envelope, which can be "addressed" to a recipient with the gifter's own handwriting. Handbags feature a frame in front that pulls out.



*Anya Hindmarch's Postbox collection. Image credit: Anya Hindmarch*

To promote the new launch, the brand is staging an installation that centers on a red maze. The maze itself is

inspired by an M. C. Escher mural that the artist designed for The Hague Post Office.

Consumers who attend can walk through and try to solve the maze.

Other activations calligraphy workshops with Quill London and readings of historic notes in partnership with Letters Live.

Anya Hindmarch will also be exhibiting some items from The Postal Museum, further celebrating the history of the written word.

For the fall/winter 2019 season earlier this year, Anya Hindmarch brought awareness to its collection launch with another unique installation to capture consumers' attentions.

During London Fashion Week, the brand launched its Weave Project installation, through which visitors could physically climb. The piece, located at Brewer Street Car Park, promotes its new Neeson Collection ([see story](#)).

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