

Stefon Davis  
BUF 1101  
Professor Tung  
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Reda, S. (2017, February 15). Mon purse lets shoppers drive design. *National Retail Federation*. Retrieved from <https://nrf.com/news/mon-purse-lets-shoppers-drive-design>

While in search for the perfect purse at one of Sydney's largest shopping malls in Australia, Lana Hopkins comes across a Build-A-Bear store which gives her ideas for a new business. She thought about using the same building process to design the ideal purse that she was looking for. Hopkins is very big on quality, she wants to be able to go in stores and touch the material, while smelling the fresh leathers to ensure its quality. It took her a little while to get established, but she was able to launch her own retail line called Mon Purse in 2014 (Reda, 2017). Mon Purse initially launched online, since then the company established a major store in Sydney. This includes shops located at five Australian department stores, two Selfridges in the United Kingdom and one in Bloomingdales New York flagship store (Reda, 2017).

Mon Purse leather goods uses a customized user interface that gives customers a chance to create and personalize their own handbags and other leather goods using a 3D design tool. There are currently more than 6 billion design combinations, which is great for the more creative or indecisive customer. Mon Purse leather goods include satchels, bowlers, totes, backpacks, wallets, passport holders, cosmetic pouches and iphone cases. Small leather goods start at \$49, while the larger leather goods can range up to \$500, depending on the materials and colors used. There seems to be some kind of chain reaction with many customers, they usually start off with a small leather product then eventually come back to create a bowler or a bucket bag for their personal use. As far as plans for 2017, Hopkins wants to open up more stores in the United States, mostly through a partnership (Reda, 2017).

After reading about Mon Purse's newly developed retailer trend, it is clear that they have broken through the barrier that separates them from other brands. They have encouraged customers to be more interactive and creative when it comes to designing their own products. One thing that Hopkins stated that stuck in my head was that, when a shopper is involved in the creation of a product, they will view it more favorably. This effective method is sure to have the company expanding its business in and out of the country. Many brands strive for this same type of creativity to draw in new crowds of customers, and they seem to be one of the few doing it this way.

This news only affects the Mon Purse company. They have developed their own way of standing out and increasing their reputation. At the rate that they are going, they will eventually be one of the top interactive brands that allow customers to style and design products. After watching Lana build her brand from the ground up, it gets me motivated to learn more about trendy ideas that can make a difference in finding the target audience. The most interesting thing about the Mon Purse company was watching them become more established from the ideas and creativity of a toy.