

HANDBAG designer 101

The Handbag Designer Resource

Dear Independent Handbag Designer,

So you thought you would never have the chance to win an award? Until now...

Handbag Designer 101, the handbag designer resource, invites you to compete in the first annual Independent Handbag Designer Awards, its new and innovative competition. Win a chance to present your handbag at a high profile New York event at the Museum of the City of New York and compete for one of six Awards for Handbag Design Excellence, a monetary prize, international recognition and a chance to have your handbag go on marketing press tour.

Handbag Designer 101 is now accepting designer submissions in the following categories:

Best Student Made Handbag	Best Handmade Handbag
Most Socially Responsible Handbag	Celebrity's Favorite Handbag
Audience-Selected Handbag	Best Handbag in Overall Style & Design

The staff of Handbag Designer 101 will review all submissions at a Prescreening Event in late April. At this Prescreening, HB101 will choose five finalists in each category who will be judged on the merits of their submitted designs. All finalists will be invited to participate in the first annual Independent Handbag Designer Awards that will take place in June 20th 2007 at the Museum of the City of New York in New York City.

Finalists will provide the handbag shown in the photos to compete at the event. The finalist's handbags will be presented in a static installation at the event. Over 250 members of the fashion industry, including press and retailers, will attend the Independent Handbag Designer Awards event. A Fashion Panel of esteemed and influential handbag design professors, experts, editors, stylists, and buyers will judge the designs presented and select a winner from each category who will receive the Best Handbag in each respective category and determine who truly stands out as an Independent Handbag Designer.

To apply for the IDHA, please visit <http://www.handbagdesigner101.com/awards> to fill out the application form. If you have more questions about this event please reply to this email.

The deadline for entry is Sunday, April 15, 2007.

To be featured as Handbag Designer of the Day, don't forget to join the Handbag Designer Registry:

<http://www.handbagdesigner101.com/handbags?s=designerRegistry&o=1>

Good luck,

The Team at Handbag Designer 101

www.handbagdesigner101.com