



CHOUETTE – THE ONLY HIGH-FASHION, HIGH-QUALITY BAG WITH 17 TRANSFORMATIONS LAUNCHES AT THE MAGIC FASHION SHOW IN AUGUST

Every bag is an exclusive, one-of-a-kind creation –a reversible and convertible bag that turns into any bag you need, when you need it

Naples, FL – July 29, 2008 – Chouette announced today the launch of its high-fashion handbag, that performs 18 transformations for ultimate utility, at the Magic Show from August 25-28 at the Las Vegas Convention Center & The Las Vegas Hilton. Whether looking for a tote, mid-sized, hobo, backpack, messenger, evening, clutch, wristlet or dancing pouch, one bag can be converted to serve any function while maintaining a fashionable appearance.

“We are thrilled to introduce our bags – the Chouette design is a basic tote bag meticulously fashioned from rich, luxurious fabrics and leathers, that not only reverse, but convert to virtually endless original and trendy forms,” said Judith Nelson, creator of Chouette. “As a female, I was always chasing that “IT” bag and spending literally thousands of dollars on many bags to keep up with seasons and events. With the classic Chouette design, one purse works for all occasions—and never goes out of style.”

The perfect union of style and function, each bag is meticulously handcrafted from only the finest quality sumptuous leathers, rich imported tapestry, luxuriant faux furs and other high quality fabrics and hardware.

The inside and outside of each bag are dramatically different from each other in both fabric and design. One side has a box bottom with metal feet, and the other side’s corners are drawn up into stylish metal ring closures. Removable and changeable handles allow easy conversions. The bag can be worn full length on either side as a perfect-sized tote, capable of holding all your purse contents, as well as books, magazines, water bottle, umbrella, or whatever you need for shopping, travel, commute, or weekend.

Chouette is dedicated to the USA for manufacturing. The handbags are carefully handmade by highly skilled handbag craftsmen and craftswomen working closely under the direction of Judith Nelson, the designer. Chouette can be seen at the Magic Booth # 40919. For more information please visit www.ChouetteSac.com.

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