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The Red Hot Magnolia...Motherhood Never Looked So Effortlessly Magnificent!

GOLDEN, COLORADO, March 2012 - Amy Michelle has Mother's Day in the bag, a red hot Magnolia bag that is. Spice up that mommy attire with a diaper bag that can work for you all year long, while allowing you to keep true to your fashionable self. Motherhood is all about giving; it takes dedication, patience, and most of all love. While we know how much moms love those crayon scribbled cards and Eskimo kisses. Amy Michelle wants you to think outside the chocolate box this Mother's Day. So show some love this Mother's Day and give that oh so deserving mom in your life a gift that will keep on giving, while putting an extra pep in her step.

Amy Michelle's newly introduced Magnolia features a supple faux patent leather, available in three colors- vibrant red, sultry plum, and decadent black. Topped off with this springs hottest trends, a tassel, and sharp gold detailing, the Magnolia is sure to be your go to all-in-one purse and diaper bag. Less fuss and more practicality were the inspiration behind the Magnolia's design. This style savvy slouchy hobo bag is ideal for those moms who have a busy lifestyle. From working, traveling, running errands, changing, diapers, you can have a bag that does it all while keeping up with your chic style. The Magnolia's roomy interior includes multi-functional compartments for maximum organization and a bright anti-microbial lining that keeps the contents clean and easy to find. Features for all your baby essentials include, two interior bottle holders, a washable changing pad, stroller attachments, lots of internal pockets, a quick-release pacifier holder and larger compartment for diapers and wipes. Features for mom include, handy credit card slots, an easy to access key ring, and designated "mommy only" pocket space. Whether you're a mom, businesswoman, jet-setter, or a mommy that's conquering all three, the Magnolia is designed to withstand all the demands of modern motherhood.



Magnolia



Adding to the spice, Amy Michelle's Zebra and Sweet Pea are two additional savvy styles that allow mom to tote all her essentials stylishly and securely, without losing any practicality of course. Both bags come equipped with all the same thoughtful features as the Magnolia. Why carry a purse and diaper bag when you can have it all in one place while looking stylish?



Sweet Pea



Zebra

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 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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