

iam  
who  
iam

2019

COLLOCATION



BALLARÔMANCE

# iBag

臻我。时尚由我

How about labels? What about prejudice?

I am who I am

Fashion logic that follows intuition  
without explanation

It's the high-level wisdom in fashion

Bright fashion BALLA handbag, take my soul  
With the temperature of life  
Carve my style into subtle detail  
Not to change one's voice  
and expression because of emotion

标签怎样？偏见又如何

i am who i am

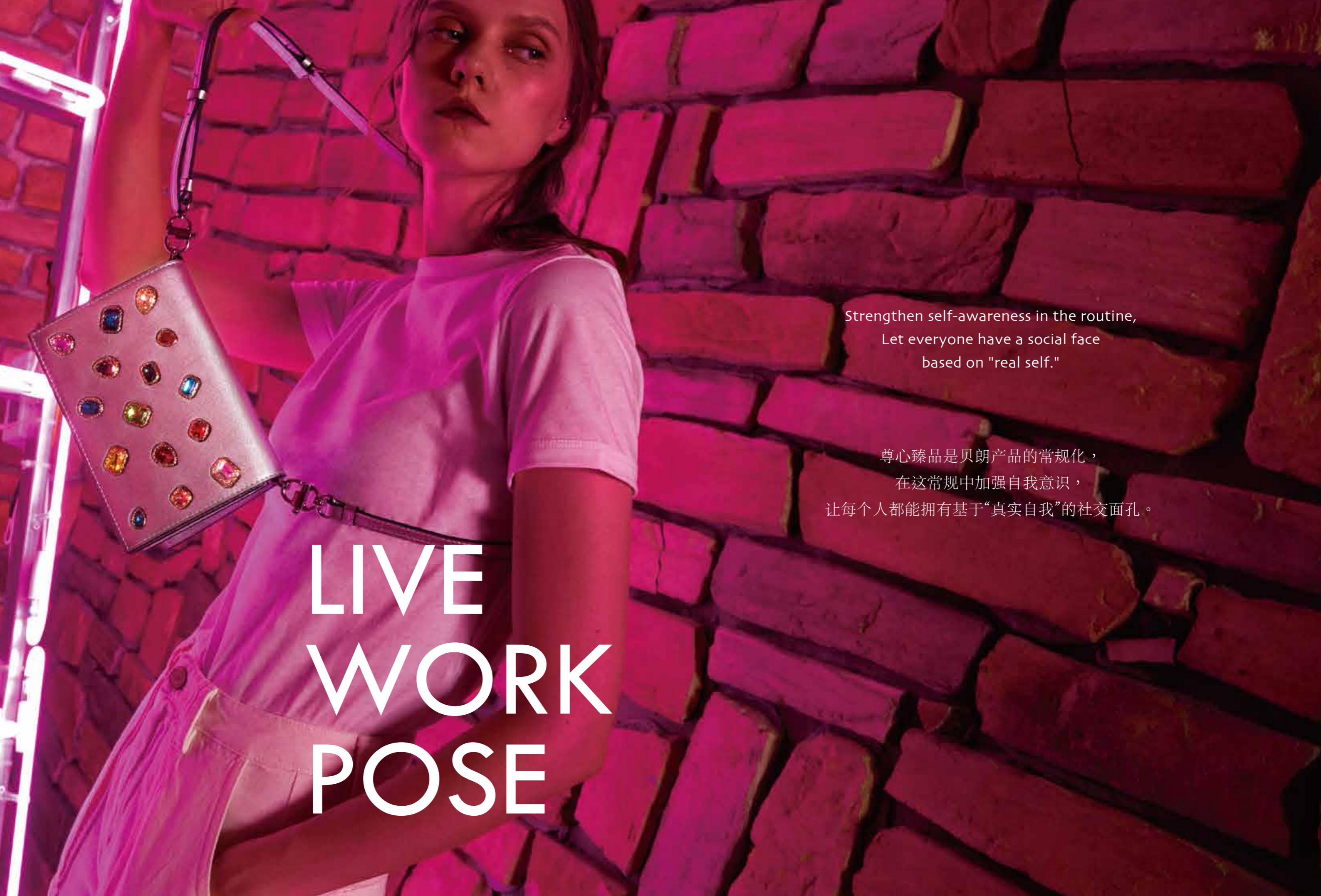
跟随直觉不作解释的时装逻辑

是时尚里的高级智慧

点亮时装的BALLA手袋，收纳臻我灵魂

带着生灵温度

将我的风格刻画入微  
不动声色



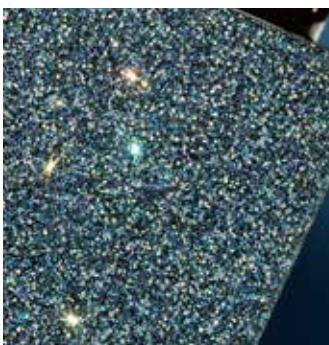
LIVE  
WORK  
POSE

Strengthen self-awareness in the routine,  
Let everyone have a social face  
based on "real self."

尊心臻品是贝朗产品的常规化，  
在这常规中加强自我意识，  
让每个人都能拥有基于“真实自我”的社交面孔。

I Have  
One  
Thousand  
Wishes

许愿宝盒装下一千个愿望



星光许愿宝盒

B802S24401G01  
质地：头层牛皮





月光许愿宝盒

B802B06901G01  
质地：牛皮革



幻夜许愿宝盒

B802S24501K05  
质地：牛皮革



It's  
Your  
Time  
To  
Shine



少女之翼口袋

B802S31801G01  
质地：牛皮革



# Follow Your Instincts



秋日调色盘口袋

B801S29702D01  
质地：牛皮革





秘密果园口袋

B801S30501D01  
质地：牛皮革



早安鲜花口袋

B801S33101D01  
质地：牛皮革



Topme  
Topu





Noble leather, breaking through  
conventional diversity,  
The pursuit of the basic values of simplicity  
and comfort recognized by the public,  
Make everyone get a democratized luxury.

高贵皮质，突破常规的多样性，  
对公众认可的简单和舒适  
——这基本价值的追寻，  
使每个人都可以获得民主化的奢侈品。

Let  
Excelle  
Be  
Your  
Brand



鳄鱼纹海怪口袋

B801S30801E32

质地：牛皮革



# Beware Of Mediocrity



鳄鱼纹翻盖口袋

B801S30301I20  
质地：牛皮革



What's  
Past  
Is Prologue



时光欲语口袋

B801S30601E24  
质地：牛皮革





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