



For the Love of Bags

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- The history of the "it"-bag: This book is a must-have for all fashionistas!
- For bag fans, anyone who wants to learn more about women's most important accessory, and men looking for the perfect gift

Women love handbags because they are a perfect vehicle — not just for keys, credit cards, and lipstick, but also their dreams and desires. Luxury labels made the humble bag into a billion-dollar business in the 20th century, but the bag is more than just a status symbol. Because it is constantly being reinvented, it wields a greater influence on everyday fashion than any hemline or silhouette.

For the Love of Bags is a homage to the power of the handbag: from icons like the Kelly Bag, the first "must-have" item ever, to popular Paris fashion house labels and the latest Instagram stars, this book details the history of the "it" bag and decodes the messages handbags communicate.

Text in English, German and French.

Julia Werner is an experienced journalist and book author. A graduate of the German School of Journalism in Munich, she has versatile journalistic experience in the field of fashion and lifestyle, e.g. as a style columnist for the *Süddeutsche Zeitung* and as deputy editor-in-chief of *Glamour Magazine*. She lived and worked for five years in Florence — the centre of international bag making.

Sandra Semburg studied film and acting in New York and has worked as a photographer for numerous magazines and labels. Her photos have appeared in *American Vogue*, German *Harper's Bazaar* and *garancedoré.fr*, among others. Since 2010, she has been travelling to the most important fashion shows as a street style photographer and shows the latest trends on her blog aloveisblind.com.