



PASSION FOR BEAUTY  
AND ELEGANCE. A DEEP LOVE FOR  
THE ARABIAN HORSE AND  
EQUESTRIAN ART...

#### THE IDEA

In the summer of 2005, we moved from the hotspot Miami back to our European home to live the dream of a family life on a little farm with a handful carefully selected Arabian mares. We are passionate riders, but also admirers of the ethereal beauty of the free moving Arabian horse. In our everyday chores with the horses, we soon discovered that there was a disturbing dissonance between the natural beauty of our horses and our own human esthetics in regards to outfit and necessary accessories. How do you keep your phone, your keys, your cards and pocket money safely with you in style while working with your horses? This was especially challenging during the summer months when we were wearing just shirts and riding pants without pockets. We started to look all over Europe to find a suitable belt bag. We were chasing 'our bag' in the leather fashion stores of Paris, Milan, Venice, Florence, Munich, Lisbon and Marbella with no satisfying success so the idea of creating our own sophisticated equestrian belt bag was born.

#### THE STORY

At the Paris Arabian Horse World Championship 2006 we discovered the beautiful sculptures of Sally Reece, a well-known British artist in the Arabian horse scene and are immediately taken by the idea to ask her to create a logo for us. A little piece of art on its own, a small piece of jewelry, decorating our future 'HANAN' bags.

In a long process Sally created the new HANAN Logo for us: two horse heads, an Arabian Mare and an Arabian stallion, intertwined into a beautiful piece of jewelry. Its round shape stands for a harmonious connection, intimacy, love and togetherness. Their heads are turned outwards and stand for the individualism.

**WE UNDERSTAND THIS AS A SYMBOL  
FOR THE IDEAL CONNECTION BETWEEN A  
RIDER AND HIS OR HER HORSE.**

The name Hanan is a traditional Arabic name for girls and became famous in the Arabian horse scene, because a little, very undescript brown filly, born, 1967 at the El Zahraa Stud in Egypt, was imported by the German horse breeder Dr. Hans Joachim Nagel and became the founder and grand dam of a fantastic dynasty of Arabian horses. Hanan became internationally famous for her extreme exotic type, her noble elegance, her very particular pride and lightness- an until then very unknown, extreme oriental nobility.





"Hanan. the story of an Arabian mare and of the Arabian breed", a book by Dr. Hans Joachim Nagel tells a fascinating adventure of Arabian horse breeding history. It is the promise of the power of creation and the most daring fantasies becoming reality. It touched our heart, and we choose it as the perfect name for our own adventure in creating our own future luxury brand of leather accessories and bags for the sophisticated equestrian with a passion for beautiful things.

The first sample models for the belt bags were designed by an exclusive leather manufacturer in Porto, Portugal. A country with a horse breeding and riding tradition over centuries and famous for its Lusitano horse and equestrian arts. Many riders of today think that Portugal has been the center and source of true horsemanship and art of riding with its world famous Masters like Nuno Oliveira in the 20th century or his predecessor in the 18th century Manoel Carlos de Andrade. Therefore, equestrian leather goods from Portugal are among the best you can find worldwide, since it is deeply rooted in Portuguese craftsmanship tradition. All leather for our belt bags is originally meant for saddlery and horse tack and gives horse lovers immediately a familiar feel, smell, and touch.

For our handbags and weekenders, we were looking for manufacturers in Italy, the European country famous for luxury fashion and leatherware. We are currently working on the last design touches on the sample models and our first delivery is expected this autumn.



## THE VISION

As in horse breeding and basically everything else with horses, patience and experience are the most important ingredients for a long-lasting success. After more than 10 years of experimenting with the best artists for design, the best suppliers for our leather, the best craftsmen to manufacture our bags, we are confident today, that we have finally created exactly what we were hoping for: wonderful everyday items to wear, while living our dream and doing what we love most: spending time with our horses. Whether it is just hanging out with them, working and training them or seriously practicing equestrian art. Fine pieces, that we enjoy wearing and touching every day for any occasion without compromising our style and taste for beauty. We will add new bags every year and our vision is to offer additionally to our regular collection, customized bags for people who would love to see their own horses pictured in the little jewelry piece that is our logo. With horses, there is no one day like the other, every day is a new day, every day we need new ideas, and it is a perpetual process of creation. We love it.

## HANAN – A FAMILY AFFAIR

Pictured is our first homebred Arabian foal, Rodhani Magnolia (Bankurai Ibn Wadhani/FS Bengali x Sahmir/Saher) with Josefina Vogelgsang, sister of HANAN CEO and Photographer Paulina Vogelgsang. Co-owner and founder of HANAN is Paulina's mother, Christina Däubler Vogelgsang, journalist and co-author of 4 books on equestrian art.





# HANAN

FOR THE SOPHISTICATED EQUESTRIAN.... FROM RIDERS FOR RIDERS



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