Luxury brands produced in scarcer numbers do pay off nicely but for a variety of reasons, reports MELISSA LWEE

Last year, for its 150th anniversary, Burberry launched the made-to-order Burberry Mouse Bag that was a worldwide exclusive in Singapore. Customers could personalise their bags with their initials embossed in gold on the interior label of their bags. Just a few weeks ago, Bottega Veneta re-launched the opening of its flagship store at Hong Kong's Harbour City. This October, it will introduce 250 pieces of the Landmark Bag at the opening of a new flagship store at Hong Kong's prestigious Landmark Centre.

For me, the tension between past and future, between local tradition and global ambition, is fascinating. It is a city that forces you to expand your understanding of what's possible, and what is possible for people. We love to be the first to pick the right markets. In Asia, we love to be the first to pick the right markets. In Asia, we love to be the first to create a new product, a new concept, in this case, a hope that the qualities of resilience, innovation and creativity of a woman persevere when she sees it.

Many good, few better

Other labels that have presented initiatives include Louis Vuitton, which re-worked the famous brand to create a limited edition version produced mainly for China to be sold in Hong Kong, Beijing and Guangzhou, with a version of the 'lucky bag' for Japan, and Cartier, which produced a limited edition collection of its "Chinoiserie" bag bearing South Korea's emblem (the floral motif "ph" or "phalae") against the background of a hand-woven signature "just for Asia." In addition, Dior created "Diorama" bags - including 130 limited edition washable style bags and 700 limited edition shore homeowners" "Black "pandora" with the word "Singapore" (just to celebrate the launch of Diorama's store opening on Hong Kong's Pokfulam Road.

On Fendi, which is held by the Pucci Group in Hong Kong, fans were coming in to meet two exclusive Italian Situ and at the "Delightful Life" launch. The Singapore Press Holdings Limited. Permission required for reproduction.