

OWEN BARRY BAGS AWARD

Leading handbag supplier rewarded for innovative design and commercial viability at Autumn Fair

Adding to the buzz of the Fashion Jewellery & Accessories sector at Autumn Fair International last month was the British Travelgoods and Accessories Association (BTAA), which presented its Best New Collection Award during the show.

The award put the spotlight on British brands and individual designers producing cutting-edge travel goods and accessories to the highest standard.

In choosing the winner of its prestigious Best New Collection Award, the BTAA sought out the most original, innovative and eye-catching designs from exhibitors within the Fashion Jewellery & Accessories Hall sector.

Stiff competition

Sponsored by the BJGF Federation, as well as Autumn Fair organiser Emap Connect, the competition was judged by designer Shona Easton of Easton Design Studio; Diana Blair of the BJGF; Christine Gainsley, formerly of Antler and Rageara Accessories; and Christina Williams, editor of Fashion Extras.

After great deliberation from the judges due to the extremely high quality of new products being launched at Autumn Fair, the award was presented to handbag designer Owen Barry during the show on September 5 on the Fashion Accessories Catwalk located in hall 4.

Commenting on the 2011 Awards, BTAA chief executive Diana Fiveash said: "We are overjoyed to be running this competition in conjunction with Emap at Autumn Fair International. We have had so many innovative new designs following on with the latest trends.

"Our judges have had a fun but difficult time selecting the shortlisted products, and the BTAA is pleased to announce that handbag brand Owen Barry has taken the first prize for its innovative design and commercial viability. The jewellery brand Balagan and men's accessories specialist Mag Mouch Sophos are our runners up."

After great success with the awards at Autumn Fair International, the BTAA is now planning an even bigger competition to be held in conjunction with Spring Fair International 2012. The exhibition is to be held from February 5 to 9 at The NEC in Birmingham, where it will run alongside The Jewellery Show 2012.

Once again the BTAA will have its eyes peeled for the most stunning and innovative designs of accessories on the show floor, and this time around there will be three individual categories to reflect the vast array of products on display at Spring Fair: Best Bag, Best Piece of Luggage and Best Accessory.

Each category will be judged during the show and the winner will also be announced on the Fashion Accessories Catwalk, to be located in hall 20 at Spring Fair. BTAA members exhibiting at this show are encouraged to enter. ●

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To secure your place at Spring Fair 2012 and to discover the BTAA's next round of winners, please register for free at www.springfair.com or call 08445 888 071 quoting priority code DRADV

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Handle on fashion: Owen Barry's designs on the Autumn Fair catwalk

