

Luxury leather brand, Maxwell-Scott, to celebrate launch of new SS18 Women's collection with York-based blogger event.

Luxury leather brand Maxwell-Scott will celebrate the launch of their new SS18 Women's collection by hosting a blogger event at The Principal Hotel York in March 2018. The event will see British, German and French fashion and lifestyle bloggers gather to join CEO, William Forshaw, and Head Designer, Catriona Forsyth, for an exclusive evening of previewing the brand's new women's SS18 handbag collection.

The collection will identify a fresh new aesthetic for Maxwell-Scott, and will accompany the launch of their international campaign #MyMaxwellMyCity which aims to promote the collection's fusion of functionality and style for city living. The campaign will see all bloggers involved in showcasing their own home cities through their content, plus how their Maxwell-Scott bag fits into their everyday urban lifestyle.

The luxury brand's new women's collection will consist of an array of multi-functional handbags and totes built for life in the city - transitional pieces that can be carried from the boardroom to the bar. These Italian crafted bags will provide all women, whatever city they are in, with a timeless piece that will become a wardrobe essential.

Maxwell-Scott's 25 blogger guests will enjoy a three-course meal in the lavish surroundings of the Principal York hotel, designer talks and a preview of the new collection. The collection will also be available to preview for media and press on the 8th March before the blogger event commences.

CEO and Founder, William Forshaw said:

"We are very excited to share our incredible home city of York with some of the most influential fashion bloggers in the UK, Germany and France. Our new SS18 collection reflects the metropolitan city-goer who desires both versatility and style in their everyday bag.

Through our #MyMaxwellMyCity campaign, our customers can share how their Maxwell-Scott bag helps to fulfill their lives in the city. I am very much looking forward to sharing this new SS18 collection at the event on the 8th March."

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