



M E R R Y L T I E L M A N

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Merryl's design philosophy is undeniably unique. To her, a bag is far more than a mere accessory, it's a sculptural masterpiece.

*Wonderland magazine*



I am always on the look-out for new shapes,  
there could be a bag in anything



the divine perfection  
of  
elementary forms



matters  
of  
no significance





I study and struggle  
until I hit  
the sweet spot



the hardest  
is  
making things look effortless







I just do my thing  
in  
my own way



# Wonderland.

## MERRYL TIELMAN

We join up with the founder of eponymous European handbag brand, Meryll Tielman, as they launch into the US.



Designed in vibrant Amsterdam and meticulously crafted in artisanal Italy, Meryll Tielman's bags epitomise timeless elegance and cutting-edge ingenuity, offering a wide range of sleek, sophisticated silhouettes. Founded in Amsterdam and using Italy's unmatched legacy of artistry and craftsmanship, each bag is intricately fashioned from premium, vegetable-tanned leather. The result? Collections that are not only visually stunning but also highly durable and practical.

Meryll's design philosophy is undeniably unique. To her, a bag is far more than a mere accessory—it's a sculptural masterpiece. Every design begins with an inspired shape, whether from the curve of an ashtray, the edge of a scrap of paper, or the shadow of an object. These enigmatic forms are then carefully transformed into striking, functional pieces.



We had the pleasure of connecting with Meryll during a pivotal phase of her brand's evolution, as she ventures into the expansive US market. This exciting step comes after a significant achievement: three custom handbag designs were recently showcased at Elena Velez's acclaimed NYFW show. During our chat, Meryll shared her thoughts on transitioning from the intimate setting of the Netherlands to the vastness of the US, her deeply personal approach to handbag design, and how paper models serve as the creative foundation for her visionary creations.

*Read the interview...*

### **What excites you most about introducing Meryll Tielman to the US market?**

I am from a small country, if you are in good shape, you can cross all of the Netherlands by bike in one day. America has more than one time zone, the number of people you can reach is beyond comprehension.

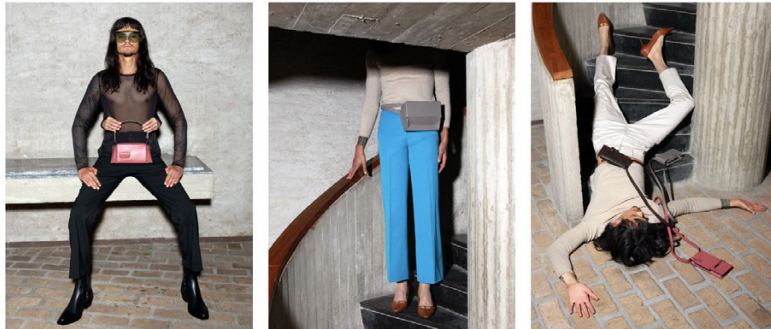
Me and my partner very much have a DIY approach, but a year ago we teamed up with a soulmate who has a lot of know-how. Since then things are happening fast. Our bags are now for sale in some very nice, handpicked stores. Yet we are still very unknown, so the fact that we now have this huge window is thrilling.

### **Can you share more about how your background in Audiovisual Art influences your approach to handbag design?**

Audiovisual art is a very immaterial medium. It is not something that people buy and take home with them. There never was a reason to consider saleability. Also, when I design a bag, I first of all think of what I want myself. Customers are, more or less, an afterthought. But don't get me wrong, I find it very rewarding if people are eager to own my bags!

Perhaps my past in art is more obvious in the visuals we use. Krista van der Niet – the photographer who did our latest campaign shoot – has the same background. Her pictures totally capture the surreal atmosphere I was after.

As a matter of fact, I started with fashion, but found it too limited a medium, so I switched to Audiovisual Art. Now I think I need this limitation in order to not get entangled in my own ideas.



