



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

## Monte Carlo Fashion Brand Announces Previews of First Handbag Collection at Film Festival, Grand Prix

Mont Charles de Monaco, a new fashion brand founded in Monte Carlo, has officially announced its plans for private previews of its launch collection during the 61st Cannes Film Festival and Monaco Grand Prix. The brand, which is set to appeal to the highest end of the luxury fashion market, will debut with a limited-edition collection of evening clutch handbags and day bags.

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 Grace Kelly and the Monaco Grand Prix.

The showpieces of the collection are Lady Rose, created to commemorate Princess Grace at this year's royal Rose Ball in Monaco, and Lady Victory, celebrating the glamour and heritage of the Monaco Grand Prix.

Along with its debut at April's Bal de la Rose, in the presence of the Monegasque Royal Family, Lady Rose then made an appearance at the prestigious Amis du Liban charity gala, on April 21st, at the Hotel de Paris. Lady Rose was worn by the evening's hostess Safia Al Rashid, in the company of Prince Albert II and Eva Herzigova.

Lady Victory evokes the pleasure of Monaco's legendary race with its graceful design and materials, which include grey pearls and steel-woven fabric. As with the rest of the collection, the bag was designed by renowned Italian Alessandro Oteri, the company's Creative Director.

A number of the collection's most symbolic pieces will be exhibited in the legendary Martinez Hotel in Cannes, an annual haunt for the Festival's stars, from May 15th – 23rd. The bags will then be shown at the exclusive Maretti art gallery leading up to, and during, the Monaco Grand Prix, from May 21st – 25th.

"Holding an event in one of Monte Carlo's foremost galleries reflects our belief that each bag is itself work of art," remarked founder John Mclean, "that the Principality can be truly proud of."

### About the Brand

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

In 1861 Prince Charles III of Monaco transformed the little state from one of the poorest in Europe to 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.

Targeting the highest end of the market, the brand will eventually encompass men's and women's clothing, accessories, watches, perfumes and eyewear.

### **Yesterday's Glorious Dream, Today's Glamorous Reality**

During the mid 19<sup>th</sup> century, the Principality of Monaco was one of Europe's poorest nations. In 1861 the ruling prince, His Serene Highness Prince Charles III, created an ambitious plan to revive his country's fortunes.

Within just a few years, under his meticulous guidance and blessed by his passion for success, Monaco was remarkably transformed into the jewel of prosperity for which it is internationally admired today.

The visionary Prince pursued a magnificent dream, establishing an exclusive resort overlooking the warm Mediterranean Sea. With a splendid casino as its centrepiece, this area of Monaco was soon adorned with such lavish institutions as the Hotel de Paris and Hermitage, complemented by opulent residences and fashionable boutiques. Celebrity, nobility and royalty soon began to visit, and the tiny Principality became an enduring symbol of privilege and success.

On its completion in 1866, one name considered for this prestigious district was Mont Charles, after the achievements of the visionary Prince Charles III. But, largely influenced by the arrival of stylish and refined visitors from Italy, it was the Italian translation of Mont Charles - Monte Carlo - which was given to this most exclusive area of Monaco.

Since then, Monte Carlo has remained a global icon of style and sophistication, epitomised by the enchanting era of Princess Grace.

Today, almost a century and a half after the dream was realised, the timeless elegance of the Principality is evoked through the exquisite collections of Mont Charles de Monaco.