



George M. Beylerian launches Beylerian Collection

Artphere debuts in New York City

For Immediate Release

George M. Beylerian, world renowned design consultant is proud to announce the launch of the “Beylerian Collection” website (www.beyleriancollection.com), with the exclusive U.S. distribution rights to “Artphere” a unique line of hand crafted luxury Japanese unisex briefcases, backpacks and shoulder bag collection.



The Japanese designer, Keiichiro Yuri, has created a product line with outstanding quality and distinctive in its visual design and function. The product line was introduced in Japan with great success and is the winner of the prestigious European [IF Product Design Award](#).



The collection features a variety of models that include: a vertical standing briefcase with real wood handles, aluminum interior frame and metal hardware, matte black fasteners and clasps. It has ample interior room for all your modern day business computing tools and paperwork as well as a specialized strap system allowing the wearer to utilize it as briefcase, shoulder bag or backpack.

The line has 5 distinctive colors and (3) model sizes: small, medium and large, providing a product and color to fill every person’s preference.



If you are a world traveler, you will really appreciate the ability to quickly fly through airport security and easily access your itinerary and tickets then quickly stow and lock your case for travel.



For further details we invite you contact us directly and view the products at www.beyleriancollection.com.

About the Beylerian Collection



The Beylerian Collection is a lifelong passion for George M. Beylerian, a world traveler, serial entrepreneur and art collector. In his diverse cultural travels he has always sought to bring unique items to his friends and colleagues. Today he brings it to the world via the launch of www.beyleriancollection.com. The website is an online showcase of his diverse visual and product interests that will inspire creativity, beauty and the fanciful within each of us.

Mr. Beylerian is best known for his extensive career in design and materials for over 40 years. He has taken his love of art, design and culture and developed the Beylerian Collection to represent his unique eclectic style and taste for luxury to the whimsical and to share his curiosities with the world.

As a retailer, curator, author and founder of some of the most forward thinking design companies of the 20th century, including introducing Kartell to the United States; having his Beylerian Ltd. contract collection be the creative arm of Steelcase's Design Partnership and ultimately founding Material ConneXion in 1997. George produced such ground breaking exhibitions as "Edible Architecture, Women of Design, Chairmania, Mondo Materialis", and others. "Mondo Materialis", an experimental exhibition with materials, became the inspiration for creating "Material ConneXion". Mr. Beylerian is the author and co-author of books such as Mondo Materialis, Chairmania (both Harry N. Abrams), Work Life Tools (Monacelli), Material ConneXion and most recently, Ultra Materials published by Thames & Hudson.

For contact and more information:

Robert M. Stewart - General Manager

T 347.731.87938

robert@beyleriancollection.com

www.beyleriancollection.com

Find on [Facebook](#)

Beylerian Collection [Presentation](#)

Beylerian Collection [Press Kit](#)