

# SEKRÈ

mystery bag

## Press release

Herford - October 16, 2019

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## A luxury handbag to celebrate the birthday of Grace Kelly

**November 12, 2019 will be a very special date: It is the 90th birthday anniversary of Hollywood icon Grace Kelly. On this occasion, the luxury manufacturer SEKRÈ is launching a special handbag edition, which contains an original handwriting of the famous actress and later princess of Monaco.**

The Kelly Bag by Hermès is certainly one of the most famous handbags in the world. But now with the limited edition "Cool Blonde No.1" made by SEKRÈ, a handbag is coming into the market that actually contains a genuine 'piece of Kelly' for the first time. Each bag is numbered individually and includes a part of an original writing by Grace in a concealed section. It is a private letter which the then Princess of Monaco wrote to the American newspaper columnist Leonard Lyons in the summer of 1970.

The design of all SEKRÈ mystery bags is of classic and timeless elegance. All bags are entirely handmade in Germany. Only the finest cowhide leather is used for the manufacturing process. Moreover, the leather is refined in a special champagne tanning process to make it particularly smooth. The front buckle is made of solid, hand polished sterling silver. Even the teeth of the zippers are finished by hand so that they will glide smoothly even after many years. Each SEKRÈ bag is individually numbered and certified by a notary. The Kelly edition "Cool Blonde No. 1" comes in a limited edition of only 56 copies worldwide.

In August this year, one of SEKRÈ's mystery bags with an original handwriting of Queen Victoria of England achieved a record price at an auction of luxury bags. It is not unlikely that this edition will also turn into a much sought-after and valuable collector's item.

The current price of the bag is presently at 4.112 euros / 4.524 dollars. Although 'Cool Blonde No. 1' will only be launched at the beginning of November, demand has been high for months. A large part of the edition is already sold out.

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Words: 1.979 incl. blanks

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