



ALĒO

HANDCRAFTED | INDIVIDUAL | RESPONSIBLE

AS SEEN IN

VANITY FAIR

marie claire

VOGUE

TATLER



ABOUT US

ALĒO is a global brand at it's core with the desire to connect people through artisan craftsmanship, understated luxury and contemporary asthetics. Guided by our slow fashion approach, we are focused on creating playful modern shapes that are as original as they are timeless.

The brand name ALĒO (/ˈɑː.leɪ.oː/) represents a small village nestled in the Himalayas, where co-founders Tara & Jonathan's son was born. This secluded mountain hamlet inspired the ethos of ALĒO; the clean air, snow capped peaks and endless sense of wonder made us stead-fast in our desire to deliver authentic products for fashion lovers from all walks of life.

ALĒO is rooted in slow sustainable fashion, employing the use of skilled high-quality artisanal craftsmanship.

Our collections are our connections; an expansive palette of global influences underpinned by understated luxury and timelessness.



ESTABLISHED

Born in Sydney, Australia, nurtured in Northern India and established in Ireland in 2022. ALĒO is a global brand at it's core.



Darlo in Black



Darlo Mini in Black





Simone in Black



COLLECTIONS

A/W

Sample Delivery: January

Selling Period: February/March & April/May

Delivery: Feb - April

RESORT/PRE-SPRING

Sample Delivery: March

Selling Period: March/April

Delivery: October - December

S/S

Sample Delivery: July

Selling Period: August/September & October/November

Delivery: July - November

Laluna Mini in Black

PRICING

€129 - €289 EURO

£109 - £249 GBP

\$219 - \$489 AUD



Bon Bon in Mandarin



Cabas Mini in Black





Cabas in Black





Ellora in Mandarin, Greenfig with Pumice Details,
Glacial Blue & Pumice





Laluna in Chalk
& Astrodust



Laluna in Astrodust



Bon Bon in Black, Pumice, Taupe,
Pineapple, Mandarin, Greenfig & Glacial Blue



Matchbox Mini in Cobalt Blue, Chalk, Malachite, Seafoam, Astrodust & Black



Matchbox Mini in Cobalt Blue





Matchbox in Black





Matchbox Mini in Chalk



CURRENT MARKETS

- Ireland
- United Kingdom
- Nordic Region
- Benelux Region
- DACH Region
- Australia/New Zealand
- 75+ Stores Worldwide



Matchbox Mini in Seafoam



Clovelly in Black



PRESS



Cover of IMAGE Autumn 23 Edition
Laluna in Black





Feature in VANITY FAIR Dec 2023 / Jan 2024 Edition
 Season of Style - Matchbox Mini in Cobalt Blue, Chalk, Malachite, Seafoam, Astrodust & Black.

VANITY FAIR ADVERTISING FEATURE

Season Of Style

BY TOLD



By Told is an art-to-garment label that transforms visual art into precious hand-embroidered couture. Based in Berlin, their one-of-a-kind pieces surface across the fashion scenes of New York, Ramatuelle and Geneva, where the label finds its most active collectors. The garment pictured here features 'Painting Mask' by artist Viktoria Strecker. Photographer: Karoline Nuerbak. Visit by-told.com IG: @by_toldberlin

KARLINA'S



Meet Karlina's - a brand born from the quest for everyday essentials that seamlessly merge top-tier materials and masterful craftsmanship. They're dedicated to sustainability, crafting adaptable pieces from 100% certified GOTS organic cotton, leaving nature untouched. Furthering their commitment to environmental preservation, they contribute 1% of sales to the Greyl's Zebra Trust. Visit thekarlinas.com IG: @thekarlinas

FERRARO



Welcome to Ferraro. The brand presents its luxury trench coat, enveloped in its protective embrace, you exude confidence and a sense of security, showcasing your strength and taste. Made from sturdy Viking sail fabric, this coat stands up to rough conditions, repelling water while also being eco-friendly. Visit ferraro.com IG: @ferrarohomme

