



AS SEEN IN

WANITY FAIR marie claire VOGUE TATLER



ABOUT US

ALĒO is a global brand at it's core with the desire to connect people through artisan craftmanship, understated luxury and contemporary asthethics. 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 (/'a:.ley.o:/) 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.









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







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

















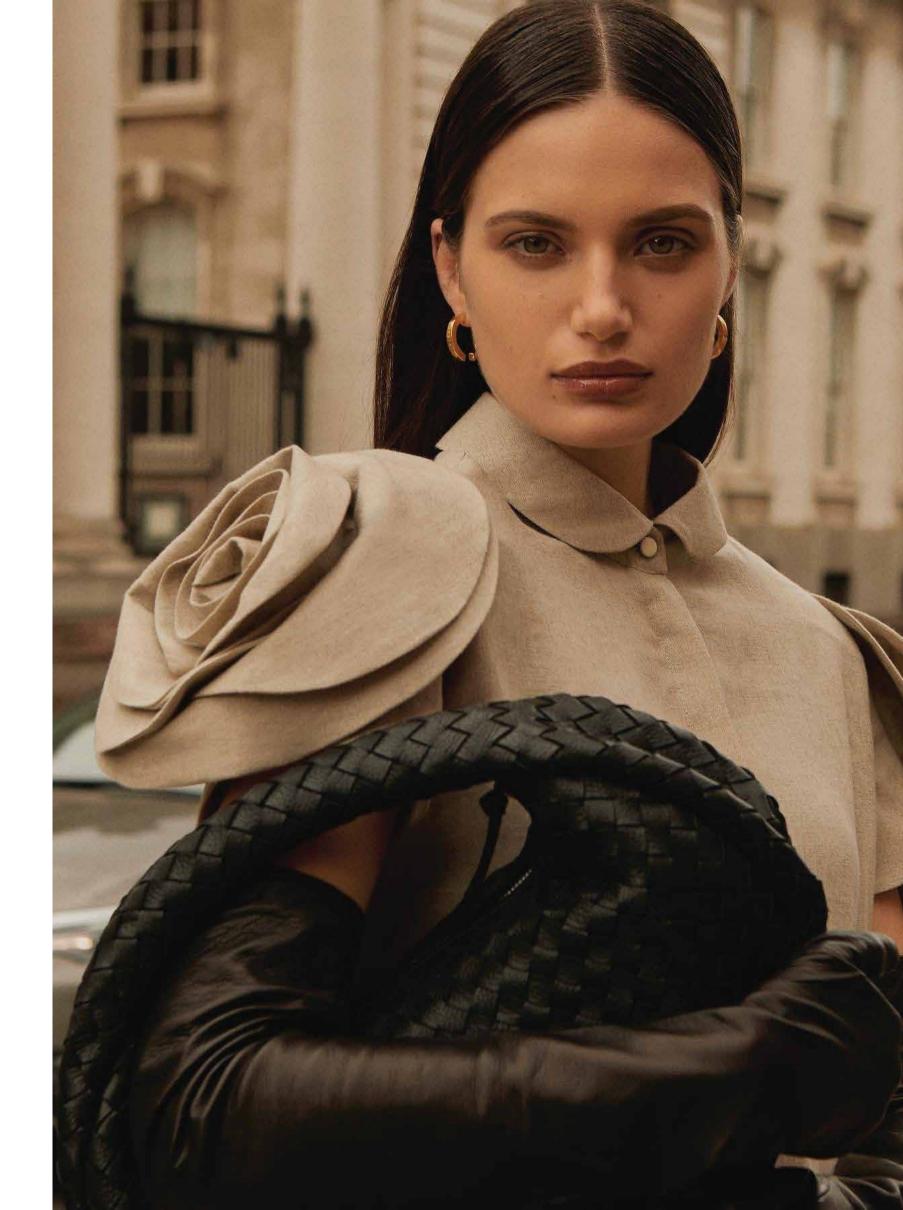




PRESS



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















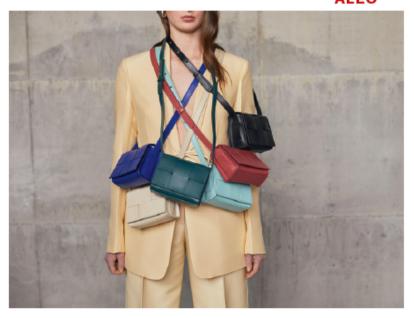








ALEO



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



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

TATLER'S DRESSING ROOM





Born in Sydney, Australia, 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 on online at aleoeurope.com and on their Instagram @aleoeurope.



marie claire

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ALĒO, 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, Aleo 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 Aleo 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 Alco, 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 Alēo 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 Alēo 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, Aleo 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

Alčo'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. Alēo 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





