

79 ASHLEY

HANDMADE GENERATIONAL LEATHER GOODS

GENERATIONAL
ARTISANAL
ELEGANT



TIMELESS

DESIGNED IN
CHARLESTON
HANDMADE IN
AMERICA



MODERN

VACHETTA LEATHER
& AMERICAN
ALLIGATOR

DESIGN

79 Ashley



RARITY
IS THE
NEW LUXURY

THE BRAND

79 Ashley is a collection of generational leather goods designed in Charleston, SC and handmade in America. From elegant evening clutches, to belts and briefcases, the men's and women's lines are created from classic, vachetta leather and alligator to create accessories that will last a lifetime – or longer.

Founded in 2014 by fashion veteran George Ackerman, the brand embodies the spirit of the new south while remaining true to the tenets of timeless design. The name 79 Ashley is a nod to the Charleston address where George and his wife reside in a restored 19th century home.



PURSES
CLUTCHES
BAGS
BRACELETS

EXQUISITE

BRIEFCASES
DUFFELS
IPHONE CASES



THE MAN

George Ackerman's career in the fashion industry spans the golden age of American design. Working alongside the luminaries of his day—Ralph Lauren, Donna Karen, Bill Blass, and Calvin Klein—George developed a deep appreciation for fine craftsmanship and the gifted artisans who create it.

Disenchanted with the industry's growing obsession with "fast fashion" George stepped away from 7th Avenue to enjoy life in Charleston, SC, where slowly his passion was reignited by the beauty surrounding him. Inspired by the city's timeless design, slower pace, and artisanal energy, the seeds were sown for a collection of luxury accessories. With the introduction of 79 Ashley, his vision came to fruition.

Marrying exquisite materials and impeccable workmanship with elegant, modern design, George brings to market high-end leather and alligator accessories that embody the artisanal beauty that has always been near and dear to his heart.

IMPECCABLE
QUALITY AND
ELEGANT STYLE



THE LEATHER

It all began with a portfolio made of vachetta leather that George carried for most of his career. With time the leather "wore in," developing a deeper, richer hue along with a slightly darkened imprint of his hand. When his son got his first job, George passed this prized possession on—a symbol of the generational values he hoped his son would also embrace: love of family, the dignity of honest work, and the timeless value of true quality.

That bag (which his son carries to this day) was the inspiration for 79 Ashley—a company that makes luxury accessories designed to improve with age.

Vachetta is a unique leather created by Italian artisans using natural manufacturing techniques developed centuries ago. Unlike modern leather that's dyed in a highly toxic process, 79 Ashley's vachetta is organically dyed, using natural tannins from the bark of chestnut trees—a process that renders exquisitely rich skins that bear the distinct qualities of genuine, luxury leather: the unmistakable aroma and changing hue for a product that gains character over time.



UNMISTAKABLE
AROMA AND
CHANGING HUE



