

GLAM

QIP 15 BHD 2 AED 20
KWD 2 OMR 2 SAR 20



DECEMBER
2014/GLAM

WWW.GLAMQATAR.COM
QATAR'S NO.1 FASHION MAGAZINE

Seven year Chic

CELEBRATING THE STYLE AND TIMES OF GLAM



ON THE BAG

IF YOU ARE LOOKING FOR AN IT BAG TO REPRESENT THE BEST OF THE ARAB REGION, MONI & J HAS GOT THAT DOWN WITH ITS SIGNATURE MARSHAL PIECES.

The little gold tips that adorn the bags have become an instant hit, adding an extra touch to the classically-shaped tote. The Marshal, which was launched in 2012, was picked up as a finalist in this year's Independent Handbag Designer Awards in New York, and this Fall, we see updated versions of the bag in new colours and materials. The AW2014 season also marks the introduction of the new Grip Bag which takes centre stage in the label's campaign that was shot in the Big Apple.

The designer behind the label, Manar Laktineh, takes a hands-on approach in the research and design process - trying out all new pieces for daily use to gauge for practicality and style factor. The collection, made from materials sourced in Europe, embodies the spirit of the brand to bring a refreshing touch to classic bags. "The handbag is the most important piece in any woman's wardrobe and that's why it's an investment. It should be a high-quality piece in terms of finishing and materials, so you would be able to wear it for a long time with different outfits," Manar



says. The Kuwait-based Syrian designer named the label after her childhood nickname, 'Moni' and the initial 'J' for the name of her husband and her children.

"The philosophy of our brand is very much reflected in the unique design of the bags. We are different, and very dedicated to bringing new concepts to the world of handbags," Manar says. The endearing story behind the name of the label also embodies Manar's creative work - handbags are very much an extension of her life. On social media, the designer shares tips and advice

on how to pair outfits with her bags. "Don't be afraid of wearing handbags with metal parts during the day. It will add the fun factor to a casual jean and flats outfit. Moni & J pieces are made to be worn from day to night, with straps of different length to match different looks," Manar says. The Moni & J collection is available at Per Lei Couture boutique.

The campaign was photographed by Justin Ifill - Forbes, styled by Sankara, and features the model Kelsey Adams.