



Lady  
Harberton

*Elegant commuters*



# Lady Harberton, Elegant and feminine... Even on a bike !

Urban designer and engineer, Lucile HAMOIGNON launched Lady Harberton in december 2015. The brand designs solutions for the ladies who commute by bike and desire to look amazingly elegant.

More and more women make the choice to move by bike for a better way of living. They change their habits and brave the elements, the car trafic and the looks of others. These women should feel highlighted, proud and confident.

A lady's handbag is her most trusty companion. But while riding a lady requires more from her bag : stability while pedaling, increased volume capacity, waterproofness, etc.

Le Messenger is the first leather bag designed to answer these needs. It combines the function of a messenger bag with the elegant style of the most beautiful women handbag.

The main values of Lady Harberton are durability of the products and promotion of local expertise and crafts. That is why the products are manufactured in France with high quality material from western Europe.

Many products will follow the messenger bag. All of them will be carefully designed and crafted so that the modern women can express their freedom and femininity in all situations.

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## In 2017, cycle chic !

More and more women choose the bike to commute instead of the car.

They change their habits and brave the element, the car traffic and the looks of others. They make this choice because they believe it's right, good for their health, for their environment, the planet. These women should feel highlighted, proud and confident...

These modern women are abandoned by the fashion industry. The outfits adapted for cycling are today very sporty or masculine at the expense of style and elegance.

## A new vision of fashion.

Lady Harberton restyles the active women wardrobe and innovates to make their life by bike easier.

This new vision of fashion gets its inspiration from women cyclists experience. They can share their wishes, needs and problems during interview and test organised by Lady Harberton.



## The bicycle, a symbol of femininity and freedom.

At the end of the 19<sup>th</sup> century, Lady Harberton (Florence Wallace Pomeroy) was one of the leaders of the militant movement for women's right to cycle, like men (like the suffragettes for the voting right).

President of the "rational dress society", she was one of the first to promote an adapted outfit for the cycle experience. By giving new liberties to women (move alone, do physical exercise), cycling and Lady Harberton contributed to a great extent to their emancipation.







## Created by a cyclist.

Passionate by design and creation, Lucile Hamoignon has been a cyclist since 10 years. Unsatisfied by the accessories and outfits that cycling forces her to wear, she creates, over the years, her own fonctionnal and chic clothing.

Convinced that bike and other active means of locomotion are being a bigger and bigger part of women's life, she decides in 2015 to quit her urban designer job and start the creation of Lady Harberton.

# A local manufacturing for good quality products.

Lady Harberton's products are manufactured in accordance with the french traditions and expertise.

The proximity with the manufacturing workshop make the communication, solutions development easier and allow a better relationship between design and crafts for an optimum quality.

Produce locally is also a way to reduce the transportation impact on the environment.

That is why Lady Harberton's partner for leather manufacturing is situated in the west of France and for textile manufacturing in the north of France.







## Le Messenger

The bicycle messenger bag with a dressy look.

The Messenger bag gets its origin in the counterculture of bike messengers.

The bike messengers can ride a thousand kilometers every day in the most big metropolis of the world to deliver letters and special packages, at the rush hour when the bike is faster than the car.

They transport most of the time their package in their shoulder bag. A crosswise strap can maintain their bag on the back and avoid the bag sliding during their ride. This crosswise strap can be easily unhooked to turn the bag on the shoulder and quickly access inside the bag.

Le Messenger, the Lady Harberton's messenger bag is a chic reinterpretation of the essential tool of the bike messenger. It is made with cow full grain leather. On the bike, it has the same fastening system. Off the bike, you can wear the bag on the shoulder like a classic hand bag.

[Link to see the video on Youtube](#)



## When function comes with elegance.

Lady Harberton is inspired by women cyclists. She observes them and listen to them to understand the difficulties they can have in the everyday life. From these privileged interviews comes a succession of prototypes continuously tested and improved. This iterative process makes the design a self-evident and refine design : the form follows the function.

All details of the Messenger bag are made to make the everyday life easier for the ones who are using it :

- Move freely with the integrated strap that is closing the bag. This strap can be hooked on the main strap and keep the bag on the back.
- Carry different belongings : from the essentials to a laptop, the main pocket of the bag can be unfolded to increase the volume.
- An easy access to the phone and keys, with the outside zipped pocket.
- Being visible at night with the reflective brand labels.
- The rain resistance with a repellent leather.
- The elegance and style in any occasions, with a shaped and feminine look.





Le Messenger is available online on [ladyharberton.com](http://ladyharberton.com)  
and exists in many colors





# They talked about Lady Harberton

Press & blog



Lady Harberton, la marque lilloise pour les femmes à vélo, Juillet 2016



Comment s'équiper à vélo sans avoir l'air d'un touriste hollandais?, Juillet 2016



A Lille, une jeune créatrice crée une gamme de sac à main pour les femmes à vélo, Mai 2016



Feminine à vélo - émission roue libre, Avril 2016



La P'tite Lady, Avril 2016



Lady Harberton : rester chic à vélo, Février 2016



Mon Lady Harberton Messenger & Moi, Juillet 2016



Photoshoot Lady Harberton X Nous sommes des Heros, Juillet 2016



Made by Frenchies  
La crème de la crème de la French Touch

Lady Harberton, Juin 2016



Notre sélection pour la vente Super Green Heroes ce week-end, Avril 2016



New ! Le Messenger satchel for commuting, Velojoy, Février 2016



Lady Harberton revisite le messenger de coursier, Février 2016



La femme du futur est libre, élégante et se déplace à vélo, Février 2016



Lady Harberton, la nouvelle marque « Cycle chic » et Made in France ! Janvier 2016



Five Stocking Fillers Under £50 That Road Cyclists Will Love, décembre 2015



La hotte de Noël de la cycliste urbaine, l'équipement au féminin, décembre 2015



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