



HOUSE OF FLORENCE

fw26 Introduction

In these difficult times, surrounded by turbulent social events, the need for comfort has become a priority.

We subconsciously need to be surrounded by people, experiences, and objects that bring serenity, calm, and a hint of joy.

In this context, we have studied and interpreted "the bag" as a woman's companion throughout her day: a friend, a certainty, a relief...

No longer an object that represents status as a manifestation of the ego, but a more introspective object, enhanced by the emotions it gives us: intimacy, welcome, comfort...

We have developed a collection with multiple shapes that meet all the possible needs of the modern woman. Comfortable, practical shapes that inspire security, but in a more symbiotic and natural way, bringing feelings of well-being and pampering to those who wear them.

This harmony is developed not only through the softness of the shapes, but also through richly textured materials: from the softness of nappa leather to the delicacy of suede, the tenderness of fur, the smoothness of velvet, to the comfort of deer grain or the pleasant roughness of tweed. Materials with worn surfaces that remind us of the passage of time, the comfort and security it unconsciously gives us. The awareness that life flows and leaves its precious traces.

Materials that transform with use, reminding us that we are part of reality and participate in its manipulation, as we choose and desire.

GEA | Group

The new version of the Gea is softer and more enveloping. The zipper closure allows it to be transformed into a soft satchel, offering greater security and versatility, both for everyday use and special occasions. The classic models feature front pockets for an ease use. The long zip puller serves as a decorative charm with a logo-embellished metal ball.

We've introduced a new shoulder bag model for those who prefer a different carry style.

Dressed in hand-buffered leather, which lends a worn-in look, and a retro-inspired silver crackle.





GEA | Big Bowling

CODE H0253

 Pollen

 Burgundy

 Mocka

 Ash

 Black

(WxHxD) 34x26x25cm

Material: Distressed Leather





GEA | Small Bowling

CODE H0254

 Pollen

 Burgundy

 Mocka

 Ash

 Black

(WxHxD) 21,5x15,5x14,5cm

Material: Distressed Leather





GEA | Medium Hobo

CODE H0255

■ Pollen

■ Burgundy

■ Mocka

■ Ash

■ Black

(WxHxD) 32x22,5x13cm

Material: Distressed Leather





GEA | Small Bowling

CODE H0252

■ Silver

(WxHxD) 21,5x15,5x14,5cm

Material: Cracked Metallic Leather





DESIREE | Group

The Puffy group: A small cushion to hold and cuddle.
Small shapes for any occasion, in soft, colorful nappa leather.





