



Fall & Winter MATT

and

MATT & NAT  
now available.

2010

**MATT & NAT'S** 21 WATER BOTTLE INITIATIVE HAS FURTHER STEPPED UP THEIR COMMITMENT TO SOCIAL RESPONSIBILITY AND TO THE ENVIRONMENT; ALL LININGS ARE MADE FROM RECYCLED PLASTIC WATER BOTTLES. A MESSAGE INSIDE OF EACH BAG WILL LET YOU KNOW EXACTLY HOW MANY BOTTLES WERE RECYCLED TO PRODUCE YOUR ACCESSORY. INSPIRATION BEHIND THE SPRING 2010 COLLECTION IS BIKER CHIC/GLAM-ROCK, CREATING AN ECLECTIC FEEL WITH CUSTOM STUDS AND DECORATIVE ZIPPERS. MATERIALS ARE SUPPLE AND SUMPTUOUS, BRINGING A VINTAGE FEEL TO THE PIECES.

THE COLLECTION HAS STRONG ACCENTS, WHETHER IT BE FAUX SNAKE TRIMS OR HEAVY HARDWARE. COLORS ARE BOLD AND CRISP FOR THIS SEASON, FEATURING FIERY SCARLET, SMOOTH CARAMEL, BLUSH PINK AND INTENSE BLUE. BLACK, BROWN AND BONE ARE ALSO STAPLES THROUGHOUT THE COLLECTION.

IN 1991, CO-OWNER AND CREATIVE DIRECTOR INDER BEDI WAS CHALLENGED BY A MAHATMA TO GO VEGETARIAN FOR THIRTY DAYS. IT WAS DURING THIS TIME THAT INDER DEvised THE BUSINESS PLAN FOR AN ECO/VEGAN FASHION HOUSE. FIRST WRITTEN AS A UNIVERSITY PROJECT IN 1995 AND EVENTUALLY LAUNCHED AS MATT & NAT.

BY COMBINING CUTTING EDGE FASHION AND SOCIAL RESPONSIBILITY, A BALANCE OF OPPOSITES EMERGES, REPRESENTING THE DUALITY OF MATT & NAT'S SOUL.