<h1>A Bespoke Luxury Bag Maker</h1>

SINGAPORE – ABARA, a luxury bag label that specialises in creating bespoke bags, has just opened its doors at (LOCATION).

Inside, the brand's signature style lines the brightly spotlighted shelves: classic, feminine lines with a touch of playful whimsy. You can choose from one of their ready-made bags, or create your very own – a dream come true for those who have been toying with the idea of designing their own one-of-a-kind bags.

Discerning customers will be glad to know that ABARA's bags are made of Grade 1 crocodile leather, sustainably sourced from the same tannery that the French luxury houses use. It can be made buttery-soft or structured, dyed to the exact shade the customer likes, and cut to the preferred size. 18K gold-plated hardware adds the finishing touch to each bag.

<h2>The Ultimate Luxury Lies in the Bespoke Accessory</h2>

Although ready-made bags are available for purchase, ABARA's specialty lies in creating one-of-a-kind bags designed by the customer themselves. "We want to empower other women to create," says Yuki Yang, the founder of ABARA.

The process begins with a consultation, which can take place at either the shopfront or in the comfort of the customer's home. A designer will be present at the consultation, taking notes and making sketches as the customer describes their lifestyle, personality, and aspects of their dream bag. To ensure that the bag's size and shape are proportionate to the customer's profile, the team takes measurements of the customer's body and suggests the right size and length of the handles.

Then comes the fun part – the swatches are displayed, and the customer selects the type and finish of the leather they prefer. At the end of the consultation, they'll have professional and detailed sketches of their dream bag.

After confirmation, a prototype model is created with fabric and delivered for the customer's inspection. Every detail – down to the shape and size of the pockets – is faithfully created here, so that the customer can visualise exactly how the final product will look. Edits and tweaks can still be made at this stage, with a new prototype created for each edit, until the customer is happy with the result.

Subsequently, the materials are ordered and the bag is put together by a team of ABARA artisans, all dedicated craftsmen with years of experience in the luxury bag industry. After the bag is completed, it is then packaged together with a cotton dust bag and care instructions in a box, and hand-delivered to the customer's doorstep.

Says Yuki: "The entire process was designed for an elevated experience. Designing one's dream bag should be a luxurious, enjoyable experience, and we pay attention to every detail to make it just that. It's not just about the final product, but the journey as well."

<h2>A Symbol of Excellence and Love</h2>

ABARA was inspired by love. The triple A's in ABARA have several layers of significance: as the first letter of the alphabet and a universal symbol of excellence, it stands for the continuous pursuit of excellence by the brand.

A is also phonetically close to 爱, the Chinese word for love, which holds personal significance for Yuki in the three kinds of love she cherishes deeply: a love for life, love for her family, and a love for her calling as a designer.

Together, the layers of meaning represent the distinction, passion, and creativity that lies at the heart of ABARA as a brand.

Although ABARA is new on the Singapore scene, Yuki herself is no stranger to the world of luxury. She has spent twenty years in the industry learning the process of designing and creating luxury bags, how to work with the best materials, and the subtle touches that take a bag from ordinary to extraordinary.

Today, twenty years after she first began her journey, Yuki is empowering other women to create their own bags, as well as designing her own. Yuki's signature style – a blend of playful whimsy and timeless elegance – is evident in all of her ABARA creations.

<h2>Interview with Yuki Yang, Founder of ABARA</h2>

What's your inspiration behind ABARA?

A lot of it comes from my young daughter, actually. I love her youthful energy, her joy for life, and her playful creativity and optimism. It's why a lot of my designs embrace that same whimsical playfulness: it's a reminder to have fun and embrace the experiences life has to offer.

In fact, for every bag I make for myself, I make a miniature version for her, so we can have a matching mother-daughter pair. When she grows up, she will get the larger version. It's a symbol of our bond for life.

Another thing that inspired me was a bag that my own grandmother had handed down through the generations. It's with me now, and I intend to gift it to my daughter when she comes of age. This is one of my most cherished possessions, because it once carried a part of my grandmother's life, then my mother's, and now mine. I hope that the women who purchase ABARA creations will be able to hand down their own bags to their daughters one day too, as a modern heirloom.

Why handbags in particular?

You can tell a lot about the essence of a woman's personality just by looking at her handbag. Whether she appreciates classic beauty, or has a sharp wit, it's evident in the type of bag she chooses to carry. Handbags are also such a personal thing – it contains so much of a person's life.

How did your journey in the world of fashion begin?

As a child, I have always been drawn to beautiful things. That inspired me to venture into the world of fashion in my early twenties. Throughout the years, I developed a keen eye for detail, learned how to work with the best materials, and began to design my own bags. I loved to experiment with different styles and materials. What you see here today is the result of all that work.

We will continue to evolve, though. The process of developing one's style is constantly evolving; it is an accumulation of one's life experiences and knowledge over the years.

What challenges have you had to overcome, and how?

Design is very much a male-dominated industry, so I had my fair share of challenges. However, I firmly believe that my understanding of my fellow women allows me to be an even better designer.

As I started from scratch and worked my way up, I understand and appreciate every detail of craftsmanship that goes into the creation process. Although each handbag takes over 600 hours of design and craftsmanship to create, it's worth it for the beautiful final result.

<h2>Media Enquiries</h2>

For media enquiries, high-resolution images and information, please email Fiona at fiona@abara.com.sg.

High-resolution images are available for download here (LINK TO DROPBOX).

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