

INTRODUCING OUR BRAND

RADLEY
LONDON





Our Brand

Born in 1998, in London's famous Camden Market

A brand with a passion for making beautiful handbags and accessories, **Radley London blends creative design, quality materials and immaculate craftsmanship**

With designs in the finest leather as well as playful prints, every piece is made with the **perfect balance of style and functionality**

Taking inspiration from the spirit and style of London, the products are designed in-house

Our Designers

Our in-house designers are a talented team **based in our London Design Studio**

Taking inspiration from the streets of London, exhibitions, design trips and catwalk trends to create new Radley London collections that are combined with iconic shapes and classic silhouettes

"What makes a great handbag? Quality craftsmanship, attention to detail and amazing design both inside and out. The size, colour and shape are obviously important, but the handbag has to work with the needs of modern life."

Zizi, Head of Design





Our Products

Radley London is more than just a handbag brand.

We offer the same expert design and craftsmanship across these categories:

Handbags

Small Leather

Goods

Gifting

Footwear

Luggage

Jewellery

Eyewear

Accessories



Our Brand Pillars

These brand pillars are what we stand for:

Women of Spirit

We celebrate and support women who are working to make a real difference in the world: the leaders, the freethinkers and the voices for change that inspire us every day

Craft & Design

We share stories of inspiration, attention to detail and craftsmanship directly from our London Design Studio

Style Notes

We give style inspiration to our customers. From catwalk trends to timeless looks, we help them wear our designs their way

People & Planet

We're committed to our people and our planet, from taking steps in sustainability to working with our charity partners



Our Customers



CORE AUDIENCE – THE MODERN LOYALISTS

- Buys Radley because it is her superior choice
- Aspires to be sophisticated, elegant and refined
- A modern, independent woman age 40+
- Cares about her appearance but does not follow trends
- Wants the best in her life
- Uses Facebook and Instagram



TARGET AUDIENCE – THE STYLIST

- Buys Radley because it is a smart choice
- Ambitious and considers herself a style leader
- Confident, independent woman age 30-40
- Lives life to the fullest, is curious and wants to try new things
- An avid sharer and follower on social media
- Brand and fashion conscious



Our Channels

Our brand in 2021 is a brand first, digital led business focused on continuous global growth

Over 20 stores in the UK and Europe, across premium and outlets

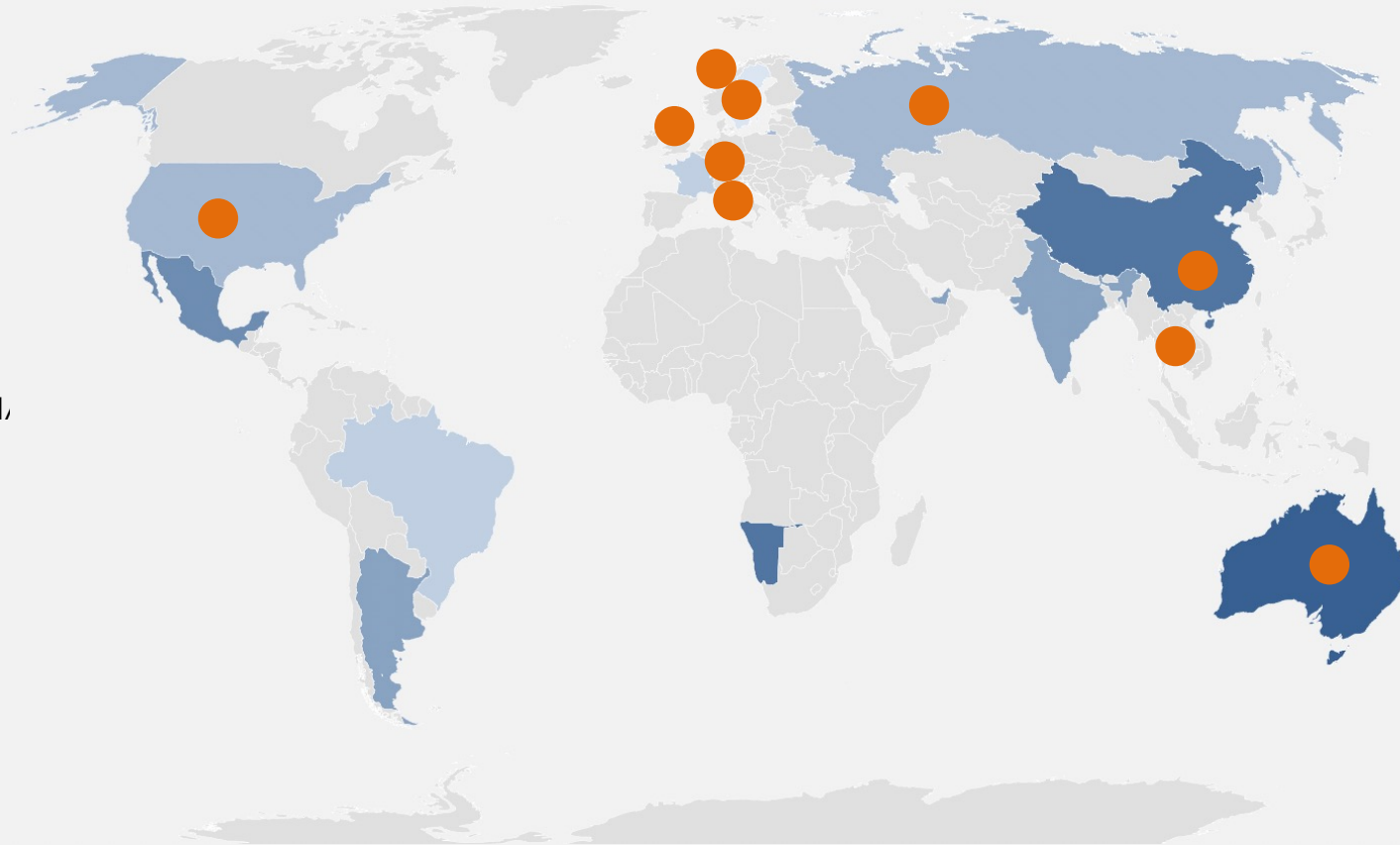
Currently ship to over 40 countries worldwide