BONDETT



Swedish luxury headwear brand BondeTT introduce their FW23 Steel Lights Collection, which features sustainable wool cowboy hats decorated with stainless steel chains and their signature white pearl. The collection is inspired by the drizzling and melancholic natural light of a retro Scandinavia. Visit bondeTT.com IG: @studiobondevt

KASKA DENA DESIGNS



Kaska Dena Designs represents First Nations inspired apparel and jewellery for people who want to celebrate indigenous culture. Natasha Peter is the fashion designer representing first nations culture and Kaska Dena traditions. Her sewing skills were taught from her elders, who are no longer alive today. Discover the fantastic world of Kaska Dena Designs. Visit kaskadenadesigns.com IG: @kaskadenadesigns

DUSTY THE LABEL



Dusty The Label is an Australian brand whose collections are designed and made in Byron Bay. They take a creative approach to reducing textile waste, transforming cotton blanchists into playful unique pieces. Their hero products are unique recycled shirts, with vests and skirts also available. Visit dustythelabel.com.au IG: @dusty_the_label

LAUD



Laud is an American-based brand that focuses on creating high-quality essentials that last. These basic yet intentional wardrobe staples provide endless options while still allowing creativity in expressing one's personal style. Visit laudwardrobe.com IG: @laudwardrobe

ALEO



Aleo is an Irish handbag brand rooted in slow-fashion principles and underpinned by handcrafted luxury. The brand was born in Australia, nurtured in Northern India and is now based in Ireland - making its origin story as unique and international as its aesthetic. Aleo is named after a Himalayan mountain village, an awe-inspiring place that informed the brand's ethos, and where the son of the cofounders was born. Their products are turning heads across Europe. Visit aleoeurope.com IG: @aleoeurope

MIMMI MAISON



Mimmi Maison is a Spanish-based fashion brand born to satisfy the need for a wardrobe with key and sustainable pieces with unique details, where high quality is combined to shape different silhouettes. Check out their statement sweatshirts to elevate your outfits to another level. Visit mimhimaison.com IG: @mimhimaison

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Feature in TATLER Feb 2024 Edition
 TATLER'S DRESSING ROOM - Bon Bon in Pumice.

TATLER'S DRESSING ROOM

TATLER ADVERTISING FEATURE

1. **Erme Lerner** is a sustainable brand designed in London, made in the UK and in Europe. Their hand-painted limited edition Silk Scarf Designs, Wrap Blouses, and ready-to-wear collections will help you stand out from the crowd. Photography by Simon Rich. The collection is available to shop at heid & Dudgeon and at www.ermelerner.com and follow on Instagram: [@ermelerner_london](https://www.instagram.com/ermelerner_london).

2. **Allopo** is a Dublin-based fashion brand whose beautiful collections are inspired by a love of unique fabrics and cutting techniques. Allopo embraces the renewed appreciation of handcrafted garments, and creates pieces that are feminine, contemporary and designed to be worn forever. Visit allopo.com and follow on Instagram: [@allopoireland](https://www.instagram.com/allopoireland).

3. **Horde Studio** are a contemporary urban studio out of Castiblanco. Launched in 2020 and new to the denim & fashion lifestyle arena, they are proud to be offering a street-ready, ready-to-wear collection of statement-making separates with denim at the foundation of the range. They present pieces that are energetic and unapologetic, stepping beyond convention within the design process, to deliver an edit infused with with artistic vibrancy reflecting the colours and hues indicative of Castiblanco. See their collection at www.hordestudio.com and follow them on Instagram: [@hordestudio](https://www.instagram.com/hordestudio).

4. **Morph** is a sustainable brand designed in Paris combining effortless chic, business, and timeless pieces. Their styles are colourful, high quality and respectful of the environment. The timeless designs are also an ode to the evolution of fashion throughout the ages. Find out more on www.morphstudio.com and follow them on Instagram: [@morphstudio](https://www.instagram.com/morphstudio).

