

MR. QUIGLEY  
 MR. BANCROFT  
 MRS. GATSBY  
 MR. CHAIRMAN  
 MRS. JONES  
 MR. PRESIDENT  
 MRS. BROWN  
 MRS. SMITH  
 MRS. STEVENS  
 MR. MILES  
 MR. BRADLEY  
 MRS. MOORE  
 MR. MILLER  
 MR. DICKENS  
 MRS. ROGERS

06/07

**the brand`s story**

At a time when mass-produced goods bore the consumer and many superficial, characterless brands are launched, today's target groups search for something more. Globalization, breathtakingly fast technical progresses, mergers, new markets, boom towns... constantly higher and higher, and faster and faster. All over Germany, mass produced goods find their way even into the smallest and most cherished of shops in new, growing and constantly reinventing metropolises. Where do you go in a world, which because of its attention-seeking ways no longer knows itself, no longer knows what it is or what it will be, let alone what it desires? Is this really happening all over Germany? No, in Issum a dedicated team of five relatives are remaining calm. Here in Niederrhein, traditional values as well as those of family are of the utmost importance: contented without a craving for excess. Since blood is known to be thicker than water – to be precise, “thicker” than any trend – aunts&uncles has passion-

ately designed bags and accessories since September 2003. It is partly our homage to old values such as family, honesty, trust, loyalty, and partly our personal preference for simplicity, the intention to create something beautiful, combined with pure enthusiasm for robust, authentic materials. Create with your heart and you create something extraordinary... and here begins the story of aunts&uncles, one which came about through a careless mistake: Angelika and Sven Scheurer, who enjoy the finer things in life and are passionately stubborn about their ideals, were united in their desire to design bags, both having high demands with regards to material, functionality, simplicity, capacity and character – a complete appreciation of beauty.

A bag that sweetens the daily grind, which brings new delight every day, with which you live and by which you live. The first designs were drawn up, the bag construction fine-tuned, leather sourced and a suitable manufacturer in India found.

After the first meeting in Issum, the Indian guest was bid farewell and returned to the east with leather samples and a mixture of scepticism and hope. After two months of torturous waiting, hope shone through for us but there was also some misgivings. On the way back home the leather samples had got lost somewhere, in the middle of nowhere, between Germany and India or maybe in the depths of the ocean. Who knows where! No samples, no prototype. Disappointment on both sides? Stagnation?

No, a promise is a promise. The supplier started to work without the samples - trying to remember the specifics of the small yet unknown brand, which came across to him as headstrong, almost stubborn, but very sympathetic and agreeable. With success? Two months later they met again full of tension, anticipation and uncertainty.

The “loss” of the samples is the reason for the special characteristics of the leather we use in each and every aunts&uncles bag to date. The prototypes that were produced, based purely on values and recollection of what was required for the brand, superseded all expectations that Angelika and Sven Scheurer

and their entire team had. A leather, with corners and edges, resilient and durable, original, authentic, individual but indeed an old friend.

aunts&uncles is and remains true to itself. Consequently, the brand produces its bags following these criteria and guarantees fair production methods. These products will carry more than just a mishmash of all the things that men and women need with them every day. They have pledged themselves to values which are based on trust.

Whoever buys aunts&uncles products, buys with awareness, deciding rationally in favour of beauty, giving kudos to himself instead of superficial attention.

aunts&uncles is also: Angelika Scheurer – creative hand and discoverer – and Sven Scheurer – respectable strategist, founder and brand's guard – Eckehard Scheurer – founder and groundbreaker – Frank Dombrowski – quiet observer and economist – Birte Eickhaus – kind soul of sales and watchful eye – backed up by an enthusiastic and reliable team. Together the “aunts and uncles” work full of drive for the development of the brand and for new products, which are true to our values and keep to our standards of quality. The brand's name, a result of an extensive socio-demographic social survey on the topic “family, community and ‘old values’”, promises familiarity, offers the end-user a stabilizing element, a support, a loyal companion for life. Generation-spanning, the different “families” of bags offer a suitable character for everybody. The willful “Nick”, the cocky “Joe”, the casual “Judd”, the gallant “Mrs. Jones” or the noble “Bruce”.

You will never find aunts&uncles on stands of mass-produced goods. aunts&uncles set out to capture the market and to fill a niche for high-quality, valued and lovable products along its way to becoming a premium brand. Whoever has an aunts&uncles product is part of the family. Each new member develops our story further and contributes their own part to the relationship. As part of the clan, you are part of the aunts&uncles family, carrying on and continuing to tell the story, each in your own individual way...