



AMBER POLLARD

Amber Pollard Handbags

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FOR IMMEDIATE RELEASE

Introducing the Spring 2010 Amber Pollard Handbag Collection – Now You Can Have Your Cake and Eat it Too!



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Today's working woman demands functionality from her wardrobe and she's not willing to sacrifice style to get. Lucky for her, Los Angeles fashion designer, Amber Pollard got fed up with designer handbags looking the part but falling short when it comes to function and durability. So this Fall, she launched her own line of haute handbags featuring her secret recipe - the stylish and reusable Lunch a la Mode™ zipper lunch pouch included in every bag. This Spring 2010,

get ready to pack your lunch in an ultra chic handbag featuring colors that are good enough to eat!

"Who wants to carry a briefcase, a laptop bag, a purse and a lunch bag!" describes Pollard of her namesake design inspiration. "I created this handbag line as a stylish solution to reduce the excess baggage in our lives." Her debut Fall 2009 collection features four timeless handbag silhouettes including two shoulder bags, a hobo and an updated take on a doctor's bag, each including her signature Lunch a la Mode™ insulated zipper pouch. This Spring 2010, get ready to experience a sugar rush of color with Blueberry Mojito, Melon Daiquiri, Bubblegum Martini and four more striking colors that are sure to give you a buzz. With an Amber Pollard Handbag, you can even pack one of those delectable drinks, pair it with a perfect picnic lunch, and still have space in its roomy interior for all your daily necessities. And for those who fear those awful pen marks, lipstick stains, spills and whatever else seeks to ruin our day, the waterproof purse lining offers peace of mind that your Amber Pollard handbag is going to last for summer picnics year to come.

Every Amber Pollard bag is accentuated with sleek, but understated nickel or gold-plated hardware. Styles feature adjustable shoulder straps, interior cell phone pockets, and of course, the exclusive Lunch a la Mode™ zipper pouch for full meals or daily snacks that includes a beverage holder and two reusable hot or cold packs. The Amber Pollard handbag collection is produced in the United States and is available in top quality leather, lambskin, or an environmentally friendly organic hemp and vegan leather. To preview the collection, request line sheet, or to schedule an interview contact the Altitude Promotions Showroom at info@altitudepromotion.com or call Karri Ann Frerichs directly at 402.490.2579.

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The Picnic Hobo
in Blue Berry Mojito



The Bistro Shoulder Bag
in Bubblegum Martini



The Trattoria Doctors Bag
in Crème de Menthe



The Alfresco Tote
in Melon Daiquiri