

audrey & emma

LUXURY HANDBAG LINERS & BASES



**STOP
BAG-SAG!**

*Protect your
precious things*



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WWW.AUDREYANDEMMA.COM & WWW.FACEBOOK.COM/AUDREYANDEMMA

Beautiful. Inside and Out.



Made in the States with recycled materials.
A portion of every sale is donated to Audrey Hepburn's Children's Fund

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LUXURY HANDBAG LINERS FOR
LOUIS VUITTON & LONGCHAMP

COMPANY BACKGROUNDER & FACT SHEET

Audrey & Emma was founded in the Fall of 2010 in New York, NY. The company officially launched in June of 2011 with a series of luxury handbag liners and bases for select Louis Vuitton and Longchamp bags.

The bases serve both form and function – protecting the handbags and preventing “bag-sag,” when a malleable handbag looks misshapen because of its contents.

The products are sold directly through the Audrey & Emma website, www.audreyandemma.com, as well as through select retailers in New York & Boston. A portion from the sale of each bag liner is donated to The Audrey Hepburn Children’s Fund.

The company uses 100% recycled materials, produced in the United States. The liners are made from recycled milk jugs and the packaging from recycled paper. “I wanted to make something good, all around.” says West “That’s why the product is made from sustainable material and why we have chosen to support a charity through our sales. By using an Audrey & Emma bag liner you are not only giving new life to your bag and to previously used plastic, but also supporting The Audrey Hepburn Children’s Fund as well, which funds programs and initiatives for children in need around the world.”



Founder & CEO, Elissa West

ABOUT AUDREY & EMMA

AUDREY & EMMA is inspired by two influential women in the life of company founder, Elissa West. Audrey is Audrey Hepburn, the famous actress and style icon that has inspired many with her cheeky glamour and timeless style. Audrey singlehandedly made the Louis Vuitton Speedy famous in 1968. While many would say Hepburn’s legacy lives on as a fashion muse, her real legacy is the last five years of her life spent traveling the world and working tirelessly as an ambassador on behalf of UNICEF. Today, The Audrey Hepburn Children’s Fund continues her efforts, providing aid to under-privileged children internationally.

Emma is Emma Caccia, Great Aunt and personal inspiration to West through her love of life and tenacious spirit. Emma may have been the opposite of Hepburn - she spent her entire life in a small town, never owned a luxury handbag and was known by very few - but what the two women shared is a compassion for others and a commitment to doing good – whether locally or globally. Audrey & Emma seeks to continue the legacy of these two women by providing a fashionable, sensible product with a heart.

ABOUT THE AUDREY HEPBURN CHILDREN’S FUND

Audrey Hepburn dedicated her last five years to this unending humanitarian work, traveling throughout the developing world on behalf of UNICEF and presenting to the rest of the world a provocative vision of children in pain, struggling to survive, or just fighting for basic human rights.

In 1994, the Audrey Hepburn Children's Fund was created by her sons, Sean and Luca, and long time companion, Robert Wolders, in order to continue her work.

Today, the Audrey Hepburn Children's Fund supports many organizations around the world dedicated to helping improve the lives of children through various programs and initiatives. www.audreyhepburn.com

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LUXURY HANDBAG LINERS FOR
LOUIS VUITTON & LONGCHAMP

PRESS RELEASE:
NEW YORK, NY: JULY 27, 2011

HEADLINE:
NEW COMPANY AUDREY & EMMA INTRODUCES
HANDBAG LINERS AND BASES DESIGNED TO
ELIMINATE "BAG SAG" AND PROTECT LOUIS VUITTON
AND LONGCHAMP PURSES

SUMMARY:
Form and function meet fashion and philanthropy in an original product from innovative new company Audrey & Emma. Company founder Elissa West has created and designed the perfect product from recycled materials to eliminate "bag sag" in Louis Vuitton and Longchamp tote bags. Proceeds from the sale of each bag liner will benefit The Audrey Hepburn Children's Fund. See "How It Works" at www.audreyandemma.com.

BODY:

Audrey & Emma's luxury bag liner fits perfectly into the base of Louis Vuitton Speedy 30 and Longchamp Le Pliage 10 and 12 handbags to retain the bags' original shapes and protect the inside from wear and tear. Company founder Elissa West was inspired by frustration with her own bags in these styles. She also wanted to protect the inside from dirt and stains that are difficult to clean and can damage the leather. "These bags are beautiful, but since they have no base, when you put your stuff inside they collapse and everything is a mess. I loved the look of the bag in the store, but not how they looked when I used them so I set out to fix the problem. First I used my day planner as a base, then a folder and that's when I got the idea to make something more structured," says West. Now the bag can look as it was intended to and remain in better condition for longer.

The company uses 100% recycled materials, produced in the United States. The liner is made from recycled milk jugs and the packaging from recycled paper. "I wanted to create something I would be proud to be a part of – something that would benefit others" says West "That's why the product is made from sustainable material and why we have chosen to support a charity through our sales." By using an Audrey & Emma bag liner you are not only giving new life to your bag and to previously used plastic but supporting The Audrey Hepburn Children's Fund as well, which funds programs and initiatives for children in need around the world.

The Audrey & Emma custom bag liner for Louis Vuitton and Longchamp totes is sold at www.audreyandemma.com.

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& Protect your precious things



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