**Could you walk us through your creative process? How do you go from your initial inspiration to a fully realised design?**

I can get inspiration from anything. Just a shape that I like. It can be an iconic building or a cigarette lighter. I don't do a ton of sketching. I make paper models, lots of them. They pile up in my room. I adjust and stare at them for days, weeks, struggling to find a way for an interesting shape to make sense as a bag. In the end I want it to look interesting but effortless.

When I am happy with the result I make a sample in leather. I have to be sure that it is possible to execute the design before I hand it over to the factory in Italy.

**How important is the choice of materials and the location of production in maintaining the brand's integrity and quality?**

Essential. My designs call for a construction that is out of the ordinary. Our producer took us on board because my bags were like nothing he had ever seen before. He works for the biggest brands in the business, still every new Merry! Tielman bag gives him a headache because they are so difficult to make. But he takes the challenge gladly!

His life would be much easier if I did not use vegetable tanned leather, which is harder to work with, but I am just in love with this material. It is so expressive and alive compared to other leather.

**How do you envision the brand growing in the US and Europe over the next few years?**

I've never had a preconceived picture of a goal that lies ahead and the road that leads to it. When I first started, a couple of years ago, I thought I would be making every bag myself, at home in Amsterdam. I had no idea where and how I was going to sell them. And here I am now, talking to Wonderland magazine about launching the brand in the US. Hopefully things will keep developing in that direction, I am open to anything.

**Congratulations on your feature in Elena Velez's upcoming NYFW show! How did this collaboration come around and what attracted you to Elena's work?**

Thank you, it's our first collaboration ever, we are super excited.

This soulmate I just mentioned works with Elena. He is very good at bringing people together. I think Elena and I are both fascinated by craftsmanship, and I like her guts. I thought we might make an interesting combination as, at first sight, we express ourselves in different languages. Mine is about strict, clean lines and hers is more about the beauty in imperfection. But at heart I think we are both radical punks who don't like bullshit.

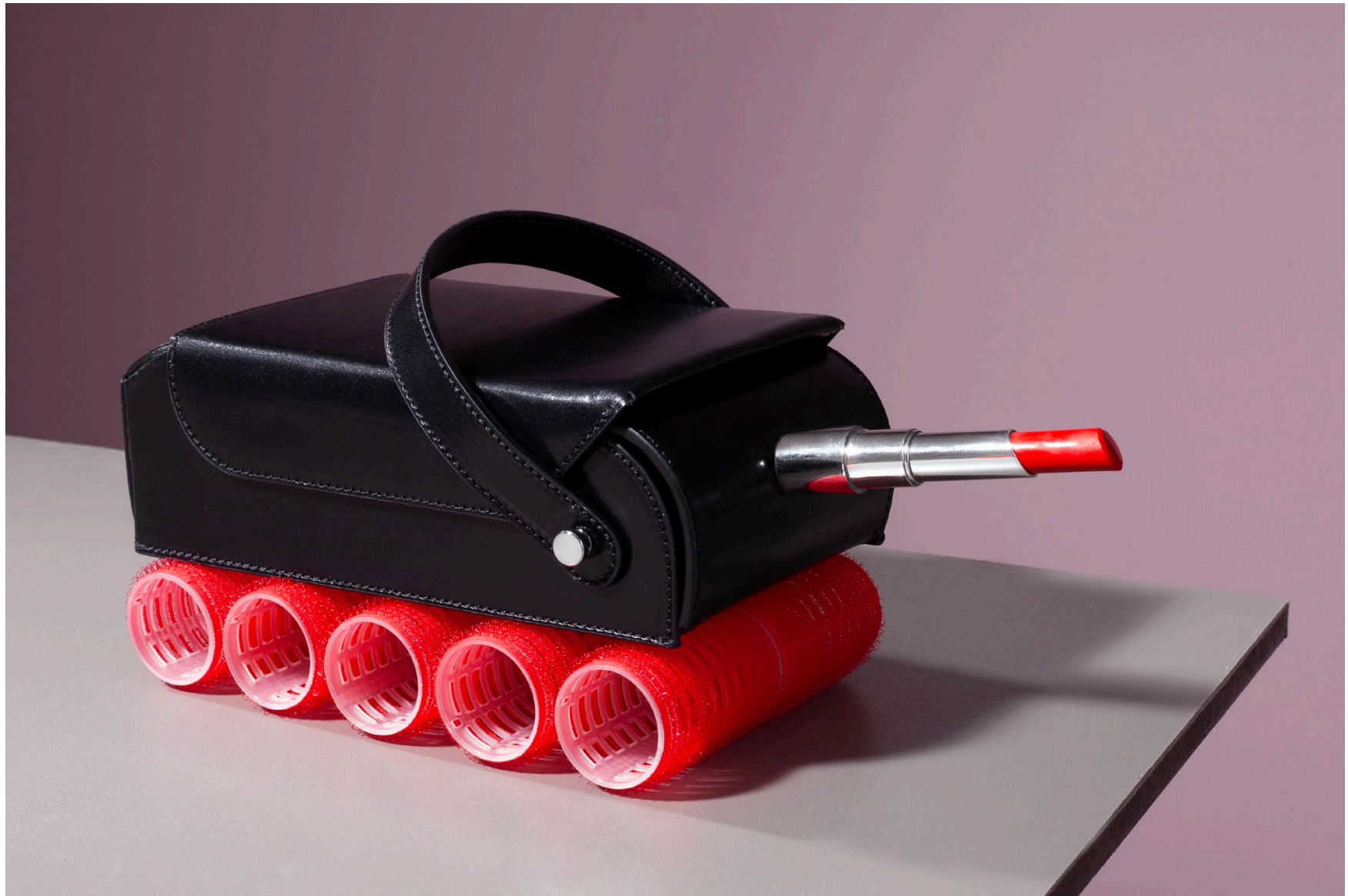
**Do you find Amsterdam's culture influences your work?**

