

## Bag Mania

LovethatBag LLP

**Prada, Coach, Gucci, Kate Spade, Chanel, Burberry, Christian Dior...** the list of luxury brands goes on and on. And as **Mr Adrian Yu & Ms Angeline Tay** would attest, you can never have too many bags. The husband-and-wife duo are the brains behind the phenomenal **LovethatBag**, fine purveyors of high-end luxury bags which they sell at attractive prices that, more often than not, spark off a buying frenzy.

It so nearly did at their first public event in a warehouse at Changi South, way back in 2009. *“It was a traumatic experience because we weren’t expecting thousands to turn up; by 7am, there was already a huge crowd outside,”* recounts Ms Tay, a bag aficionado, in mock horror. “People were rushing to get in, the police, civil defense and even an ambulance (someone was feeling faint) had to be called in and we lost quite a number of bags – I had nightmares for a week after that.”

To think the bag event company started out as almost a hobby for Ms Tay, who had quit her director job at an MNC to care for her young daughter. *“However, I’m the type of person who can’t sit still, and life feels meaningless when I’m not doing anything useful with my time,”* she says. Deciding to leverage on her sister’s contacts with luxury brands in Europe, she started selling bags online, enlisting the help of Mr Yu – then a general manager at a UK - based logistics company here – to make deliveries and take photographs of her wares.

But LovethatBag’s popularity soon skyrocketed, and the couple switched to managing it full-time when they realized it had become a commercially-viable business. The tongue-in-cheek name, playfully chosen to mimic the American culture of exclaiming “I love that...!”, has certainly struck a chord with fans. LovethatBag has garnered more than **82,000** likes on its Facebook page, while its glitzy sales events – usually held at prestigious hotels, country clubs and exhibition halls – are highly-anticipated affairs that attract long, snaking queues of swooning bag lovers.

And at a LovethatBag event, you can expect to find close to **2,000** genuine products from a myriad of luxury brands, all on sale at **Up To 75%** lower than their normal retail prices. Go crazy.

### What makes LovethatBag so special?

We were the **first** to hold a public sales event for so many different brands of luxury bags, so we set a precedent. And unlike our emerging competitors, LovethatBag stands out with its three unique services – a four-week bag repair warranty, a LovethatBag Red Authenticity Tag to guarantee that the product is genuine and a buyback policy that allows our customers to sell their bags back to us when they grow tired of it.

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## **What were some of the important lessons that you learnt?**

Time management and delegation of work! We're perfectionists and like to micromanage, but sometimes you just have to take a step back and put your faith in an employee to fulfill a certain task. We've definitely learnt how to properly organize an event since our first one, and started hiring Cisco guards to maintain order.

## **How is it like for husband and wife to work together?**

Interestingly, when we were in different jobs, we could grumble about our bosses to each other after work. Now that we run our own business, we understand our strengths and weaknesses much better, and unfortunately, we can't stop thinking about work! Sometimes we quarrel as well, but ultimately, we have the same goal – **to make the business better in the long run.**

## **What's next for the both of you?**

We're in the midst of launching **Luxeholics**, an online luxury platform that offers a range of products. It's an extension of our plan to become the leading mass market luxury brand platform in the Asia Pacific. Also, there's a retail element that we want to explore, as we often get customers asking us why we don't have an actual shop. That will depend very much on whether we can find a suitable location as the retail space will cater to a different customer base as opposed to our sales events.

***“High Expectations Are the Key To Everything.”***



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