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**ECO-FRIENDLY HAS NEVER LOOKED SO GOOD!**  
**AVERY VERSE'S STYLISH TAKE ON SUSTAINABILITY**

While seasonal trends come and go, protecting the environment is a topic that's here to stay.

Global bag company, Avery Verse, is embracing the eco-friendly trend, adopting something of a stylish take on sustainability when it comes to its timeless, luxurious bag collection.

With a desire for a more environmentally-sustainable fashion industry, Avery Verse uses Italian vegetable tanned leather, and while the process of vegetable tanning has been in existence for 6,000 years, it is only used in around 10% of bag manufacturing. Instead, many manufacturers use toxic chromium in their tanning processes, which despite being cheaper, is harmful to the environment with its known carcinogens.

The collection includes handbags, over-shoulder bags, and tote bags in a range of colours, and while Avery Verse's demographic may differ in age, they share a love for timeless, eco-friendly style.

Being truly global – founded by Australians, designed by Europeans and distributed by Americans – Avery Verse is in a position to set an example to the rest of the industry. Committed to sustainable pricing, Avery Verse goes against the current trend in the luxury bag industry - where prices rise by an average of 13% annually – opting instead for a more level, mid-range pricing structure that gives accessibility yet respects the craftsmanship of the mid-range bags.

In addition to the design processes, Avery Verse remains passionate about its charity work, with processes from every sale going to a number of charitable causes. These include a number of social and environmental initiatives that share the same values.

“We direct our charitable funds to where they're needed most, for the largest impact in the shortest amount of time” said Christie Cook, Directory of Avery Verse.

“In everything we do, we try to create win-wins. We apply the ‘triple bottom line’ – financial, social and environmental success – to everything we do at Avery Verse, as we're passionate about providing quality with integrity” she added.

Find out more about the collection by clicking [www.averyverse.com](http://www.averyverse.com).

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**NOTES TO EDITOR**

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