

TUSTING

HANDMADE IN ENGLAND

Tusting and India Hicks Collaboration Celebrating British Design and Craftsmanship

Fifth generation family run business Tusting is to launch a range of bags with designer, writer and creative force India Hicks. The collection, which launches on 22nd October, consists of three styles ranging from mini to seriously large. Sail, an oversized 'carryall', Soleil, a stylish and versatile everyday tote and Snatch, a top-handled take everywhere infused with the romance of train or steamer travel.

Since modern travel can be much less civilized, each nest into the next so they can all be easily transported together.

The three, unisex and elegant bags tell a personal story. Crafted in a durable thick cotton drill in Stone with a distinctive orange-red lining, the color of a Flame Tree in full bloom, seen in India's Bahamian garden. The washable drill fabric from Ireland, where India used to holiday on summers with her grandfather, would be right at home on safari or a Scottish moor, or at sunset on a beach, with luxuriously soft yet super-tough Chocolate Montanasoft leather handles that will only get better with age.

The lining is coated to be water-resistant, a must as India is known to tote about bunches of flowers, wet bathing suits and the occasional puppy in her carryall. A discrete hand stitched cross, is a signifier of this artisanal collaboration and the only branding visible from the outside.

Each bag has been handmade in Tusting's Buckinghamshire workshop, where India delights in learning from the second and even third generation artisans, and each is numbered in India's handwriting, but as with all Tusting bags, personal initials and even messages can also be embossed onto the bag.



For more information contact | Harriet Field | harriet@thiswaynext.com

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The collaboration is part of an ongoing creative relationship between Tusting and India Hicks. Tusting has become India's 'go to' for creating bespoke accessories, most memorably creating a bespoke canvas and leather bag, complete with a monogrammed personal message, as a wedding present for India's now husband David Flint Wood.

"The whole team here at Tusting is delighted to be collaborating with India who has been nothing but a pleasure to work with and whose enthusiasm for our team's talents is so encouraging. We feel these designs play both to our core skills and to her fabulous eye for design in equal harmony." Alistair Tusting



SNATCH | £215



SOLEIL | £375



SAIL | £425

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About Tusting

Often referred to in the world of leather goods as the 'maker's maker', Tusting is one of Britain's best-kept secrets - a 'quiet luxury' brand favoured by those in the know. Operating from their fifth-generation family-run factory tucked away in Lavendon, Buckinghamshire, Tusting has long made the bags for some of the UK's best-known luxury labels, such as Aston Martin, alongside their eponymous brand, which is now receiving much-deserved increased focus. Every piece bearing the Tusting name is lovingly crafted by dedicated, highly experienced artisans, many of whom are second or third generation workers and have been trained in the art of leather goods making from within the company. Tusting goods faithfully perform and naturally incorporate a number of sustainable elements; from a choice of materials to the longevity of the product's lifecycle all backed up by the factory's lifetime repair service. As well as core lines of men's, ladies and travel bags, Tusting also accept bespoke commissions and offer personalisation and monogramming services.

About India Hicks

Designer, entrepreneur, author, and mother of five, India Hicks was born in London, England. Her father was famed interior decorator David Hicks, and her mother is Lady Pamela Hicks, whose father was the last Viceroy of India. India has often made bold life choices, which have led to a multi-faceted, unexpected life journey. She has authored four design books, modeled for Ralph Lauren, among others, and been an on-air personality for networks ranging from Bravo to the BBC. She has had her hand in the design world for over two decades – from hotels to home collections. After closing her eponymous lifestyle brand, India now consults with fashion, home and lifestyle brands. India launched a Podcast series - a look into the life of her extraordinary mother Lady Pamela - recording wonderfully intimate conversations between mother and daughter. Living in the Bahamas for the past 25 years India was in the position to partner with the disaster relief agency 'Global Empowerment Mission' as an on the ground force, in the aftermath of Hurricane Dorian and remains on their advisory board today. India also helped establish the Harbour Island Food Bank which provides sustained food security for those who lost their income as a result of the economic shut down in The Bahamas. She continues her volunteering work for both organizations.

Available | Friday 22nd November

Stockist | www.Tusting.co.uk

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