Our focus going forward is to build on our **franchise and wholesale partnerships** in both the UK and internationally

Current partners include **Macys, John Lewis, Selfridges, Next and QVC**

Our Global Growth

UK
USA
CHINA
THAILAND
AUSTRALIA
ITALY
GERMANY
RUSSIA
SCANDINAVIA
BALTICS
MALTA



UK RETAIL

27 Retail Doors
9 Global Websites

UK WHOLESALE

John Lewis
QVC
Selfridges
Next
Shop Direct
100+ Independents

INTERNATIONAL WHOLESALE

Macy's 200 doors (USA)
QVC's global markets
TMALL Global (China)
Coin 12 doors (Italy)
Karstadt 26 doors (Germany)
Stockmann 5 door (Russia)

100+ DISTRIBUTOR DOORS

Minor (Thailand)
Acc3ss OY (Scandinavia & Baltics)
Classic Group (Malta)
Bluebell (Malaysia)

100+ TRAVEL RETAIL LOCATIONS

Dufty
Heinermann
Harding Brothers

Radley Marketing



Our Campaigns

For 2021 Radley London is elevating the brand with new photography and storytelling

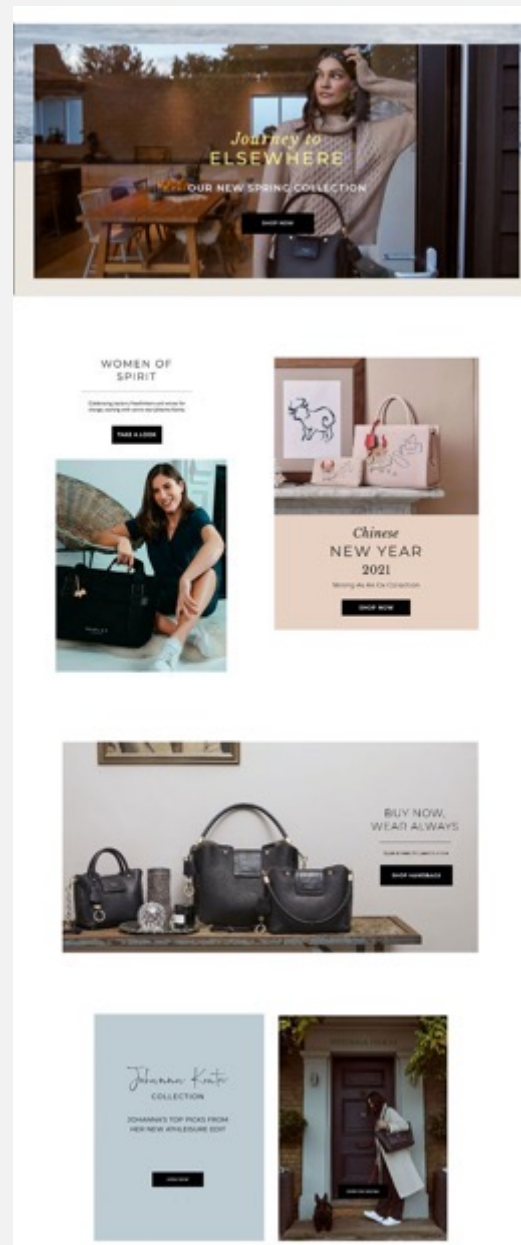
New editorial tone of voice and clear visual aesthetic

