



M O N T C H A R L E S  
D E M O N A C O

## Swedish Supermodel Wears Exclusive Handbag of Monegasque Fashion Brand to 60<sup>th</sup> Red Cross Ball in Monaco

Swedish supermodel Victoria Silvstedt, attending the 60<sup>th</sup> Bal de la Croix Rouge in Monte Carlo on Friday, was seen wearing an exclusive evening clutch bag by new Monaco fashion label Mont Charles de Monaco.

The bag, a mirrored leather version of the Lady Eve clutch bag, is part of the Mont Charles de Monaco "Lady Collection". Lady Eve is designed to convey the enchantment of the Monte Carlo lifestyle. The brand has also created Lady Rose, which was present at this year's Bal de la Rose, in honour of Princess Grace.

### About the Brand

Mont Charles de Monaco is one of the first high fashion labels to come from the Principality of Monaco, a tiny Mediterranean nation made internationally famous by Princess Grace and the Monaco Grand Prix.

The name "Mont Charles" is inspired by Monaco's Prince Charles III, who founded the glamorous Monte Carlo district in the mid-19<sup>th</sup> century. Mont Charles is the French translation of Monte Carlo.

In 1861 Prince Charles III of Monaco transformed the little state into a prosperous paradise in little more than five years, and named the area Monte Carlo, Italian for Mont Charles, on account of refined early visitors from Italy. This veritable "fairytale" is the inspiration behind the label. Mont Charles de Monaco's "Lady Collection", which privately previewed to celebrities and VIP's in May during the Cannes Film Festival and Monaco Formula 1 Grand Prix, is a glamorous set of ladies' evening bags, and opulent day bags.

Targeting the highest end of the market, the brand wishes to also eventually encompass women's fashion clothing and accessories. A high-profile fashion show, to launch the Mont Charles de Monaco "Lady Collection", will take place in Monte Carlo on 16<sup>th</sup> September.

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