

FASHION

HELMER'S FUNCTIONAL TRAVEL BAGS

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An ultimate travel companion is quite a title for a bag – there is just so much to uphold. It must be functional, practical, easy to carry and look fashionable with almost any outfit. Also, at any season, any country and any occasion. If someone deems this unreasonable, unconvincing them would be easy because a brand that's focused on creating just this type of bags is already out there.

Helmer was founded by a mother and two daughters, Shevonne, Michelle and Danielle Helmer, after their trip to Bali. The country's breath-taking scenery and culture of deep reflection and beautiful aesthetics inspired the family to establish a brand of bags produced in Bali. Their keen passion for travel has become the basis of inspiration for bags that are as stylish as they are functional and, of course, travel-friendly.



Popular names like Winnie Harlow, Victoria Summer and Karidj Touré are already showing their love for the brand, it is easy to see why. With an array of styles and colours to choose from there is a perfect accessory for any travel-lover. The JOJO line even comes with an elegant detachable clutch bag so you can truly be ready for any occasion.

Every piece is created with python skin that becomes even more supple and soft with time. It is noteworthy that all snakeskin products are CITES certified (the Convention on International Trade in Endangered Species of Wild Fauna and Flora) which does not threaten their survival or existence. The lining is completed with traditional Batik material. Each bag and accessory is hand-crafted by Balinese artisans with foremost attention to detail.

Contributing to the local community is a large part of Helmer's philosophy. The company is committed to supporting the local family businesses who have been creating bags for generations. In addition to this, a pound from every purchase goes to The Safe Childhoods Foundation, a local charity in Bali dedicated to safeguard and support children at risk.

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