

Gold Medalist Designer Unites Parisian Elegance with Indian Craftsmanship for Hidelle Handbags in India

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The Indian luxury accessories market is set to experience a transformative shift with the debut of Hidelle, a new-age handbag brand that champions a philosophy we call "practical luxury." Born from a deep appreciation for meticulous design and quality materials, Hidelle is poised to redefine elegance for the contemporary Indian woman.

Hidelle is the brainchild of a visionary designer who is a Gold Medalist from one of the world's top fashion colleges. After years immersed in the refined aesthetics of Paris, gaining invaluable French fashion experience, she has returned to her roots to bridge the gap between global trends and local heritage.

Breaking the Monotony of the Mass Market

The brand's mission is clear: to break the monotony currently dominating the Indian fashion accessory landscape. Hidelle introduces a refreshing range of products that combines the sharp structure and timelessness of European design with the exquisite finesse of Indian craftsmanship.

"For too long, Indian women have had to choose between fleeting trends and prohibitive luxury. Hidelle is here to dismantle that choice," says the Founder. "We are offering immaculate designs blended with the finest of leather to create leather marvels. This is about providing an enduring piece of style at the best value for money - a handbag that is designed to be carried, not just admired."

The Essence of Hidelle: Hide + Elle

The very name, Hidelle, encapsulates this dual identity. It originates from a harmonious union of the word "Hide" (referencing premium leather skin) and "Elle" (the French word for 'her'). This foundation reinforces the brand's premium leather focus and its dedicated target audience: the empowered Indian woman.

Backed by Global Experience

Hidelle benefits from being part of the reputable ACPL Group, which has a long history of catering to international fashion markets since 2012. This global perspective and established sourcing network allow Hidelle to think differently and set higher benchmarks for quality in the domestic market.

Hidelle is more than a brand; it is a movement toward intentional, sophisticated style. It is the perfect marriage of Parisian chic and Indian purity - a handbag designed to be your most confident companion.

About Hidelle

Hidelle is an Indian mid-luxury handbag brand that combines French design principles with high-quality Indian craftsmanship. Founded by a Gold Medalist designer, the brand is dedicated to offering superior genuine leather products at the best value for money, aiming to disrupt the Indian accessory market with its focus on practical luxury and enduring elegance.

Visit <https://www.hidelle.com>

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