****

**For Immediate Release**

**Braccialini is going to the GRAMMY**®**s!**

**Miami, FL**- That’s right, the luxury Italian handbag designer known for its artistic and unique handbag designs, will be a sponsor of the official talent gift bags and backstage gift lounge for the 57th Annual GRAMMY Awards®.

*“***We are thrilled to be part of this momentous event. The GRAMMY**®**s are an evening that celebrates the most creative musicians and talent and at Braccialini we see ourselves as artists that push the boundaries of creativity to the limit with our handbags. It’s a natural partnership for us and an honor to share our work with a talented group of entertainers”** ***Lorenzo Braccialini, Chief Marketing Officer of Braccialini***

The official GRAMMY®s talent bag is seen by the industry as the best of the best in terms of celebrity swag bags and Braccialini will be featuring their newest introduction, ***the Carinabag****,* an innovative and stylish handbag that is designed after the original and famous “taxi car” and takes on the look of a fun and lovely driving machine. The designing of this bag lasted for more than a year, and in order to achieve the desired result, Braccialini used the same techniques used to create real cars such as: three-dimensional modeling, production assembly and color evaluation. Technicians were brought in to find the correct materials to convey the “shiny new car” look and experimented with different finishes that allowed for bright colors, softness and rigidity. And of course true to the real car look, the handbag is designed with detailed wheels, doors and gold hardware detailing. The final productis a classic and fun model to love and you will never want to trade in. The **Carinabag** is available on line at http://www.braccialini.com and selected retailers in the US and is available in a variety of fun colors including: black, red, blue and racing hot pink. To learn more about the bag or other Braccialini collection on our Youtube page.

This year GRAMMY® Talent will include top musicians and notable celebrities of all backgrounds and styles. Music’s biggest night will be held on February 8th, 2015 at STAPLES Center in Los Angeles and will be broadcast from 8-11:30 ET.

**About Braccialini**

**Braccialini** is a 60-year old leather accessories company based in Florence, Italy. It was started in 1954 by Carla Braccialini and her husband Roberto after Carla had her handbag stolen and she realized how much of her life she carried in her handbag. That thought inspired her to create artistic designs that reflected life’s fun and creative moments. Carla trained her small team to sew with creativity and imagination; and her designs embody fun unique playful designs that are handcrafted with new materials. Today, Braccialini is run by Carla’s three sons while she remains an active member of the Creative team. Today the brand operates in 60 countries with over 50 stores worldwide and has an agreement with LRPNY (Luxury Retail Partners New York) in order to expand their global footprint. LRPNY is a Miami conglomerate that specializes in providing multiple services to the world of both wholesale and retail, is conveniently located at 37 West 57th Street, 10th Floor, in Manhattan, T. 212-355-0255.