Not really. Although the image was a bit romanticized, Amsterdam used to be a place for free-thinking spirits. But over the years it has been marketed quite successfully and exploited as if it were an amusement park. Much of the fringes and counterculture that made the city interesting, gradually disappeared. The place is losing its edge. It's pretty worrying.

**What's next for Merry! Tielman? Are there any new collections, materials or design innovations that you can share?**

For some people my bags are a bit rigid, so I am adding bags to the collection that are a bit softer, more 'body friendly'. Without losing my soul and identity, the trap that Amsterdam threatens to fall into.





# COLLAB





# PRESS

ECO  
EDITS



NATASHA TONIĆ  
SWIRL ONE-PIECE  
SWIMSUIT IN LILAC \$200  
NATASHATONIC.COM



GUCCI  
THICK CONSTRUCTION  
SUNGLASSES IN 100%  
RECYCLED ACETATE \$650  
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EREPEREZ.COM



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ROTHYS.COM



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COLOR BLOCK LIPSTICK  
IN FLAME \$28  
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DRAPED CIRCLE TOP \$285  
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ATLEIN.COM



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DEBBY BAG IN BLACK \$994  
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# MISSION

FOR  
FASHION  
FOR  
BEAUTY  
FOR  
GOOD

# FASHIONISTA

## MERRYL TIELMAN: A LEATHER ACCESSORIES BRAND INSPIRED BY EVERYDAY SHAPES

Tielman describes her designs as "bag(s) that hold your personal belongings whilst looking sharp as hell."

FASHIONISTA • APR 9, 2025



**Meryll Tielman**

Headquarters: Amsterdam, NL

# ESSENCE

CELEBRITY FASHION BEAUTY LIFESTYLE ENTREPRENEURSHIP

## ESS INSIDER

e being left behind.



boots.

-highs this fall, Mammadova said she  
orter boots.



