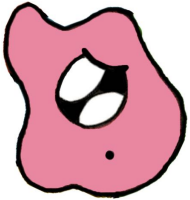


# THE BUU COLLECTION

BY GRIP HANDBAGS



# THE BUU COLLECTION



## FROM GRAFFITI TO HANDBAGS

The print is designed exclusively for the BUU Collection by New Jersey based graffiti artist. It's the perfect marriage between street wear and street art. When you walk the streets, spread the color. Spread the love. We think if a handbag can send a message, it's a good one. Color is contagious. BUU is our reminder to exemplify less hatred, more acceptance. Less violence, more love. We hope wearing the BUU Collection will inspire your friends and family to fall in love with color. Astonish the world, express yourself, live a colorful life one Grip Handbag at a time.

### A message from BUU:

*"In case you didn't know, I'm BUU. The collection is named after me. I come in different shapes, sizes, and colors. Just like YOU. Most people say I resemble a ghost, but I like to say I'm a spirit. And as you can see, my spirit comes in many different forms. My many different forms represent diversity - all the hopes and dreams out there. I'm an example of YOU, the people, who too have those things. YOU may all look a little different on the outside. But on the inside, we're all the same. We're all just trying to live a BUU-tiful life."*





*Pictured from The BUU Collection, (VEGAN)  
The 'ANNAH' Tote Bag, \$220.00*



*Pictured from The BUU Collection, (VEGAN)  
The 'HANNA' Shopper Bag. \$245.00 (comes with detachable strap).*



*Pictured from The BUJ Collection, (VEGAN)  
The 'HARRY' Duffel Bag. \$285.00*



# DANIELLE MARIE



Danielle Marie, founder, lead designer, and CEO of Grip Handbags, is a refreshing example of a young entrepreneur with a vision to create a distinguished and innovative luxury accessories brand known for its purposeful, unique, and groundbreaking designs at an affordable price. To this day, Danielle Marie is the first in her category to strategically develop an exclusive cut-out feature for her handbags, which functions as a handle and is currently patent pending. This particular visual element is consistent throughout all her designs, and serves both functional and aesthetic goals for the Grip Handbags brand season after season.

The Grip silhouette, shaped like a half moon right side up, is also a symbolic reinforcement of the cut out feature initiated on Danielle's original award-winning clutch, which is responsible for the launch of her business and career as a designer. Since its establishment in 2015, Grip Handbags has been featured in InStyle Magazine, British Vogue, Accessories Magazine, WWD.com, Bellus Magazine, Purse Bop among others, and on a number of public figures and fashion blogs.

### **Brand Mission Statement:**

"To the visionaries, impeccable style begins with Grip Handbags. We're all about quirky cut out bags. Combining unique aesthetics with versatility and purpose, our goal is to revolutionize industry tastes with our eye-catching designs. Each bag is quality made and creatively designed to be stylish and unexpected in the eyes of our trendy customers – made to astonish. Today, Grip Handbags is an example of fashion reinventing itself by offering something entirely new to enhance your everyday wardrobe. Get a grip!"

[www.griphandbags.com](http://www.griphandbags.com) | Email: [danielle@griphandbags.com](mailto:danielle@griphandbags.com)