



FOR: Team Blonde Jewelry
350 Circle Avenue, 2nd Floor
Forest Park, IL

FROM: Falk Associates
847.675.2580

FOR IMMEDIATE RELEASE

A CHANCE TO BE THE DESIGNER: CUSTOM CREATE YOUR DREAM PURSE

Don't worry – professionals are there to help!

When it comes to creating your perfect purse, who better to design it than you? Don't let Kate Spade and Lulu Guinness have all the fun -- put your personal style in play at **“Design-Your-Own-Bag” Night on Saturday, August 7, 2004, from 4 to 7 p.m.** at the Team Blonde Jewelry studio, located at 350 Circle Ave, 2nd floor, in Forest Park, Illinois.

Team Blonde Jewelry and **Zola Jones Designs** offer professional support to help you turn your one-of-a-kind ideas into a new summer tote, fall messenger bag or elegant clutch. Team Blonde Jewelry and Zola Jones Designs will present various options and ideas to guests, helping them work through their individual designs.

Guests may arrive at any time throughout the night and should allow 45 minutes to an hour to create each bag. They pay only for the cost of materials. During the event, participants also have an opportunity to purchase Team Blonde jewelry at 15 percent off the original prices.



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DESIGN YOUR OWN BAG/Add One

“Handbags are far more than carry-alls. They are extensions of your personality,” says Jason Loper, the exclusive designer of Zola Jones Designs. That concept, coupled with Team Blonde’s insight that people love making accessories as much as they enjoy wearing them, is the force behind the Team Blonde “Design-Your-Own-Bag” Night event.

This is the second in a series of “Design-Your-Own Bag” Nights. Team Blonde studio will host the third one October 9, from 4 to 7 p.m.

Heidi and Jayne of Team Blonde Jewelry opened their innovative new studio to give customers the opportunity to create their own jewelry. Visit Team Blonde Jewelry and experience this exceptional place -- one that empowers its patrons with spirit and elegance by offering expressive jewelry with timeless beauty. Please feel free to call (877) BLONDE2 with questions or peruse the online catalogue, complete with photography, at www.teamblonde.com.

Jason Loper, founder of Zola Jones Designs, personally handcrafts each and every bag in the Zola Jones collection. Loper’s fascination with his stock in trade began when Jason was a child, gazing at his mother’s exquisite handbags and sighing, “All men get are wallets!” Share Loper’s passion for purses by visiting Zola Jones Designs at www.zolajones.com, or call (773) 848-3257.

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To learn more about "Design-Your-Own-Bag" Night or to schedule an interview with Team Blonde Jewelry and/or Zola Jones Designs, call Falk Associates at 847.675.2580.