

FOR IMMEDIATE RELEASE

Star 50 Offers a Handbag for Every State of Mind

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(DENVER, COLORADO)—Star 50 Handbags, producer of an innovative line of collectible handbags, recently introduced several fresh new designs that cross over multiple seasons and styles. The entire collection can be viewed at www.star50bags.com, but many bags have appeared in regional and national publications.

Star 50's line of totes, clutches, hobos, and slings is growing to feature at least one bag for every state in the Union. "And for every state of mind," adds Amity Cooper, the company's designer and founder. "They run the gamut from glam to casual, from formal to wild."

The depth and breadth of the collection is impressive for a small manufacturer, but as with most accessories, Cooper says, it all comes down to what suits you now. "If it's a woman's prerogative to change her mind, then Star 50 is the collection for the free-thinking woman."

Indeed. Feeling flirtatious? Grab the silver lambskin Arkansas Diamond Digger with oversized silver ring handles and pink satin ribbon. Choose the bright green Iowa Sweetberry to turn some heads. Are you self-determined and fearless? The spirited New Hampshire Messenger Bag, emblazoned with the state's "Live Free or Die" motto, is just your bag.

Star 50 Handbags have received enthusiastic praise in the following publications:

- *Accessories Magazine*, "Best of Fall 2004"
- *Denver Business Journal*
- *The Denver Post*
- *The Tobe Report*
- *Anchorage Daily News*
- *So Scottsdale*
- *Oxygen Magazine*

The newest designs have been featured on eBags.com, and their sister site 6pm.com in the "On the Street" section, where up-and-coming designers vie for attention. "We've been well-received and sales are great," says Cooper.

"To be honest, our bags strike a sweet note with women with big personalities. These women are confident go-getters. They like to set the trends, not follow them," says Cooper. "They don't wait to see what the next hot thing is. They *are* the next hot thing, and other women watch them to see what's new."

The handbags can be viewed and purchased on the Star 50 web site at www.star50bags.com, on www.eBags.com, or over the phone, toll-free, at 888-399-6607.

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