

# Harper's BAZAAR ARABIA

This charming atelier brings to Asia the art of French handbag making

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Think luxury shopping in Hong Kong and many would conjure up images of Queens Road or any central street brimming with shoppers and luxury bags in hand. But look beyond those main streets and malls and you'd be mistaken to think that there's nothing new or exciting. On one hand it's true: gone are the days of ultimate luxury shopping where the only place you could find a Gucci or Louis Vuitton store in the Middle East or Asia was in Hong Kong. On the other hand, Hong Kong has transitioned into a hub of unique design and fashion that has spurred the city to reveal its new hidden treasures.



While these treasures aren't immediately obvious to the tourist eye, ask any local trendsetter and they'll tell you there's more to Hong Kong luxury shopping than any online review or recommendation.

D'Auchel fits in this category. The epitome of true luxury, this is an atelier located in the heart of Central Hong Kong combining centuries-old French craftsmanship in Hong Kong with exquisite leather goods. Created by authentic French artisans with traditional know-how and made with the finest imported European leathers, each handbag is meticulously hand-stitched, flawlessly detailed, and an artistic masterpiece.



As soon as you enter the store you'll come face-to-face with master craftsman and the lavish smell and feel of new leather. This is no ordinary store; it's a luxury aficionado's dream. More than anything, D'Auchel offers an intimate view into the careful assemble of your bag by the store's master craftsmen. Additionally, the soothing wood tones of the atelier combine to create a one-of-a-kind sensory experience for the discerning woman of taste: a handbag that is at once personal, truly authentic, and quintessentially luxurious.



The artisan is more than a maker of things. He or she is an artist who creates masterpieces out of patience and meticulous attention to detail. D'Auchel sought out France's top artisans—starting with the Compagnons du Tour de France—who undergo rigorous years of residential training in an organisation dating back to hundreds of years of traditional techniques. In addition to regular vocational training, these artisans have mastered the most difficult aspects of leather work at specialised finishing schools. A minimum of 10 years of experience at high-end ateliers are required before joining D'Auchel.

Stepping into the store the soft wood tones and elegant crown moldings makes you feel as if you are in an intimate Parisian apartment. Guests immediately receive a tour of the maison, tastefully outfitted with fine furnishings and tailor-made floors imported from France into the atelier-cum-boutique. While lacquered wood cabinets and glass countertops complete the contemporary aesthetics. You can browse and select from the showcase collection of handbag styles. Then indulge in a richly visual and sensory experience as you see, touch, and feel the extraordinary textures of leather skins that hang from the wall in a brightly coloured cascade. A D'Auchel consultant will advise you on the selection of colours, types of leather, and styles in a comfortable seated area.

After choosing the style, leather, and colour for your custom-made piece, you can also request any alternation you wish to the inside of your bag. Once the design is complete, you will be invited back to the boutique to view its creation.



Experience is everything at D'Auchel. While you wait for your bag to be completed, you'll receive a short film on its construction celebrating its craftsmanship which is at the heart of this atelier in Hong Kong.

*D'Auchel is located at SUITE 1401-2 14/F LYNDHURST TOWER 1 LYNDHURST TERRACE CENTRAL, HONG KONG T +852 2116 9400 for more info visit [www.dauchel.co/en/](http://www.dauchel.co/en/)*