DESIREE | Small Flap

CODE H0191

■ Pollen

■ Burgundy

■ Black

(WxHxD) 21,5x13,5x6cm

Material: Soft Nappa Leather





DESIREE | Mini Tote

CODE H0231

■ Pollen

■ Burgundy

■ Black

(WxHxD) 17,5x19,5x4cm

Material: Soft Nappa Leather





DESIREE | Small Hobo

CODE H0232

■ Pollen

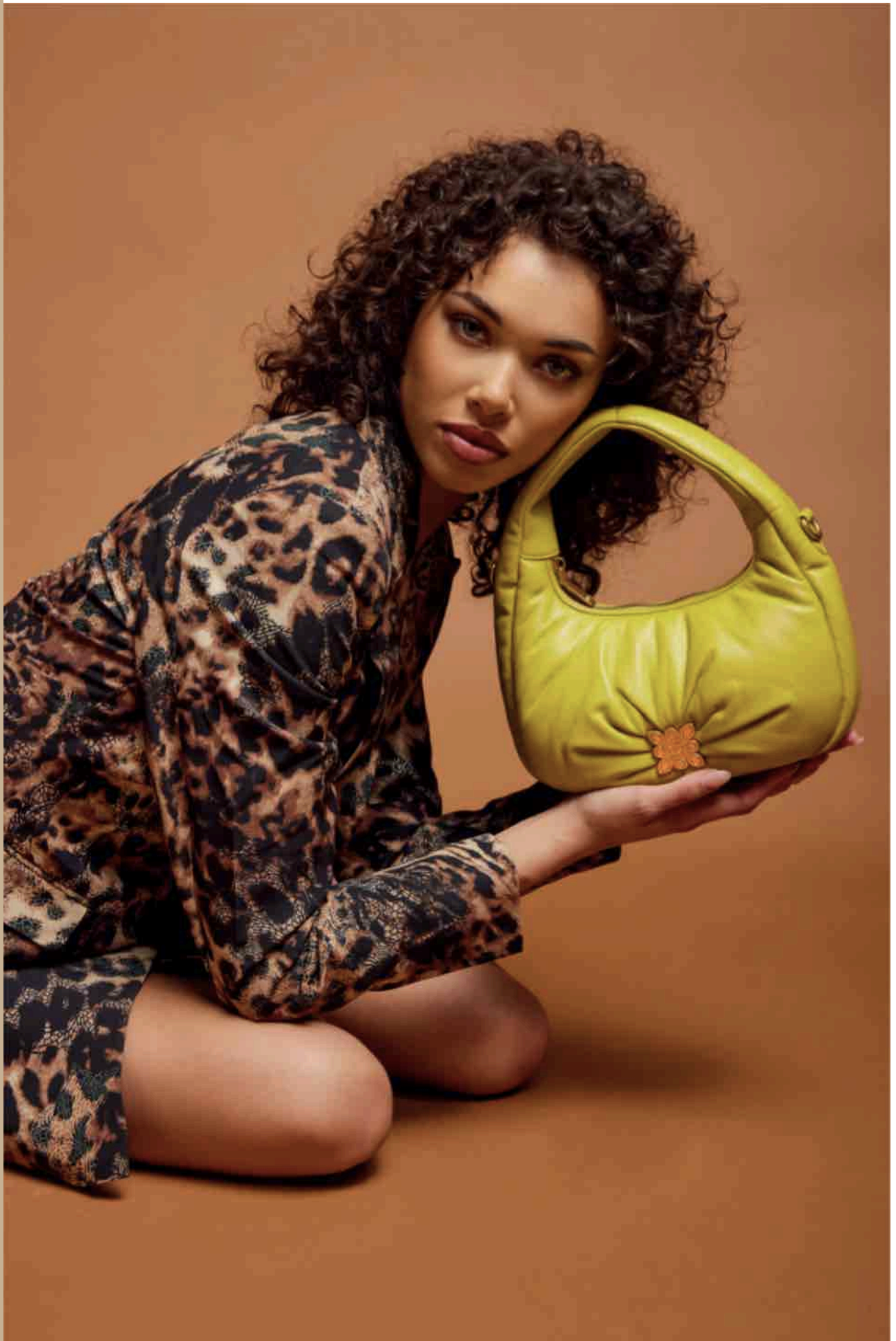
■ Burgundy

■ Black

(WxHxD) 24x17,5x6cm

Material: Soft Nappa Leather





LINDA | Group

Linda is a new group of practical and functional daytime bags, spacious and compact, yet soft and enveloping.

In rich grained deerskin bonded with nappa leather, it features a practical new logo twist lock.

Developed in three styles, a "Top Handle" in two sizes with spacious interior pockets and additional handles for comfortable cross-body carry, and a soft, multi-pocket satchel.





LINDA | Big Top Handle

CODE H0249

■ Burgundy

■ Mocka

■ Ash

■ Black

(WxHxD) 36,5x27x15cm

Material: Pebble Leather





LINDA | Medium Top Handle

CODE H0250

■ Burgundy

■ Mocka

■ Ash

■ Black

(WxHxD) 27x20x10,5cm

Material: Pebble Leather





LINDA | Medium Bowling

CODE H0251

■ Burgundy

■ Mocka

■ Ash

■ Black

(WxHxD) 34x19x16cm

Material: Pebble Leather





PENCES | Group

For our carryover group we have added a smaller version of the "Tote" and opened the color range with more heartening shades.





KAYLA | Big Tote

CODE H0215

■ Burgundy

■ Mocka

■ Brandy

■ Black

(WxHxD) 42x32,5x14cm

Material: Palmellato Leather





KAYLA | Small Tote

CODE H0264

■ Burgundy

■ Mocka

■ Brandy

■ Black

(WxHxD) 28,5x22x17cm

Material: Palmellato Leather





KENDRA | Big Hobo

CODE H0216

■ Burgundy

■ Mocka

■ Brandy

■ Black

(WxHxD) 36,5x38x8cm

Material: Palmellato Leather





KRISTEL | Small Top Handle

CODE H0217

■ Burgundy

■ Mocka

■ Brandy

■ Black

(WxHxD) 21,5x15,5x5cm

Material: Palmellato Leather





SOAVE | Group

We've increased the opening of the styles in our Soave group. As its name suggests, it's an ultra-soft and lightweight bag that can be gathered at will, enhancing the sensation of softness. Dressed in suede in two natural colors and a soft fur, it's a line with a welcoming character.





SOAVE | Medium Flap

CODE H0260

■ Mocka

■ Brandy

(WxHxD) 30,5x21,5x10cm

Material: Suede & Calf Leather





SOAVE | Mini Flap

CODE H0261

■ Mocka

■ Brandy

(WxHxD) 20x15x6,5cm

Material: Suede & Calf Leather





SOAVE | Big Tote

CODE H0262

■ Mocka

■ Brandy

(WxHxD) 34x36x12cm

Material: Suede & Calf Leather





SOAVE | Medium Backpack

CODE H0263

■ Mocka

■ Brandy

(WxHxD) 25x31,5x12cm

Material: Suede & Calf Leather





SOAVE | Medium Flap

CODE H0247

■ Brandy

(WxHxD) 30,5x21,5x10cm

Material: Faux Fur & Calf Leather





SOAVE | Mini Flap

CODE H0248

■ Brandy

(WxHxD) 20x15x6,5cm

Material: Faux Fur & Calf Leather





RAIKA | Group

The sporty/chic group, designed for on-the-go.

