

Contact:

Terri Bittner, Owner
Jessica Bishop Designs, LLC
phone: 920-540-1998
tbittner@new.rr.com

FOR IMMEDIATE RELEASE

**MIDWEST ENTREPRENEUR TO LAUNCH
UPSCALE HANDBAG LINE**

By Patti Purcell, *Writing by Design, LLC*

OCTOBER 26, 2006 —NEENAH, WISCONSIN – Neenah resident, Terri Bittner, is launching an upscale personal handbag line at a Chicago area trade show next week in the hopes of bagging a profit in the \$5+ billion industry.

Bittner, 41, who worked more than 12 years as a buyer at stores like Neiman Marcus, Carson Pirie Scott and Kohl's Department Stores, will launch the Jessica Bishop™ line at the American Baby Fair trade show in Schaumburg, Illinois on November 4-5. The signature personal and backpack-messenger bags are made of silk-blend and jacquard fabrics in stylish designs and will retail roughly \$89-\$129.

“The women’s handbag industry is not just about function anymore,” Bittner said. “Years ago, women bought a personal or diaper bag for a very functional use and then had to buy their fun, fashionable bags separately. The Jessica-Bishop line will combine versatile functionality with high quality fashion so women don’t have to compromise fashion for function anymore.”

Bittner invested her own personal savings in the production of the inaugural line, which includes six styles, all of which can be converted from a diaper bag to a personal bag and vice versa.

To keep the designs fresh for customers, the signature silk line will be treated like

Accessories with stylish versatility... because you deserve one less thing to juggle in life!

limited editions which will never be replicated or re-ordered. Already, retail interest in Bittner's line has gained her distribution at local retail stores like the Lullaby Shop and trendy downtown Appleton boutique, Hey Daisy. She has also achieved placement at A Stone's Throw in Madison, Georgie's in Princeton and upscale boutique stores in Door County where the dream of creating her own bag started.

“Two years ago, I was a new mom in Door County looking for a bag to fit everything in — from bottles to cell phone to laptop computer — and I realized there just wasn't anything out there that fit all my needs,” Bittner remembers. “I came home from that trip and started brainstorming bag ideas and researching patternmakers.” One month later, she opened Jessica Bishop Designs LLC. and began the lengthy sourcing process. On October 3, 2006, a semi trailer full of bags rolled up to her door with finished goods.

For now, Bittner's largest store presence is a virtual one with an online store through eBay. But with her past experience as a buyer in the retail industry, she's hopeful that broader distribution is not far away.

“I've got a great product in a growing industry,” Bittner says. “I'm optimistic that consumers and buyers will recognize innovation when they see it.”

###

For more information, contact Terri Bittner 920-540-1998.

Accessories with stylish versatility... because you deserve one less thing to juggle in life!