

SALE
upto 70% OFF

JACK & JONES
ONLY.
VERO MODA

SALE
upto 70% OFF

*Conditions Apply

Grey's Anatomy – off your TV and onto your shoulder!

By Rachel George

Tuesday, February 05, 2013

2
 0
 0
 40
 COMMENT



Ask a woman what's most precious to her in her everyday life and chances are, she's going to say it's her handbag. After all, we do carry our entire world in there! And since we take it everywhere with us, why wouldn't we want to make a statement with it? That's where **Shwa** comes in.

Created by **Ira Jhangiani** and **Chandni Nihalani**, Shwa's first collection is titled in a way that really calls to us TV show attached women. "**Grey's Anatomy – Season 1**" naturally draws inspiration for the design and functionality from the show's characters. **Meredith**, portraying the multi-functionality of a working woman, is a 3-in-1 bag, with a zip-off clutch which can also be used as an iPad Sleeve. **Christina** is a blend of fashion and function, while strong and bold **Callie** is love at first stripe, with its classic and elegant minimalistic tones. With structured compartments, **Richard** is going to be your statement work bag, while baby **Zola** will exemplify a girl's love of all things shiny.

From hobos and totes to clutches and slings, these bags are ones that we can easily transition from a multi-functional bag by day to a statement clutch by night, courtesy of little secrets in each bag. Ladies, it just got a little easier for us to fit our universe in there... discover key finders, pepper sprays, bag lights, portable charges, quick-fix lip glosses, makeup pouches and other little essentials in your Shwa bag!

The new Shwa range will be available at the Shwa showroom in Mumbai, Zubbaa Fashion Studio in Ahmedabad and Dejalous in Pune.

« Sneak Peek – Satya Paul for Pernia's Pop Up Shop

LEAVE A COMMENT

name

email

message

Enter the two words you see below

stop spam. read books.

SUBMIT

[back to top](#)

YOU MAY ALSO LIKE

- Sneak Peek – Satya Paul for Pernia's Pop Up Shop
- The finishing touch to your wedding finery
- Alberto Ciaschini by Hidesign now at Samsara
- Lancôme says 'La Vie Est Belle'
- India Circus – a design centric label by Krsna Mehta
- Back to the basics – Dove Elixir
- The House of Marley comes to India

FEATURED



India Circus – a design centric label by Krsna Mehta



Skiing in France



Back to the basics – Dove Elixir



The House of Marley comes to India



French Connection – Top 5

ARCHIVES

- March 2013 (2)
- February 2013 (8)
- January 2013 (26)
- December 2012 (29)
- November 2012 (28)
- October 2012 (24)
- September 2012 (19)
- August 2012 (20)
- July 2012 (21)
- June 2012 (23)
- May 2012 (21)
- April 2012 (18)