Celebrating the quality and craftsmanship of the brand

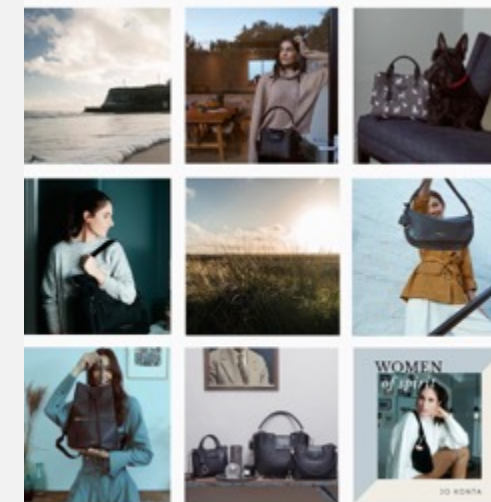
Relaunching the Women of Spirit campaign, to show what we stand for and what makes us unique

Global campaigns to launch new collections, bringing the inspiration behind the collections to life

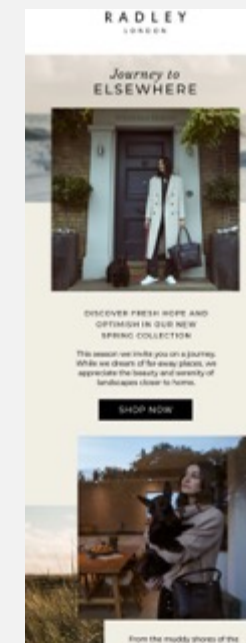
Increased digital comms across emails, paid advertising and organic social channels



Website



Social



Email



Our Photography



Our Social Community

Our daily content showcases Radley's home in London to **over 360,000 social followers**

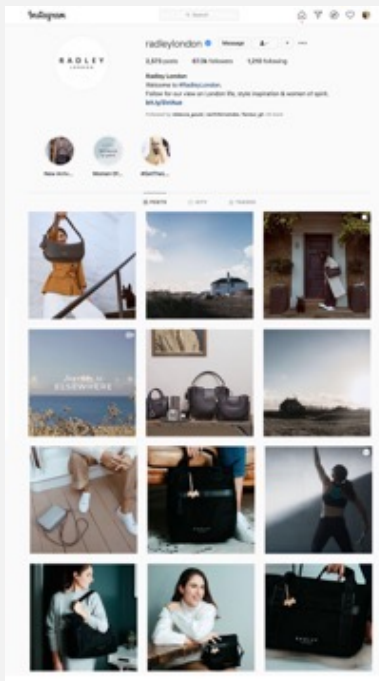
Instagram

67,152 followers

95% female

41.5% UK based

38% aged 25-34; 28% aged
35-44



Facebook UK

173,376 fans

96% female

67.2% UK based

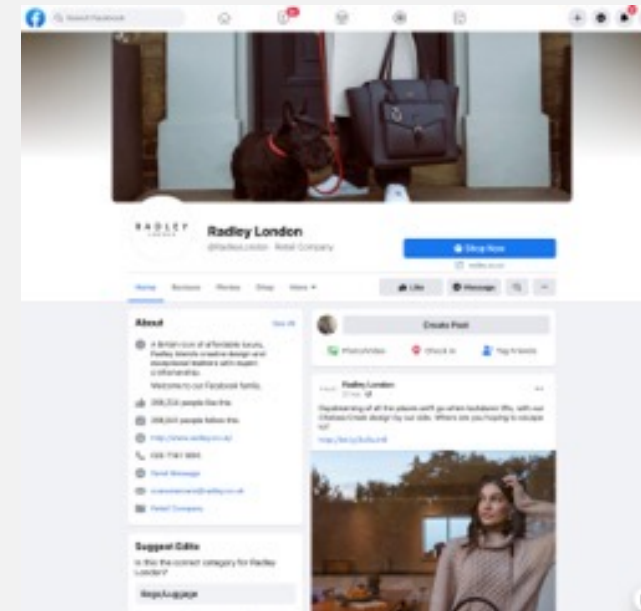
28% aged 35-44; 26% aged
45-54

Facebook US

19,130 fans

98% female

32% aged 35-44; 29% aged
45-54



Our Press Coverage

Our collections have given us **extensive global PR coverage**

STYLIST



Forbes

Handbags That You Need To Put To The Test In 2021

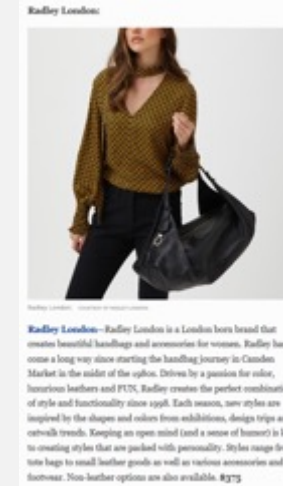
The term handbag dates back to the early 1900s. It may be hard to believe for the generation that grew up at the turn of the 21st century, but a handbag was once a man's bag. During that same period, ladies began to develop progressively with added compartments etc., and over time, ladies had taken over the term handbag. In the mid-1900s, women, like the 1950s professional, were the ones who described a ladies handbag. I often wonder if this term will increase and become fashionable again? I agree like the ring of it.

