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MOMMA COUTURE CELEBRATES ONE-YEAR ANNIVERSARY WITH NEW EVERYDAY COLLECTION

– Momma's Got a Brand New Bag! –

Brooklyn, New York — March 22, 2010 — To celebrate its one-year anniversary, Momma Couture™, a manufacturer of insulated fashion-forward and functional Momma & Poppa bags, today announced that its new Everyday Collection will hit stores later this month.

Made of smooth nylon and faux leather, the new line is available in eggplant, grey and olive and includes six beautiful bags that combine functionality and versatility. Many of the bags in the collection include a unique on-the-go insulated pocket that allows for easy access to wipes and keeps them moist, replacing the plastic bags/boxes traditionally used to store wipes. The Everyday line will be available at retailers nationwide.



Momma's Wristlet – The must-have for any parent, the wristlet is fully insulated so wipes and snacks can stay moist and fresh. It can also be used to hold non-kid essentials. Retailers for \$22.00.



Stash & Go – The one hit wonderful! Fully insulated and can carry one diaper, bottle/sippy cup and directly stores wipes. Retailers for \$38.00.

Stinky Bum Clutch – A new design from Momma Couture, the clutch is fully insulated and allows for diaper(s), non-kid essentials and wipes to be directly stored in the bag. Ideal for quick trips out with little ones or thrown into a larger Momma Couture bag to help keep mom organized. A baby shower gift favorite! Retailers for \$55.00.



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City Bag – Also known as the brand’s Poppa-friendly bag, this fully insulated Messenger is just the right size for a child’s essentials, while leaving hands free to tend to more important tasks. Includes the unique on the go wipes pocket to directly store wipes. Retail for \$70.00.



Playdate – Perfect for those all-day playdates or weekend getaways, this oversized carryall holds all of a child’s essentials and more! It also includes the insulated Momma’s wristlet. Retail for \$150.00.

bottles and sippy cups and Momma’s fully insulated wristlet. Retail for \$165.00.

Satchel – This is the perfect bag while on the go, on a stroller or for mom! The bag includes front insulated pockets for



The Everyday collection from Momma Couture joins the Luxe line which includes a variety of bags available in khaki and navy linen and leather.

About Momma Couture

Founded in March 2009, Momma Couture™ offers bags that are fashionable and fun to carry when the kids are in tow (or not), and functional with insulation where appropriate. The bags can double as fashionable handbags and can easily convert from a diaper bag to a handbag and even a work bag. Momma Couture is committed to keeping kids safe by being CPSIA compliant while designing bags that are fashion-forward and help replace some of the disposable items parents use with a more sustainable option. The brand looks forward to outfitting even the most fashion savvy parents out there! To view the entire collection, visit www.mommacouture.com.

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