

Press Release

When Desire Becomes Addiction... Vanilla Home introduces new luxury brand

Being compared to Giambattista Valli is no small feat for a new company, but American-British designers and co-owners of **Camēnae**, Jill Walker and Brittany Callard, have created objects of desire that will comfortably rub shoulders with the luxury world's best known labels in any well-honed wardrobe.

Launched in 2008, limited edition runs of five innovative, refreshing designs, all named after goddesses: Aphrodite, Gaea, Nymph, Deity and Siren, these elegant and fun loving handbags, wallets and belts will make even the most seasoned shopper stop and covet. Not to be missed is the divine Dragon Wallet, **Camēnae**'s debut piece for 2009, proceeds of which go to charity.

The clever interchangeable and lockable shoulder and belt straps available in python, cowhide, studded or riveted, or in blind relief with an intriguing dragon motif, make these *'a must-have bag for any woman who loves to shake up her outfit every day'* (Denise Keller for **Camēnae**, MTV VJ).

Camēnae handbags, wallets and belts, are produced by the most exclusive manufacturers in Italy who are dedicated to the tradition of superior quality, detailing and craftsmanship. The leathers come hand-selected from only the finest Italian tanneries, and since the skins are not uniformly stamped, each bag bears its own unique 'hallmark' of individual characteristics.

In an understated palette of only three colours, Mogano, Nero and Sabbia, with subtle yet fun detailing such as tassels, fringes, and charms, **Camēnae** bags suit sophisticated women of all ages who will recognize the authenticity and exclusivity of this alluring new luxury brand.

*"The very fact that bags from **Camēnae** and Valli aren't readily recognizable is what gives them added cachet. I can't tell you how many people have stopped me in the past couple of weeks to ask me what kind of bag I was carrying (**Camēnae** Deity), as though it was a kind of exotic pet, or a mysterious foreign sports car. The allure lies in the obscure label"* (Jeanne Beker, Toronto Globe & Mail)

With worldwide celebrity endorsement and regular new product launches, **Camēnae** is the new benchmark for innovation, authenticity, and glamour.

Vanilla Home is proud to represent **Camēnae** exclusively in Singapore.

Camēnae's official launch will take place at **Vanilla Home** on 7 May 2009 (invitations to follow). **Camēnae** will be presenting their 2009 Charmed Collection.

For product loans and further press information please contact Vanilla Home
Tel: (65) 6324 6206 or email: contact@vanilla-home.com