

SARAH GRAHAM



Sweets For My Sweet...



HANDBAG *heaven*

The collaboration of artist Sarah Graham with Helen Rochfort, designer of colourful and vintage inspired bags, has resulted in a unique and covetable trio of collectable handbags



Batteries Not Included



Sheer Blonde

WHEN SARAH GRAHAM stepped into Helen Rochfort's 'Willy Wonka' like treasure trove of a shop, she says she instantly realised she had stumbled upon a kindred spirit. "Helen's shop just felt like the inside of my brain!" laughs Sarah whose exaggerated use of colour and whimsical retro style is echoed in Helen's witty and outlandish handbags.

"It's as if we were both singing from the same hymn sheet" says Helen who found that their subject matter, creativity and artistic vision were so similar. "Both of us like to evoke childlike images and have a love of old toys and retro vintage with a twist of humorous kitsch" adds Helen, who regards their joint effort as a perfect opportunity to push the envelope of conventional art. For Sarah, whose exploration of vivid colours has become her hallmark, it's about making art more accessible to an audience. "Art should not be elitist and where better to enjoy it than on a handbag."

Each silver framed bag displays a bright Sarah Graham canvas - the innocent blonde blue-eyed 'Doll', a toy 'Robot' and the classic liquorice allsorts 'Sweets'. "I wanted the image of Sarah's paintings to stand out as distinctive art pieces" says Helen. The limited edition bags are all lined in shocking pink and come with a certificate of authenticity. "I have always loved the idea of a crossover between art, fashion and textiles and this is encapsulated in these handbags," adds Helen.

Handbags
All limited
editions of 500
£125