The volume is created by a vortex that generates a soft, roomy shell.

Developed in a soft, lightweight nappa leather, it's the ideal companion for long days.

New styles join our carry-over Hobo, whose size has been reduced from previous seasons: the "Medium Tote" with a practical zipper closure, as well as the "Small Tote" with an additional shoulder strap, a little jewel to cuddle. The bucket bag with drawstring closure is available in various bright materials to add a contemporary "vortex" to evenings and events with friends.





RAIKA | Medium Hobo

CODE H0256

■ Mocka

■ Ash

■ Black

(WxHxD) 33,5x27x15cm

Material: Soft Nappa Leather





RAIKA | Medium Tote

CODE H0257

■ Mocka

■ Ash

■ Black

(WxHxD) 39x22x15cm

Material: Soft Nappa Leather





RAIKA | Small Tote

CODE H0258

■ Mocka

■ Ash

■ Black

(WxHxD) 29x18,5x17cm

Material: Soft Nappa Leather





RAIKA | Small Bucket

CODE H0259

■ Mocka

■ Ash

■ Black

(WxHxD) 22x28x10cm

Material: Soft Nappa Leather





RAIKA | Small Bucket

CODE H0243

■ Black

(WxHxD) 22x28x10cm

Material: Sequins & Calf Leather





RAIKA | Small Bucket

CODE H0242

■ Antique Rose

■ Black

(WxHxD) 22x28x10cm

Material: Velvet & Calf Leather





BRUNA | Group

Our evening proposal is dressed in fur, to add a touch of glamour and lots of cuddles to social events.



BRUNA | Small Pochette

CODE H0241

■ Beige

(WxHxD) 16x21x2cm

Material: Faux Fur & Velvet





NOELA | Group

A new group for everyday, work, and city use, basic yet elegant. Practical and functional, soft and roomy, it features a belt that wraps around it.

Composed of three practical shapes in four different materials, demonstrating its versatility. The essential bag with multiple wearability options.





NOELA | Big Tote

CODE H0237

■ Black

(WxHxD) 40x30x13cm

Material: Distressed Leather





NOELA | Small Tote

CODE H0238

■ Black

(WxHxD) 25x19x13cm

Material: Distressed Leather





NOELA | Medium Bucket

CODE H0239

■ Black

(WxHxD) 27x30x15,5cm

Material: Distressed Leather





NOELA | Big Tote

CODE H0234

■ Mocka

■ Brandy

(WxHxD) 40x30x13cm

Material: Suede & Calf Leather





NOELA | Small Tote

CODE H0235

■ Mocka

■ Brandy

(WxHxD) 25x19x13cm

Material: Suede & Calf Leather





NOELA | Medium Bucket

CODE H0236

■ Mocka

■ Brandy

(WxHxD) 27x30x15,5cm

Material: Suede & Calf Leather





NOELA | Small Tote

CODE H0240

■ Ash

(WxHxD) 25x19x13cm

Material: Pony & Calf Leather





NOELA | Small Tote

CODE H0233

■ Mocka

(WxHxD) 25x19x13cm

Material: Cracked Calf Leather





NOELA | Small Tote

CODE H0267

■ Mocka

(WxHxD) 25x19x13cm

Material: Wool Tweed & Calf Leather





NORIKO | Group

The Toy. The camera bag with a light and carefree look, simple and effortless yet playful and fun, is a welcome everyday companion.





NORIKO | Small Crossbody

CODE H0265

-  Pollen
 -  Burgundy
 -  Ash
 -  Black
-

(WxHxD) 22x15,5x9cm

Material: Calf Leather





NORIKO | Mini Crossbody

CODE H0266

-  Pollen
 -  Burgundy
 -  Ash
 -  Black
-

(WxHxD) 17x11x6-cm

Material: Calf Leather





UNISEX | Group

la linea di borse no gender per gli appassionati della vita in movimento, per chi vuole uscire da casa pronto per il viaggio di tutti i giorni. Materiali resistenti e durevoli, grandi forme pratiche dalle molteplici portabilità.





UNISEX | Medium Backpack

CODE H0245

■ Black

(WxHxD) 40x43x14cm

Material: Nylon





UNISEX | Medium Crossbody

CODE H0246

■ Black

(WxHxD) 34x26x15cm

Material: Nylon





UNISEX | Big Backpack

CODE H0244

■ Brandy

(WxHxD) 40,5x42x12cm

Material: Canvas & Calf Leather





