

Media Contact:
Lennie Rose, Rise Public Relations LLC.
Ph: 708-524-4562 Cell: 708-369-3472
Lennie@risepr.com
www.risepr.com

FOR IMMEDIATE RELEASE

The Essence of a Woman is the Soul of Ellu Bags
Leslie Pozen's new hand-made bags make their Chicago Debut with radiance

Chicago, Illinois (November 11, 2008) – While trekking through Peru in search of a new direction, designer Leslie Pozen discovered the word “ellu”, which means “shining one”. Little did she know it would alter the course of her destiny. This week, Leslie unveils her new purse line called, ellu, with the launch of www.ellubags.com.

Spherical, lyrical and well-edited, ellu bags combine Leslie's signature textures and colors into functional works of art. Her styles include hobo, totes, clutches, wristlets and wristers. Inspired by the many aspects of a woman's life and spirit, ellu bags are soft yet strong, versatile, reversible, adjustable and modern.

Inspired by the significance of circles revered by cultures across time and geography, Leslie creates designs that encompass spherical elements juxtaposed to vibrant prints and textures. With a focus on brilliant colors such as paprika red, citrus green and peacock blue, each woman resonates with a different ellu bag.

"Circles and spheres are all around us in one form or another, from microcosm to macrocosm, atoms to apples, earth to sun," says Leslie.

Shiny silver hardware is another integral aspect of Leslie's designs. "Silver is a symbol of female energy and I believe every woman should shine." Leslie uses silver-toned fasteners to attach versatile straps and handles to her bags, while highlighting the natural aura of female energy and self-esteem.

Versatile, durable and contemporary in design each ellu creation carries Leslie's personal touch. Designed to be fashionable, functional and fun ellu bags are a convergence of metaphysical style and substance. Cleverly designed, they include multiple pouches and detachable straps for the everyday, on-the-go, modern woman.

Environmentally conscious, Leslie makes her bags locally with both restructured and contemporary fabrics and materials that help reduce her carbon footprint. In doing this, she is assuring that ellu bags and the vibrant women who wear them will shine but not at the expense of the environment.

Leslie Pozen is the president and founder of ellu original handbags. Her passion for self-expression and belief in its importance to everyday living provides the fuel to her creative fire. Her designs are original and inspirational, breathing a burst of energy into any woman's life. You can find Leslie's bags at Camden www.camdenboutique.com, Rosemary Sutton and Andersonville Galleria www.andersonvillegalleria.com or you can purchase them online at www.ellubags.com. Leslie can be contacted at 773-307-5519 or at form@ellubags.com.

###