



Golden, CO 80403 • 303.279.0690 • fax: 720.890.3850 • www.amymichelle.com

FOR IMMEDIATE RELEASE:

Contact: Stephanie Klipp

303.279.0690

Press@amymichelle.com

Amy Michelle go totes: Allowing All Moms to be Style Icons

GOLDEN, COLORADO, Available November 2011 – With Amy Michelle's already chic line of diaper bags, you'd think the collection couldn't get any better. Well think again! Just in time for the Holidays, Amy Michelle has unveiled six new ultra modern diaper bags, featuring new chic and playful prints. Amy Michelle is well known for their all-in-one diaper bag for today's busy lifestyle - you're purse and diaper bag all-in-one. From working, traveling, running errands, changing diapers, you can have one bag that does it all while keeping up with your sense of style.

The newest additions to Amy Michelle's Chic line are nothing short of fashion heaven. Joining the Chic line is the Zebra and Magnolia. The Zebra's name says it all, zebra embossing gives this bag a youthful and playful feel. The Zebra is paired with gold hardware detailing and is available in Black, Eggplant and Turquoise faux leather. Making a fashion statement of its own, the Magnolia features a slouch hobo design with tassel overlay. The flirty tassel is paired with gold hardware detailing. The Magnolia is available in Black, Plum and Red faux patent. Both the Zebra and Magnolia are stunning enough to use as an evening bag and durable enough to withstand the demands of motherhood. The Zebra and Magnolia retail for \$134.95.



Zebra



Magnolia

New additions to the Amy Michelle Street Line include the Lexington and Seattle. Both are unique daddy-friendly diaper bags disguised as everyday messenger bags. These messenger style diaper bags come equipped with all the tools mom and dad will need to care for baby and themselves, packed with thoughtful features to make your life easier. Available in five brilliant looks: Charcoal floral, Moroccan,

Black, Charcoal and Camouflage. Finally, a diaper bag that is lightweight, durable, and stylish enough that both mom and dad will carry! The Lexington and Seattle retail for \$69.95.



Lexington



Seattle

Amy Michelle isn't done yet! The New Orleans and Austin were designed for those moms that love the look of a traditional tote. The New Orleans is a small tote with adjustable straps that can be carried over the shoulder or cross-body, while keeping all your essentials neatly within reach. The New Orleans retails for \$59.95. For those moms that demand a roomier bag, the Austin is a large shopper style tote that is just the right size to get you through those busy days. The Austin retails for \$69.95. The New Orleans and Austin totes are available in Charcoal Floral and Moroccan, and come equipped with water resistant treated fabric.



New Orleans



Austin

As in all of their go totes, Amy Michelle provides space for both mom and baby. The roomy interiors include multi-functional compartments for maximum organization and wipe clean lining throughout. Features for all your baby essentials include, bottle holders, a washable changing pad, stroller

attachments, lots of internal and external pockets, a quick-release pacifier holder and larger compartment for diapers and wipes. Features for mom (or dad) include, handy credit card slots, an easy to access key ring, and designated "mommy only" pocket space. An added plus to all the new additions is a bright anti-microbial lining that keeps the contents clean and easy to find.

Recently featured in Pregnancy & Newborn, OK, Hudson's, Earnshaw's, and Giggle. Amy Michelle has become "the go to tote" for women who don't want to sacrifice fashion for function. Amy Michelle designs its stylish yet durable Go Totes with versatile compartments perfect for travel, work or baby. Amy Michelle bags are not just a pretty face as they help women set boundaries and maintain order, offering both fashion and function.

Amy Michelle products are sold at specialty boutiques and select internet sites including www.amymichelle.com. Amy Michelle bags are featured in showrooms in the United States and are distributed in Canada, Japan, Australia and Scandinavia.

Amy Michelle continues to be a hit with celebrity mommies. Most recently, Denise Richards, commented "Thank you so much for the fab gift. I really appreciate it and can't thank you enough for thinking of me!" Other celebrity Thank You's can be viewed at <http://www.amymichelle.com/press-room.htm#celebritystyle>.

Amy Michelle Gives Back

Amy Michelle's mission is to provide attractive, fun and functional bags and accessories to organize today's women, while creating a way to give back to our community and charities close to women's hearts. Up to 5% of profits benefit Ronald McDonald House Charities of Denver. With offices in Golden, Colorado, Amy Michelle sells products throughout the United States, Canada, Japan, Australia and Scandinavia. For more information, call 303.279.0690, email press@amymichelle.com or visit www.amymichelle.com.

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