



‘COOLER COUTURE’ REINVENTS THE EVERYDAY HANDBAG

*INNOVATIVE NEW PRODUCT COMBINES STYLISH HANDBAG AND PERSONAL COOLER
TO PROVIDE A WELCOME ALTERNATIVE FOR TODAY’S WOMAN ON THE GO*

Manhattan Beach, CA – (February 03, 2006) – Kristenz Dezigns, Inc., a southern California design company, today revealed their “Cooler Couture” line of fashionable handbags. Cooler Couture designer handbags feature a personal cooler compartment capable of holding and storing anything cool from lunch to breast milk to insulin along with separate ample space for traditional items found in standard handbags. The cooler section is even removable for cleaning, storage in a fridge, or for when only a traditional yet fashionable handbag is needed.

The concept is the brainchild of Kristen Zaleski, a social-worker in Los Angeles who was eager to shed the 20 pounds she gained in graduate school. Brining her own food to work generally meant carrying an unattractive plastic bag along with her handbag of personal items.

“It just didn’t make sense to have to carry around two bags when one could do the job – and look good too,” stated Zaleski. She designed the sleek yet roomy cooler compartment to have a dry barrier between it and the rest of the inside of the bag. Useful pockets and zipper compartments were added inside and out to allow space for anything from folders to cell phones.

The result is a welcome solution for moms, diabetics, travelers, anyone on a special diet such as vegetarians, general dieters, or anyone simply grossed out by their fridge at work.

Zaleski admitted that she gets funny looks when she pulls out a chilled yogurt from a bag that has been under her desk all day. “I wanted to create something women could use everyday that would enhance their lives,” she added.

Cooler Couture will be available in catalogs and retail outlets this summer, but can be purchased now at www.coolercouture.com. Cooler Couture has a suggested retail price starting at \$59.99 and will introduce additional colors, fabrics and styles each season.

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