

For Immediate Release

## What is in a name?

**VANCOUVER**, BC, Canada - As far as Sienna Ray is concerned it is a story that Natalie Kathleen's closest friends recall nearly as well as the designer herself. From the beginning the SR founder has always thought big, which meant the company name had to set the bar high...

The story begins with Natalie settling back into Vancouver, becoming freshly reacquainted with her hometown following some insightful London adventures. Living as a long-term house sitter at designer friend Jonas' posh digs, Natalie's first handbag was created at his kitchen table with her "school-mate" sewing machine. Thrilled with the final outcome (though taking her slightly biased opinion with a grain of salt) the newly stitched bag accompanied her to work the next day. Striding into a client pitch at Vancouver magazine, his jaw dropped as she swiftly swung last night's creation off her shoulder, declaring it the *dolli* bag. His eager encouragement and awe boosted her confidence to further dig into the venture.

Taking advantage of her position within a magazine office, Natalie headed to Creative and straight for the fashion director, propositioning her to coffee. The meeting was a success; Natalie was able to secure a feature (with the promise of two additional bags to select from), and learnt early on of just how far five-dollars worth of *espresso* can go. The *jona*, a nod to designer roommate Jonas, and the *sunday belt*, were then quick to debut.

That afternoon, after meeting with the fashion director, Natalie was on fire, a fire lit from the inside that radiated out, a fierce sense of fearlessness had taken over, something she hadn't felt since London. Later in the day a good friend approached her only to muse, "Wow your eyes – so strong today, mini rings around them, in the brown, oh no, today the brown is such a gorgeous sienna color..."

Sienna instantly resonated with Natalie and became the focal point of the brand name. With her eyes always focused on the horizon, it was important for the name to allow seamless growth within the brand. Natalie's aspirations include shoes, belts, sunglasses and a men's collection. The addition of Ray & Company tie it all together, the icing on the already delightful cake.

For more information and to view the entire collection, visit Sienna Ray & Co. online at [www.siennaray.com](http://www.siennaray.com).

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Sienna Ray & Co.