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**FOR IMMEDIATE RELEASE:**

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**Amy Michelle go totes: Allowing All Moms to be Style Icons**

**GOLDEN, COLORADO, Fall 2011...** We've all been there, trying to stuff bottles, wipes and maybe a few diapers into our beloved purses, all in an effort to avoid toting around a vinyl diaper bag plastered with cartoon characters. These days are officially long gone! Amy Michelle offers runway-fierce diaper bags that would satisfy the savviest fashionista. Amy Michelle has created the all-in-one diaper bag for today's busy lifestyle - you're purse and diaper bag all-in-one. From working, traveling, running errands, changing diapers, you can have one bag that does it all while keeping up with your sense of style. Amy Michelle's Chic line of style savvy diaper bags were designed specifically for posh mommies who demand a diaper bag that matches their personal sense of style. The newest additions to Amy Michelle's Chic line are nothing short of fashion heaven, allowing all moms to be style icons.

**The Lotus:**

The newly introduced Lotus takes baby chic to a whole new level. Designed to look like a modern slouch hobo purse, the Lotus features a wide single shoulder strap that is comfortable and stays put on mom's shoulder. With a slouch hobo silhouette and silver hardware detailing, the Lotus is guaranteed to make other mommies on the block green with envy. Amy Michelle's Lotus is lightweight and made out of a black twill nylon fabric, stunning enough to use as an evening bag and durable enough to withstand the demands of motherhood. In addition to good looks, the Lotus is unsurpassed when it comes to organization. The Lotus is fully compartmentalized to hold both mom and baby's essentials. The roomy interior of the Lotus includes 6 multi-functional compartments for maximum organization and a wipe clean lining throughout. The Lotus is available in Black and retails for \$99.95.



**The Iris:**

With a similar look to its counterpart, the Lotus, the Iris is casual and trendy all at once. The Iris offers moms the same trendy look as the Lotus, featuring those oh so hip front zipper pockets and silver hardware detailing. The Iris's across-the-chest strap makes carrying this messenger diaper bag quite comfortable. The Iris allows mom to keep baby essentials out of the way and be hands free. Amy Michelle's Iris truly has a spot for everything you and baby need when hitting the road. As in all of their go totes, Amy Michelle provides space for both mom and baby. The spacious main compartment features abundant space and pockets for storing diapers and wipes, toys, snacks, and even a laptop for those multi-tasking mamas. With an abundant amount of fully compartmentalized and multi-functional compartments, 7 pockets to be exact, any mom can be crowned the queen of organization. The Iris is available in Black and retails for \$99.95.



**The Cosmo:**

Want a diaper bag that gets you compliments at both the office and the playground? The Cosmo is the perfect diaper bag for the working mom, offering good looks and professional style. Nothing says super stylish mommy like an oversized pearlized diaper bag, the Cosmo is sure to bring out the inner diva in anyone sporting it. This double-handle tote features an oversized front pocket secured shut with a twist locking silver buckle, the ideal spot for anything you need at a moments notice. The Cosmo is made of a soft faux patent leather, which transitions seamlessly from daycare, to work, to a night out on the town with the momtourage. The Cosmo is available in Pearlized Chocolate and retails for \$99.95.



As in all of their go totes, Amy Michelle provides space for both mom and baby. The roomy interiors include multi-functional compartments for maximum organization and wipe clean lining throughout. Features for all your baby essentials include, bottle holders, a washable changing pad, stroller attachments, lots of internal and external pockets, a quick-release pacifier holder and larger compartment for diapers and wipes. Features for mom (or dad) include, handy credit card slots, an easy to access key ring, and designated "mommy only" pocket space. An added plus to all the new additions is a bright anti-microbial lining that keeps the contents clean and easy to find.

### **Amy Michelle Products**

Recently featured in Pregnancy & Newborn, OK, Hudson's, Earnshaw's, and Giggle. Amy Michelle has become "the go to tote" for women who don't want to sacrifice fashion for function. Amy Michelle designs its stylish yet durable Go Totes with versatile compartments perfect for travel, work or baby. Amy Michelle bags are not just a pretty face as they help women set boundaries and maintain order, offering both fashion and function.

Amy Michelle products are sold at specialty boutiques and select internet sites including [www.amymichelle.com](http://www.amymichelle.com). Amy Michelle bags are featured in showrooms in the United States and are distributed in Canada, Japan, Australia and Scandinavia.

### **Hollywood Outreach**

Amy Michelle continues to be a hit with celebrity mummies. Most recently, Denise Richards, commented "Thank you so much for the fab gift. I really appreciate it and can't thank you enough for thinking of me!" Other celebrity Thank You's can be viewed at <http://www.amymichelle.com/press-room.htm#celebritystyle>

### **Amy Michelle Gives Back**

Amy Michelle's mission is to provide attractive, fun and functional bags and accessories to organize today's women, while creating a way to give back to our community and charities close to women's hearts. Up to 5% of profits benefit Ronald McDonald House Charities of Denver. With offices in Golden, Colorado, Amy Michelle sells products throughout the United States, Canada, Japan, Australia and Scandinavia. For more information, call 303.279.0690, email [press@amymichelle.com](mailto:press@amymichelle.com) or visit [www.amymichelle.com](http://www.amymichelle.com).

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