

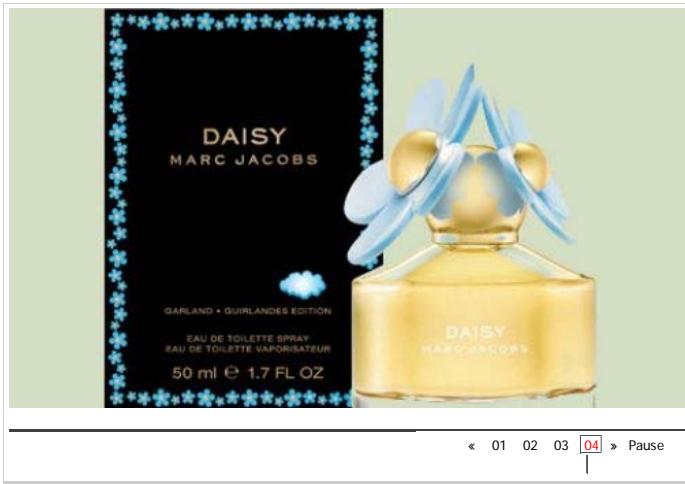
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Good wishes, always,

Lorraine



Designer in the Limelight

MiShel Designs is an independent jewelry design firm specializing in limited edition and one-of-a-kind, hand crafted jewelry. Each piece is skillfully created by **Pearl Specialist and designer, Michelle Buettner**, mixing the finest pearls, gemstones and precious metals to produce exquisite, high-end jewelry and custom wedding collections.

Read all about Mishel Designs.

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Style Specials

Hold Me Company - change the way you store cosmetics



Friday, 12 February 2010

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I'm always on the lookout for new designers and products I can share with my readers. The **Hold Me Company** is a fresh, new company that makes functional and stylish cosmetic bags with a **vintage**-twist. I'm the type of girl that saves all the free cosmetic bags I get from department store special offers. I have (had) about five cosmetic bags randomly filled with my lipsticks, glosses, mineral powders, foundation, eyeliners, mascaras, shadows, and brushes. Finding my go-to cosmetics in a timely manner has become a bit of a challenge. The Hold Me bag is what I needed all along. I emptied out all my bags and edited down to only what I thought would fit in the Hold Me bag. To my surprise -- it was much more than I expected. The bag has four large compartments and slots for lipsticks, pencils, beauty tools, pencils, and more. It's made out of a soft, sturdy, easy-to-clean, New Suede fabric, accented with white stitching, and a tie closure inspired by a vintage bookbag. It's available in **Classic Black, Vanity Dames, Miss Suki, and Les Fleurs**.

About the Hold Me beauty bag:

"Hold Me is a little different. This bag is not the standard issue bright print, vinyl, see-through plastic, multi-multi-compartment cosmetic bag you may be using. Nor is it the one from the department store - a major cosmetic company's bag that fits their own specific products. It is not a day planner with pages for make-up. And honestly, would you miss the sound of crunch, crunch, and rip, Velcro when you open your cosmetic bag? Think of your Hold Me Bag as the comparison between that gauzy, floral frock you bought that never quite fit, and your favorite classic black dress, the one you always reach for when you want to look your best.

After a lot of personal searching for that perfect fit, it took some time to develop the Hold Me Bag. The initial spark came from everyday lifestyle issues: many years living in a small beach cottage with one little bathroom; constantly packing for last-minute business travel; a promotion then a move, gaining a larger bathroom, but requiring more time at work so even less time in the morning to get out the door. So the quest for "that one bag" which would hold and organize cosmetics, brushes, and tools, keep everything at a glance, all the while saving time by streamlining the daily make-up routine, was on! So. It didn't seem like "that bag" was out there. Understanding the basic need for saving time and space and staying organized, the design went from pencil and graph paper to flat pattern, to needles and fabric, then almost two dozen prototypes and three times that many different fabrics before it "worked"! The day that the sample of Knew Suede fabric arrived the decision was made to move on to production. Hands-down, this fabric out-performed all of the other beauties that missed the mark.

The Knew Suede passed every test for easy cleaning regardless of the type of make-up it encountered. It was also the top crush-proof candidate and held its own for classic black appeal. All Hold Me Bags have a Black Knew Suede exterior with contrast stitching.

A note about the design and "the tie"- The bag is fashioned with a wrap-a-round self-tie patterned after a vintage schoolgirl's book-bag. It was designed to be an efficient closure without the use of Velcro, metal, or magnets, that would accommodate varying degrees of depth, depending upon the number and shapes of your enclosed items. The center section, "heart", of the bag can hold various palettes that can easily be used while they are open. The center section has a separate liner in the bottom, easily removable for cleaning, and for use outside the bag if needed. The brush/tool section has fifteen compartments; some will hold single items and some, multiple items"