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### **It's...In the Bag! Barazzo® Kick Starts Their New Arm Candy through Crowd Funding**

**(Atlanta, GA) –November 18, 2013** - In an effort to “kick-start” the new arm candy collection, barazzo® bags is teaming up with various boutique brands to launch their Kickstarter crowd funding campaign later this week! These brands include [The Glenn Hotel](#) (Atlanta), [Lamik Beauty](#) (Texas/[Macys.com](#)), [Black and Denim](#) men’s apparel (Florida), [Naked Eye Images](#) (Washington DC) fashion Illustrator [Olivia Elery](#) (Indiana) and media affiliates include SCAD (Savannah College of Art and Design), LPS Consulting PR, Stuff4Greeks and Rhonda Wilkins of Diva’s Unlimited. Each brand is collaborating with barazzo® to create limited edition pieces (or experiences) offered exclusively to the Kickstarter crowd! From fashion inspired illustrations, co-branded apparel, luxury stationary kits, “Let’s Makeup” gift sets (in partnership with Lamik) to a weekend staycation fit for a celebrity; “funders” are sure to get a glimpse at the future of barazzo® behind the “seams.”

...This is our story

Barazzo’s® authentic style is expressed through eco-chic inspiration, graphic elements and textiles...all combined with modern flair and functionality. SO what is eco-chic? We define eco-chic as being conscious and aware of environmentally safe alternatives coupled with modern design elements. Barazzo® wants to increase awareness of natural dye options, hand milled leather, organic cotton, reusable and recyclable packaging and/or the use of reused materials to create custom pieces...with a personal connection. The brand sources naturally milled leather, textiles and hardware and works with artisan style manufacturing companies in Atlanta, New York, LA, Ohio and other cities. Our hangtags, business cards, and packaging are all made of recycled paper and printed with soy based dyes right here in the U.S.

So what’s our goal? Barazzo® wants to use the funding to continue to manufacture our line of “arm candy”...duffels, totes, handbags and other accessories. Clients can select from a variety of custom options from fabric and hardware to lining.

From hand-milled leather to organic cotton and soy based dyes; the brand never wants to sacrifice style and functionality. American made. International appeal. Artisan craftsmanship. Sustainably fashion forward. This is barazzo®...this is the bag of choice.

#### **About Barazzo**

The inspiration for barazzo® derived from the test launch of blush bags in 2007. While the company landed its first opportunity in a well-known gifting suite, barazzo® aspires to become an American made premium bag and accessory brand. Barazzo® keeps good company and has been seen in gifting suites for the ESPYS, Trumpet Awards, Grammy’s, and featured on the official Tyra Banks website, [brides.com](#), Atlanta and Company, Ebony and Essence magazine Millercoors (MUES) winner and more!

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