

SARAH HARAN

BAGS OF JOY

Luxury handbags designed to be both beautiful and functional.

Bags designed to give you endless joy, created by women, for women.

“As a businesswoman, I could never find a bag that could hold all of my work essentials, while still looking beautiful and adhering to airplane guidelines- so I created my own.”

How does the COO of a leading tech firm wind-up designing handbags? After years of failing to find a beautiful and functional handbag that would be ideal for a laptop by day but wouldn't look out of place at evening events, Sarah decided it was time to create her own! Alongside her work as an executive, she undertook a training course in handbag design and leatherwork that culminated in an apprenticeship with the (now former) Creative Director of Mulberry, and soon, Sarah Haran Luxury Accessories was born.



Sarah created handbags that could be restyled endlessly to create completely different looks with just one handbag. A Sarah Haran need never look the same twice. Each bag is created with a popper system that allows women to style their bag to suit their individual style, allowing the bags to be more than just an accessory, and becoming an expression of oneself. Hear about this game changing concept from Sarah [here](#).

The brand has received critical acclaim from publications such as the The Guardian, The Scotsman, The Times and Marie Claire. Anna Murphy, fashion director of the The Times is a fan of the brand and recently commented that Sarah Haran handbags “have been designed to help women live efficiently as well as joyfully”, and that our handbags are “a stroke of genius.”

In just 5 years, the brand have collected over 5000 5 star reviews and have fostered a community of over 4000 members on Facebook, known as the [Bags of Joy Club](#). A place where likeminded women can come together to share their love of handbags while supporting one another and creating lifelong friendships. It has always been important to Sarah that the brand is about more than just selling handbags, and they regularly host [events](#) all over the UK where customers can meet one another.



The bags are regularly carried by Anthea Turner, Kate Garraway, Jenni Falconer, Jean Johannsson, Rachel McTavish, and Tonia Buxton. Watch Anthea Turner demonstrate 3 ways she loves to wear her Dahlia [here](#).

Find your perfect bag at: www.sarahharan.com



For more information about the brand, or to interview Sarah, please contact hello@sarahharan.com