

LANDA



Silvana Landa McAdam

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Born in Argentina, Silvana Landa McAdam grew up watching her Italian grandfather work leather in his cobbler's workshop. It was a natural step to follow her dream of creating a brand with a global appeal. As a busy professional and mother of two, Silvana felt herself constantly on the go, always juggling several bags at once. She couldn't find that perfect bag but what she found was a gap in the market and a business opportunity. She set up LANDA with her husband Andrew, producing quality bags with a firm DNA: quality, design and functionality.

The LANDA brand celebrates traditional manufacturing expertise. They work with small factories that handcraft each item to bring to life the most exquisite handbag. The materials are carefully sourced following the brand's commitment to conscious and ethical production. At a very early stage, LANDA was one of two brands representing Ireland at a Global Emerging Brand conference in France as part of Fashion United Europe.

Prior to creating LANDA, Silvana worked with L'Oreal luxury group, Brown Thomas and Irish luxury fragrance house Max Benjamin. Silvana launched new brands in Ireland and Europe and has extensive management experience in retail and the luxury industry with a focus on the consumer's needs. With a deep understanding of brand building, product positioning and the consumer, she has developed an international following for the LANDA brand, which is stocked in markets including New Zealand, Portugal and Lithuania.

www.landabags.com

