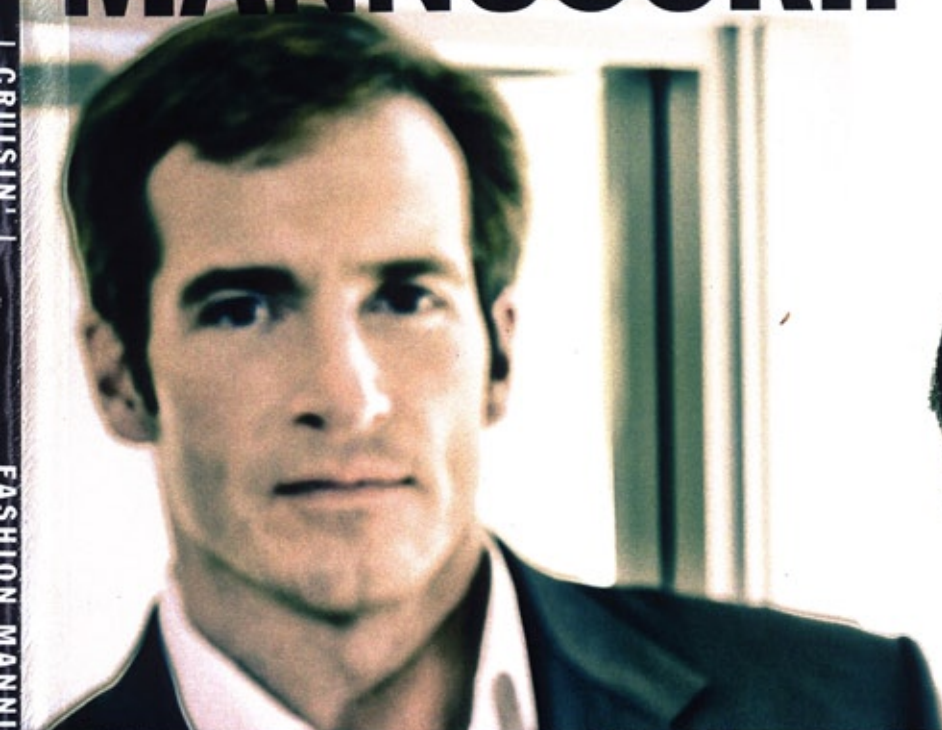


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"...extensive travel and an eye for good design... equipped him to bring great style to his projects."

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"Born from a desire to build a line that would help women show off their inner-beauty..."



ROLLING IN STYLE

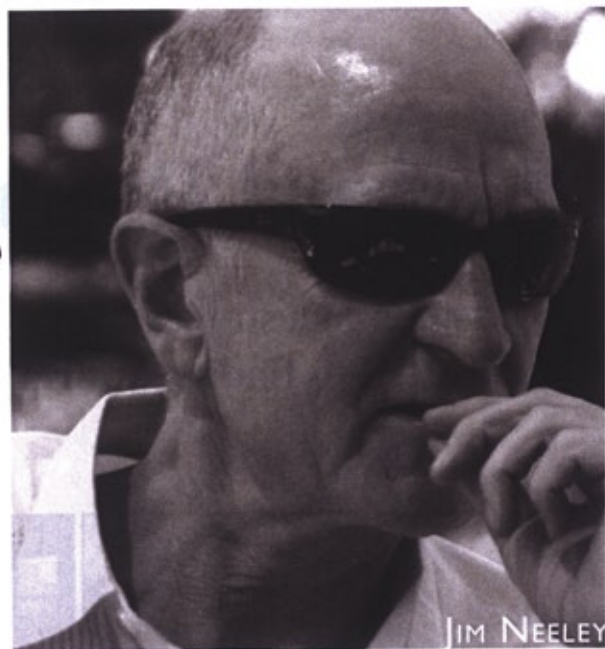
MULHOLLAND

Twenty year-old, San Francisco-based luxury leather goods brand, Mulholland, made the right choice when they welcomed Jim Neeley as their new Creative Director in 2008. Not only does Jim come on-board with the right credentials and a sharp eye, but he brings a fresh point of view to the Mulholland product and brand. His impact was almost immediate with the introduction of two new collections: "M" and Palm Beach. Another early coup in his new position would bring together his passion for design, Mulholland's products, and a longtime interest in the hospitality industry.

Prior to joining Mulholland, Neeley held a position with I. Magnin for 15 years. Leaving the corporate retail world behind to pursue an entirely new adventure, he conceptualized and created a unique California wine country bistro. During this time he also co-founded, with partner David Dow, the Tzabaco men's retail concept and catalog. After selling Tzabaco, Neeley and Dow went on to pursue another of their longtime passions by opening a retail and wholesale antique business specializing in an offbeat and decorative mix of merchandise. Dow is the President of Mulholland.

For the past seven years Neeley has cultivated an interior design business focusing on retail and residential projects. His previous career experiences, extensive travel and an eye for good design that goes all the way back to childhood has equipped him to bring great style to his projects. His interior design is classic and timeless, luxurious and casual at the same moment and always mixed with an eclectic, slightly offbeat view of life. This sense of style and design made him a logical fit for his new position with Mulholland.

Early this year he introduced two of San Francisco's iconic luxury family owned brands to each other and suggested collaboration. The result is The Mulholland Suite at the Huntington Hotel in San Francisco. The opening of the suite, which coincides with Mulholland's 20 year an-



JIM NEELEY

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niversary, embraces contemporary elements while paying homage to both the Huntington Hotel and Mulholland's place in the luxury landscape of San Francisco. Custom furniture embodies the spirit of Northern California with rugged and refined details. Metallic finishes throughout the suite's interior are subtle nuances that reference the luxury hardware used within many collections and the hotel's Asian-influence. As the doors opened, mouths dropped. And at that point, everyone at Mulholland was ready to make that a one-of-a-kind room the starting point for many things to come.

The M collection is sleek, pure, modern and refined. Details are restrained. Materials are elegant: matte leathers and an exclusive Endurance performance textile combined with low-sheen titanium silver hardware. Every piece is lined with extra-fine nylon. Not a single gratuitous design flourish. Instead, every piece was conceived with functionality in mind. Rolling pieces move quietly and with agility because of the wheel's com-

position and profile. Some travel pieces have hidden passport envelopes sewn right into linings. Retractable handles or the rolling bags are wrapped in hand-stitched leather reminiscent of the interiors of luxury cars. Even the integrated luggage tags are discreet and tailored.

"With a stimulating work environment a large archive of bags that Mulholland has produced over their 20 year history for inspiration and access to exceptional craftsmen, it's easy to generate amazing new pieces for the brand. I am just one part of a very creative group that is enthusiastic about moving the company forward, keeping the collections relevant but always maintaining a healthy respect for Mulholland's heritage. It also helps that I love what I do," Neeley shares. 

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