

# HOW TO CREATE YOUR DREAM BAG (WITHOUT ANY REGRETS)

**As Anya Hindmarch's Build A Bag service launches on 15 May, Stylist reveals the customisation rules to help you design a bespoke bag that you'll love forever**

From the mind behind the iconic Crisp Packet clutch and the Ebury tote comes the ultimate accessories dream – Anya Hindmarch's customisable Build A Bag. And this isn't just any bag – it's a luxe slouchy tote that can be finished with a dazzling choice of 17 handles, 10 straps, a host of bag charms (fluffy smiley face, anyone?), and stickers, with prices starting from £895.

But, when faced with such a huge selection of choice, there's the temptation to go overboard. A brief discussion in the office revealed some of our experiences with customisable fashion have been less than successful. From Louis Vuitton's Mon Monogram service to a pair of NikeiD trainers, when faced with total control of our creations we've gone into a tailspin, choosing so many colours, finishes and prints that our finished products have left much to be desired (those trainers have yet to be worn). So learn from our mistakes and read on for our tried-and-tested guide to creating your own bespoke delight.

## THE CHOICE

Remember, it's a luxury handbag, not a Christmas tree. For trims, think in terms of complementary tones (red and pink, blue and green) or go all out and opt for clashing colours (teal and orange) but stick to two at the most.

## THE HANDLE

For minimalists, mix up textures as an alternative to colour-blocking. A handle in a contrasting material is discreet but different.

## THE SIZE

Refer to your other favourite bags and how you use them – work, travel, weekends – then let that dictate your choice of size and shape.

## THE LEATHER

If you're going luxe, neutral hues are the safest bet. You can't go wrong with timeless navy, grey or black.

## THE EXTRAS

Fashion should be fun: even if you're a grown-up don't be afraid of quirky straps or accessories – especially if they're detachable for more sober moments.



## EXPRESS YOURSELF: OTHER KEY BUYS TO MAKE YOUR OWN



### OLIVIA VON HALLE EMBROIDERED PYJAMAS

Inspired by Coco Chanel, these silk PJs are embroidered by Hand & Lock. £365; from £14 per letter ([oliviavonhalle.com](http://oliviavonhalle.com))



### CHAOS PHONE CASE

Everyone from Victoria Beckham to Cara Delevingne has been seen with these customisable phone cases. From £165 ([shop.chaos.club](http://shop.chaos.club))



### CUBITTS BESPOKE EYEWEAR

From spectacles to sunnies, Cubitts can create your dream frames in six to eight weeks. From £425 ([cubitts.co.uk](http://cubitts.co.uk))



### CALZEDONIA SWIMWEAR

It's all about the one-piece this season and now you can put your stamp on it. £45 (from mid-May); customisation (online only), £10 ([uk.calzedonia.com](http://uk.calzedonia.com))