

# Neely & Chloe Burch Reveal New Line of Handbags for Fall

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Neely and Chloe Burch—yes, Tory Burch’s nieces—channel their Main Line heritage for a ladylike line of must-have bags for fall.



Their Tribeca-based company, **Neely & Chloe** ([neelyandchloe.com](http://neelyandchloe.com)), sells most bags for around \$200. “We’ve been surprised at how broad our customer base is,” says Neely by phone from their company’s Pottstown warehouse. “Because our bags have understated classic silhouettes, you’ll see our Mini Lady bag at the Union League with the formal sweater-set types, but also with the girl at NYU wearing ripped jeans and a white T-shirt.” Launched in 2016 with trunk shows and home shopping parties, Neely & Chloe has since expanded into 160 stores nationwide, adding an online boutique as well. The fall line adds new shapes (the Kettle bag) and fabrics (crocodile- and ostrich-embossed cow leather). Customers can also personalize purchases with monograms, ornaments (bumblebee, feather, leaf), handpainted designs and embroidery. Think Goyard meets J.Crew critter mania.

So, who gives the sisters more advice: Aunt Tory or their father, Robert Burch, a venture capitalist and co-founder of preppy Eagle’s Eye Apparel? While Neely says their aunt is very supportive, “it’s definitely our dad.” “We grew up talking about business with him,” explains Chloe, who adds that he frequently allowed the sisters to tag along on business trips and sit in on meetings. He still loves to give design input, and the sisters hint that a chicken-print bag he’s been suggesting is in white in the works for spring.

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