

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. She set up LANDA with her husband Andrew, producing quality bags with a firm DNA: quality, design and functionality. They follow a vision of adding value to customers by offering a designer product at an affordable price tag.

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 Brands conference in France as part of Fashion United Europe and this year, the label secured participation in Le New Black's digital buyers' showroom, as part of the same select programme.

Prior to creating LANDA, Silvana's corporate life saw her work with multinational giants like L'Oreal luxury group, launching new brands in Ireland and Europe, gaining 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 the United States, New Zealand, Europe and soon expanding to Japan. The company enjoyed very strong growth during the pandemic, as a result of re-directing most efforts to their online and export sales.

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