

*Viona Blu*  
www.vionablu.com

FISHONOLOGY

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I am proud to introduce Viona Blu - my alter ego and point of view for life. The name Viona Blu comes from my passion for vintage elegance, sophistication with a touch of glamour. I absolutely love the time when dressing up was like making art.

Viona Blu is the innovative brand at the forefront of modern luxury. Viona Blu offers a unique collection of elegant fish leather handbags and accessories. Honouring traditional craftsmanship, each piece is created with great attention to detail resulting in outstanding quality. It is my strong belief that fish leather is the future material of high-end fashion owing to its sustainable ecological value and the natural beauty of the leather.

As designer and founder of the company, Viona Blu is the fulfilment of my life's dream. Viona Blu was born in 2011 with the decision to combine my experience in design and marketing with my passion for luxury. I hope you enjoy Viona Blu and live the dream with me.

**Sirpa Kalliola**

