



For Immediate Release – 9 January 2018

Queen Bitch of the Universe – hottest new accessory launches March 2018 The hottest must-have bag brand this season will launch into the fashion world this March. Queen Bitch of the Universe (QBU) combines innovative original customisable design and ethical materials with a kick ass attitude for the QBU in your life.

The creation of Irish designer Nicole Jackson, the new range is inspired by 16th Century handbags found in the Tassenmuseum in Amsterdam, which feature customised bags as standard within that era. “I was looking at women’s chatelaines from the sixteenth century. Ladies could customise their chatelaines to suit the day at hand, clipping on and off certain parts they needed for that particular day. While we don’t carry around sewing notions any more, the idea of clipping on and off what you need, changing the look of a bag and customising it stayed with me.”

Personality and attitude are a major feature of QBU bags. It’s name refers to owning your own power, claiming your fierceness and being happy and secure in your own skin. Most women either are a proud QBU or know and admire one or more QBU’s. It’s spirit is inspired by icons such as Iris Apfel and women with strong global brands such as Beyonce and Victoria Beckham.

Already, there is a waiting list for these bags as each is made with care and only the finest materials. Nicole explains why this was important to her. “My leather suppliers have spent over ten years specialising in sustainable leather. They call it zero-waste leather. I have spent a lot of time sourcing materials. I wanted to support local businesses and production so I limited myself to only finding suppliers in Europe. The less transport and carbon emissions used is also a benefit. I do not agree with what is happening within mass market fashion. We cannot continue the high levels of manufacturing and cost cutting that has been happening. It is not sustainable for the planet or the people working in the industry.”

Once you’ve chosen your bag shape, strap and other customisable elements, you can expect to receive it in approximately 8 weeks. It also comes with a birth certificate and individual number unique to your QBU creation. The brand launches this March, to sign up for the first brand announcements visit [www.QBU.ie](http://www.QBU.ie)

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