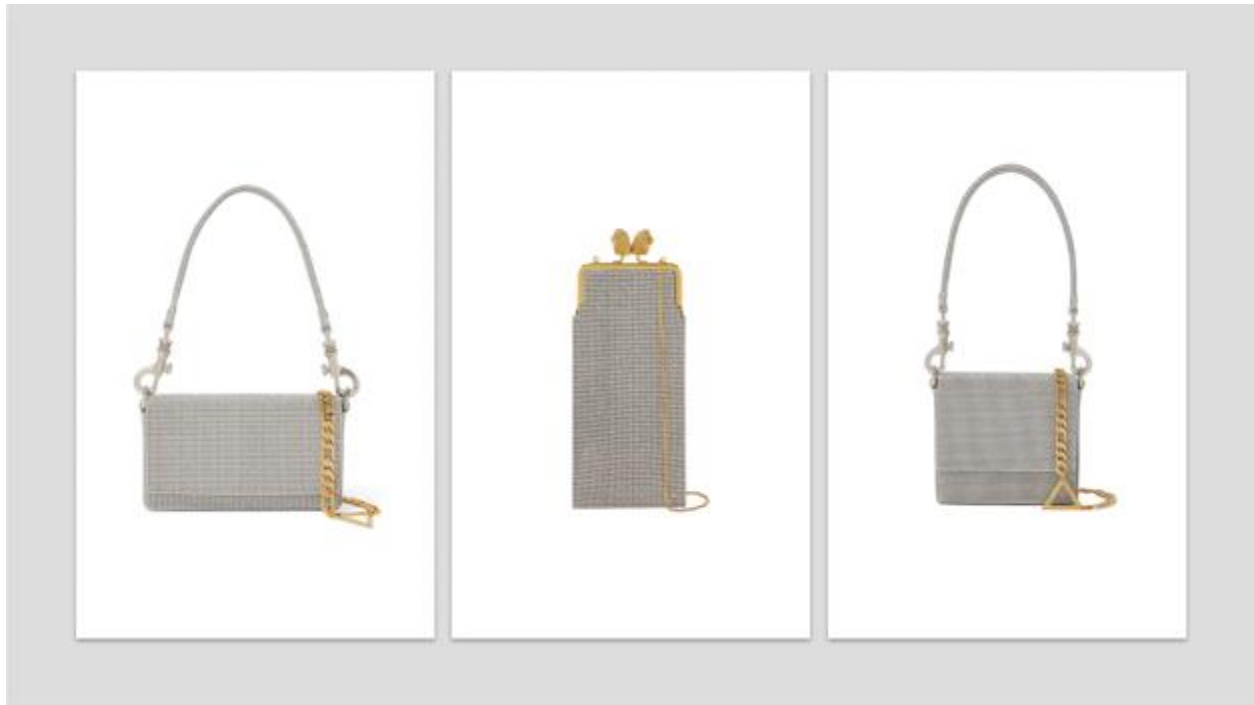


bloomingdale's

Amanda Navai launches exclusive line to celebrate 10 years at Bloomingdale's
Introducing the limited-edition bags '*Jessica*', '*Eda*' & '*Pamela*'



Bloomingdale's is pleased to announce the launch of an exclusive new collection by Swedish/Iranian designer Amanda Navai. Born out of Dubai in 2010, the brand made its debut as one of the first local brands to retail at Bloomingdale's. Having sold out its first collection within ten days of the launch, the collaboration between the two brands has come a long way, with 2020 marking a decade of this partnership. Celebrating ten years of niche luxury and sophistication, Amanda Navai honors this successful companionship by launching an exclusive line of handbags at Bloomingdale's.

Renowned for its exquisite design aesthetic and premium leather, the brand's three new launches are termed Jessica, Eda, and Pamela. Each bag is adorned with Swarovski crystal embellishments, flaunting impeccable craftsmanship and finish, complete with a detachable 18k gold plated brass chain strap. With bag straps that double as a necklace by itself, once detached, the Eda and Jessica also come with a croc-embossed leather cardholder. Pamela is marked with the brand's signature lion insignia representing the past and future, portraying perseverance, hope, and strength - a defining feature initially launched for the brand's fifth-anniversary celebration with Bloomingdale's a symbol that transcends into every collection since.



Boasting a chic line of artisanal pieces, the versatile designs are inspired by architectural techniques and women on the go – with only ten bags produced in the same style and color per collection, these handbags are truly one-of-a-kind. Each bag is carefully crafted by master artisans, designed, and built from start to finish under one roof, including all detailing and the metal hardware, which is custom made in-house.

Amanda Navai’s limited edition bags: Jessica, Eda, and Pamela are now available to shop exclusively in-store at Bloomingdale’s UAE and Kuwait, as well as [online](#) across the [UAE](#), [Saudi Arabia](#) & [Kuwait](#).

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