5. London-based leathergoods collective **Madness Leary** with global based innovation and Italian craftsmanship, offering timeless handbags and wallets made from high-quality apple leather. For those who value sophisticated, sustainable design and a unique story, visit leather.madnessleary.com and follow [@madnessleary_collective](https://www.instagram.com/madnessleary_collective) on Instagram.

6. **Morilee Studio** is an home in and menswear brand that aims to make luxury handbags in a sustainable way and offer them at a reasonable price. Their designs fuse simple forms with organic sculptural shapes to create accessories that are elegant and practical. Visit www.morileestudio.com to view their collection, and follow [@morileestudio](https://www.instagram.com/morileestudio) on Instagram.

7. **KOALIE** is a premier American children's boutique, crafting exquisite, environmentally conscious apparel for babies and children. Caring for a growing generation, they recognize the significance of providing clothes with soft, safe and easy-to-use features and distinctive clothing. Their commitment to sustainability is matched only by their dedication to quality, offering bespoke, handcrafted garments that are genuinely unique. Explore their sophisticated collections at www.koalie.com and experience their world of elegance on Instagram: [@koaliebaby](https://www.instagram.com/koaliebaby).

8. The **Flora Edit** are a responsibly sourced brand who design made to order, elevated essentials in Manchester, UK. Their premium pieces are made to inspire women to reconnect with their style, feel confident and regain their power. Plus not only are all make women feel amazing but empower them to feel confident in everything they do, providing high quality timeless pieces with a modern edge. Shop their collection at www.floraedit.com and follow on Instagram: [@floraedit](https://www.instagram.com/floraedit).

9. The **Armonzo** mens range captures the alchemy & alia of the eclectic global locations that it is inspired by. Sustainably & ethically sourced fashion is at the heart of this brand, culminating in a fashion collection of sharp, smart & sport wear that doesn't cost the earth. www.armonzo.com and follow [@armonzoofficial](https://www.instagram.com/armonzoofficial) on Instagram.

10. **Shivers** was born from a love for sustainable and natural materials and from a wish to create clothes that are easy to bring to work. The collection is a series of the classical simplicity of Scandinavian style, paired with elegant, minimalist inspired designs. Shop at shiverscollection.com and follow on Instagram: [@shiverscollection](https://www.instagram.com/shiverscollection).

11. Whimsical, nostalgic, and ultra-romantic, **Rosealot Doll** create exquisitely feminine, high-end dresses for the unworried imagination. Historically designed in character with a modern touch and actively designed against prints, these pieces are perfect for the modern day romantic. Discover your own 'fairy tale' at www.rosealotdoll.com and follow [@rosealotdoll](https://www.instagram.com/rosealotdoll) on Instagram.

12. The **Bunny Shell** is recognised as a beacon of contemporary style, seamlessly blending Classic Casual with modern family-friendly aesthetics. Dubbed in London in 2023, each piece in the current collection is meticulously crafted to embody strength and poetic energy. At the core of their ethos is an unwavering commitment to sustainability and body confidence with its shaping and pieces. The pieces designed in collaboration by Danyelle K. Gibson transcend trends, offering a timeless, durable wardrobe with those seeking a bold new look in their lives. Shop their collection at www.bunnyshell.com and follow [@bunnyshell](https://www.instagram.com/bunnyshell) on Instagram.

13. Discover the next generation of handbags with **Rever's** their 3D printed bags are the perfect mix of innovation and luxury. Meticulously designed and manufactured in the UK, these redefining sophisticated, with 'Rever's' there is no need to sacrifice sustainability for style, as all materials used in their luxury bags come from 100% recycled origins, are locally sourced, and are animal cruelty free. Explore their collection at www.reversbags.com and follow [@reversbags](https://www.instagram.com/reversbags) on Instagram.

14. **Search Modis** where style meets individuality. Elevate your style with custom-made shoes, made in Italy, 100% leather and crafted by artisans using

recent collection is unique using a wide range of colours and materials, providing happiness and comfort. Search Modis delivers you sophistication and elegance. Visit www.searchmodis.com and follow [@searchmodis](https://www.instagram.com/searchmodis) on Instagram.

