

BAGGALLINI

IN THE BAGG

New for Spring '08: The Berkshire (left), two "bags" in one, and the Daytripper (right) rolling tote.



DID YOU KNOW...

•Dixie Powers and Ann Simmons, two former Delta Airlines flight attendants, founded Baggallini in 1995 upon recognizing the need for stylish and practical travelgoods.

•baggallini was recently named as one of the fastest-growing privately held companies in the U.S. by *Inc.* magazine.

As "green" is becoming the new black in fashion, many companies are jumping onto the "eco-chic" bandwagon—and often exaggerating their environmentally conscious status. Not so baggallini. This spring, the handbag and travelgoods manufacturer is introducing an authentic, 100-percent eco-friendly collection of handbags. The new collection is based on a process where plastic bottles are recycled and made into PET (Polyethylene Terphthalate); when woven into fabric, it creates a bag that's both soft and beautiful. Each of the initial six styles are produced from five to 10 recycled plastic bottles. Silhouettes are based on baggallini's existing best sellers, including the "teenee baggallini" minibag and a messenger bag, plus larger silhouettes. Wholesales are \$11 to \$36.

"Our customers have requested eco-friendly products, and we wanted to create something truly environmentally friendly," explains baggallini COO Dennis Eckols. "Not only are we keeping hundreds of thousands of plastic bottles out of landfills—we're also offering a great collection at reasonable pricepoints."

The new eco-friendly collection is just another way that baggallini is building on its formula for success. The company was founded in 1995 near Portland, Ore., by Dixie Powers and Ann Simmons, two former flight attendants for Delta Airlines, who recognized the need for travel bags that are both practical and stylish. Today, baggallini has expanded from luggage into an array of handbag styles and sizes, organizational products (including briefcases and laptop cases) and numerous personal goods (from jewelry pouches to curling iron covers), as well as

private label product. All are made in its signature crinkle nylon in a variety of colors, with wholesale prices from \$3 to \$75.

Even with its vast assortment of product offerings, baggallini takes pride in being an in-stock company. "We maintain at least 1,000 SKUs at any given time," says Eckols. "Retailers don't need to worry about ordering our product well in advance. And they can start out with small quantities to test product before placing large orders." The baggallini collection is sold via specialty stores, catalogs and e-tailers throughout the U.S., as well as Canada, the United Kingdom and Italy. The company also plans to open signature stores in both China and major domestic airports by mid-2008, and was just named one of the fastest-growing privately held companies in the U.S. by *Inc.*, the magazine for entrepreneurs.

Best-selling styles include: the Uptown Bag (a fashionable across-the-body bag); the Baby Hampton (a minibag version of the popular Hampton tote); the Downtown (a sleek backpack that converts into a sling silhouette); the Bon Voyage (a small-scale compact organizer wallet); and the Rolling Tote (compact and lightweight, it meets airline standards as a carry-on bag).

Three new handbag silhouettes will also launch this month. Throughout this year, the company will add more hardware and metal embellishments to its lineup, along with a new bronze hue (called tobacco road) to its already diverse palette. Eckols is certain that consumers will respond well to baggallini's existing product and latest additions. After all, just as its slogan attests, this is a line "Designed by Flight Attendants, Approved by Travelers."



baggallini®



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REUSE
RECYCLE**

*Entirely Recycled. Entirely Remarkable.
Made from 100% recycled plastic bottles*