# VOGUE

FASHION BEAUTY CULTURE LIVING WEDDINGS RUNWAY SHOPPING VIDEO



Photographed by Phil Oh



# VOGUE CLUB

THE TIP-OFF

## From Runway to Real Life | *The Tip-Off*

BY VOGUE CLUB

October 31, 2024



# VOGUE

SHOPPING

## The Best Everyday Handbags, According to *Vogue* Editors

BY CONÇETTA CIARLO

November 2, 2024



*All products featured on Vogue are independently selected by our editors. However, we may earn affiliate revenue on this article and commission when you buy something.*

While it might seem simple, the art of shopping for the best handbag for everyday can be challenging to master. An item that's functional and easily holds all of the essentials is non-negotiable when committing to a purchase, plus—if you ask us—it needs to be undeniably beautiful and versatile enough to seamlessly style with several outfits.

### Leah Faye Cooper, digital style director

This is my new favorite vanity-style bag. It's the perfect size for everyday, comes with a removable strap, and can add a lot of interest to a minimal look. I'm also a big fan of all things NDG, especially this nano number. The embossed, bandana-esque print is such a nice touch, as is the gold chain strap. I have it in red leather, but I may need to get the white shearling, too.



MERRYL TIELMAN



NDG

PARIS  
MATCH

la SÉLECTION



Dans cet univers arty, des affiches originales de films habillent du Nord à Star Wars, en passant par Sueurs Froides, Plein S la saga des James Bond. Une affiche en tête ? Si l'équipe ne stock de 750 affiches, elle la trouvera en peu de temps.

C'est ce décor de cinéma que la créatrice de maroquinerie choisi comme showroom permanent pour sa collection. Les de ses sacs d'exception dialoguent avec le graphisme du élégance et géométrie, ils s'adressent aux femmes comr Fabriqués en cuir de très haute qualité, ils marient le sav l'imaginaire de la créatrice hollandaise.

Si le cinéma n'est pas une affaire de mode, ici, la mode fait s

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# CELEBS



Aya Cash



Amy - Amyl & The Sniffers



Bec - Bec Lauder and the Noise



Ron - Sparks





Jason - Sleaford Mods



Amy - Amyl & The Sniffers

I know the political system is flawed but the trumpet of patriots and Peter Dutton and Pauline are all insanely racist flogs who are s\*ckin tr\*mps campaign policy d\*ck and feedin so much BS. We



Iggy Pop



Russell - Sparks

CELEBS





# CLIENTS



## **AUSTRIA**

PARK

Vienna

*park-onlinestore.com*

## **BELGIUM**

STIJL

Brussels

*stijl.be*

## **DENMARK**

HENRIK VIBSKOV BOUTIQUE

Copenhagen

*henrikvibskovboutique.com*

DR. ADAMS

Odense

*dr-adams.dk*

GUTEMENSCH

Nexø/Rønne

*instagram.com/gutemensch*

## **FRANCE**

CHATEAU14

Paris

*chateau14.fr*

## **THE NETHERLANDS**

MARGREETH OLSTHOORN

Rotterdam

*margreetholsthoorn.com*

CONCRETE

Amsterdam

*concrete.nl*

## **PORTUGAL**

SHEET-1

Lisbon

*sheet-1.com*

## **SPAIN**

DOSHABURI

Barcelona

*doshaburi.com*

## **UNITED KINGDOM**

LAYERS

London

*layerslondon.com*

## **NEW ZEALAND**

THE SHELTER

Auckland/Dunedin

*theshelteronline.com*

## **JAPAN**

BEAMS

Tokyo

*beams.co.jp/global*

VIASTIQUE

Nagoya

*instagram.com/viastique\_yumi*

## **USA**

HENRIK VIBSKOV

New York

*henrikvibskov.com*

THE CONSERVATORY

New York

*theconservatorynyc.com*

CULTURE EDIT

Los Angeles

*cultureedit.com*

DESERT SON OF SANTA FE

Santa Fe

*desertsonofsantafe.com*

KASURI

Hudson

*kasuri.com*



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