

This year, Beirn celebrates 10 years of creating bold and timeless handbags and accessories. The NYC based designer launched in 2007, with their now signature “Jenna” hobo – a lightweight, versatile handbag that the line’s founder, Rita Overzat, custom made while on a trip to Bali with her two daughters. It was no surprise that when they returned to New York everyone wanted to know where they got the bag as the brightly colored water snake bags made quite a style statement. The overwhelming feedback inspired Rita, Ali and Jenna to turn their single design into a business.

When fashion-icon “Carrie Bradshaw” appeared in the Sex & the City movie wearing a bright orange Beirn bag, the brand was catapulted into the world and was quickly labeled the must-have bag by trendsetters everywhere. The line was picked up by top retailers around the world and quickly became much adored by the fashion press and celebrities. A decade later, Beirn continues to design, manufacture and sell accessories in luxe materials such as python, cobra and lizard.

Through their ever-growing network of factories in Indonesia and Hong Kong, the family-run company has established itself and sustained a coveted position as a market leader in a competitive accessible luxury market. Each Beirn collection still artfully incorporates durable snakeskin in an array of vibrant and classic shades. The introduction of innovative design techniques and vast product offerings, including footwear, belts, jewelry, totes and clutches, allows their customer to express her personal style through accessories, collection after collection, season after season. Embellishments, such as tassels and fringe, keep the classic designs current yet still elegant and true to its boho-chic roots.

The name Beirn is a family name that has been passed down from generation to generation and is the middle name of both Beirn’s co-founders, Ali Trier and Jenna O’Rourke. The sisters lend their creative and business savvy minds to the continuous success of their label. Their exotic travels and busy lifestyle, each having three children of their own, provide on-going inspiration to the growth and development of the brand, helping keep it modern and fresh. As the CEO of the luxury brand development firm and showroom, The RJM Group, Rita continues to be the driving design and business force while implementing her expertise and decades of experience in the fashion industry, creating strategies that have proven to be successful in launching and building emerging designers for her many independent clients, as well as focusing her efforts on Beirn.

The trio’s innate sense of enviable personal style is embodied in every aspect of their collections, and is reflected in every piece that hits the market. By naming the handbags after close family members and friends, as they did with the very first bag, they are able to share their passion with the world and will never forget where their story began...all with one simple bag.