Practicality.

The modern purse, handbag, pocketbook or clutch case is a common item during the industrial revolution to much part due to the increase in travel — on the railways.

Now then, ladies, let's face it, handbags are your trusted sidekick! Move to the point, they save all your accessories — and then some!

These days, modified alternatives along with a full range of styles are often making consumer interest. Today's bag offerings reflect a mix of values that think more people are making right now, namely to reflect and to simplify while adhering to modern day needs and requirements. In fact, as the brand *Deborah* notes "The luxury means genuine materials, and for my customer, genuine craftsmanship requires longevity."



woman&home



People



MailOnline



MailOnline carried her essential belongings in a leather cross-body bag from Radley London and she showcased her fresh pedicure in a pair of bronzed white sandals.

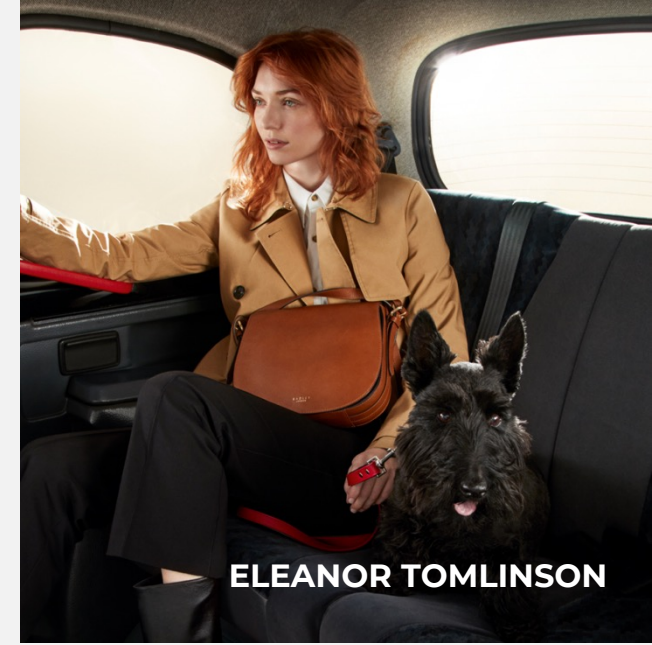
Our Collaborations

Radley London has long-standing experience working **with celebrities and influencers, including Women of Spirit** - all distinctive, unique and aligned with our values

We are proud to support good causes, partnering with charities including Dogs Trust and The Prince's Trust



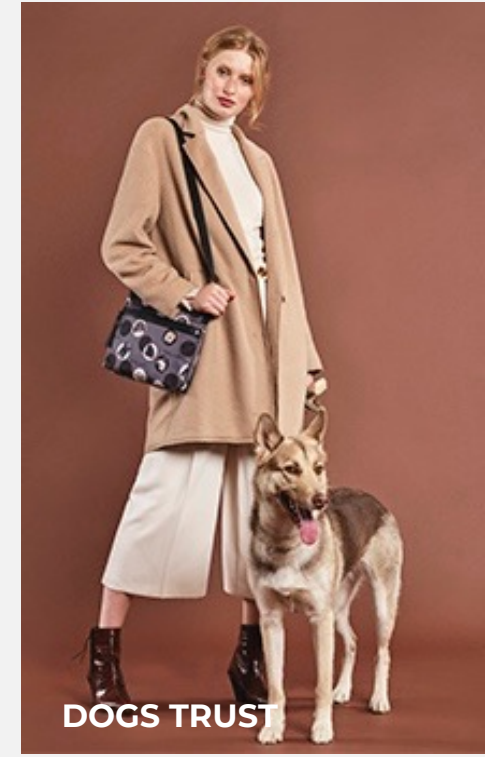
JOHANNA KONTA



ELEANOR TOMLINSON



PEARL & DAISY



DOGS TRUST

Our In-Store Community

Our store events focus on building relationships with our community by giving them the opportunity to connect with our products in real life. Events include:

- Radley dog meet and greets
- Pop-up activations
- Fashion events and shows





Thank You