15. Easy to style, hard to miss, **Belles Studio** is an independently owned brand that designs fast fashion brands and focuses on creating garments meant to feel with an independent style in mind. Each piece is designed and sourced in their home base of Miami, Florida. They specialise in carefully crafted, women ready-to-wear, multi capsule collections. Their brand **Diva** is a harmonious blend of edge, elegance and sensual accents. Visit bellesstudio.com and follow [@bellesstudio](https://www.instagram.com/bellesstudio) on Instagram.

16. Born in Sydney, nurtured in Northern India and now based in Ireland, **ALEO** is a new Irish handbag brand rooted in slow-fashion principles, underpinned by handcrafted luxury. ALEO is named after a small village in the Himalayas, where it's co-founders son was born. ALEO's highly anticipated SS24 collection, launching in stores worldwide, can be seen online at aleoeurope.com/ss24 and on their Instagram: [@aleoeurope](https://www.instagram.com/aleoeurope).



To appear on these pages, call 020 7102 3700 or email clara@tatlertalent.com



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ALÉO, THE HANDBAG BRAND TO WATCH THIS YEAR

FILE DATED 1/01/2024 -In partnership with Médias France

A brand of women's bags with many influences, Aléo quickly established itself thanks to its original and very designer style, optimal quality and artisanal, supportive and eco-responsible manufacturing.



An international design

It was first in Australia that the idea of Aléo germinated. So confined during the health crisis, Jonathan and Tara Jordan began to experiment with manual work, like many others during this period. They find such fulfillment in revisiting shoes, clothes and accessories that they ultimately seek to professionalize what was, initially, only a temporary occupation. The couple then moved to northern India, Tara's country of origin, and the idea of creating a brand continued to mature in the minds of the young parents. "We discovered the beauties of the Himalayas and that's where the brand was really born," recalls Jonathan. It is also Aléo, a village in the heart of the mountains where the couple's little boy was born, who will give the name to the brand of [leather handbags](#). Finally, it is in Ireland, Jonathan's country of origin, that the Aléo brand will see the light of day, in 2022.

A sustainable and responsible brand

This creation, which was done step by step in the four corners of the world, inspired the two founders, who draw inspiration from this journey, these cultures and these landscapes to design their products. Sensitive to respect for the environment and slow fashion, they wanted to make Aléo a brand that sets an example, in a society where fast fashion is omnipresent. Indeed, the materials for making the bags are sourced in the most responsible way possible, the brand ensures the traceability of all of its leathers and the scraps of material are reused in subsequent productions. In addition, Aléo seeks to free itself from ephemeral trends, in order to design products that are more sustainable over time and in a spirit that corresponds to the state of mind of the founders. "There was no hectic pace of life, but rather a quiet life in the heart of the mountains, a vast and healthy space for both body and mind. You had to immerse yourself in this atmosphere every day, soak up the surrounding nature, meet the locals. We want our brand to be imbued with this experience," adds Jonathan. Thus, leather bags are almost entirely made by hand in India, which makes it possible to promote traditional craftsmanship and help locals to develop their activities.

A bold and elegant style

Aléo's strength is to have been able to combine ethics and eco-responsibility with style. Indeed, the young brand offers handbags or shoulder bags with bold and modern designs, classic shapes but always with surprising finishes, textures and details. More than an accessory, these bags are a real travel, work or evening companion for modern women, who are looking for quality, elegant bags that stand out from the crowd. If the Autumn-Winter collection allowed the brand to assume its style, the Spring-Summer collection will ride on this impression, with a family, eco-responsible and supportive DNA always asserted and more intrepid colors. Aléo is therefore the brand to watch at the start of 2024.



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Editorial in STELLAR September 23 Edition
Laluna & Laluna Mini in Black & Chalk
Matchbox Mini in Black, Seafoam & Chalk