

Launched to critical acclaim!

Chicurela



Chicurela is a designer and producer of high-end luxury products using exclusive salmon skin leather. The company uses a combination of salmon skin leather, leathers, gold and silver metals to design handbags, belts, small leather goods and jewellery for today's sophisticated executive women.

The company's three collections *Alegra*, *Luna* and *Gala* are handcrafted in South America using the finest materials including salmon skin leather, gold and silver-plated metals and silk lining.

The company opened its office in London earlier this year and has been off to a flying start since beginning its operations towards the end of 2005. In May of 2006 Chicurela's management was invited to present their products at BBC's *Dragons Den* show. Subsequently, the company displayed a sample of their products at the inauguration of East London University's *Knowledge Dock* in the presence of Her Majesty the Queen.

This year the company was exhibiting at the famous trade show Top Drawer where the products received very good feedback from the press and retailers.

Chicurela's products can be found in small boutiques around UK, including Chelsea, Surrey, Lincolnshire, Midlands among others.

Showroom: Fashion Enter Representing, Unit 2, Centrale Shopping Mall, 21 North End, Croydon CR0 1TY

#### Designer profile: **Laura Chicurel**

After a career in sales and Human resources, Laura founded Chicurela in 2005, a company that specializes in the design and manufacture of exclusive eco-friendly salmon skin leather accessories for the professional women.

Just arriving in the UK Laura spotted a gap in the market and decided to take that opportunity to make her dream a reality. Not speaking the language, she had to overcome all the obstacles to succeed in business. Appearing in *Dragon's Den* on the BBC was one of the adventures involved in the process.

A Chilean national, Laura is driven by her passion for success. She has spoken in many conferences around London to encourage other women to start their own business.



Jenny Holloway  
Director

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