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MY DREAM BAG BOUTIQUE TO OPEN FIRST SHOWROOM IN CHICAGO

Designer of Italian Handbags to Also Showcase Spring Collection at Star-Studded Event

CHICAGO, Ill. – February 2011 – Designer Carrie Ella Carmichael, owner of My Dream Bag Boutique, will open her first showroom on March 1st, 2011 to display her impeccably crafted and affordable Italian leather handbags. After five years in business, My Dream Bag Boutique will move from a Chicago-based web boutique to a flagship showroom at 4043 N. Ravenswood in Chicago. By appointment only, creative dream seekers can visit the My Dream Bag Boutique Design Lounge and Carrie Ella Handbag Collection.

“I wanted to bring true luxury to women who look to enjoy perfectly crafted Italian handbags without paying a premium price for them,” says Carmichael. “My collection reflects my years of research in Italy for the best craftsmanship combined with the highest-quality material in a trendsetting design.”

The new showroom will also double as a venue for women to host intimate social functions and charity events, for up to 50 guests. Using luxury, leather handbags as décor, she plans to help women customize their soirees as well.

In addition to opening her first showroom, Carmichael is taking her line of Italian leather handbags and accessories to Hollywood. The local Chicago designer will debut her spring collection of Carrie Ella Handbags at the 2011 Roger Neal Style Hollywood Academy Awards Fashion and Beauty Suite. My Dream Bag Boutique will be introduced to celebrities, stylists, and industry VIPs. Hosted at the L'Ermitage Beverly Hills Hotel, this Pre-Oscar pampering event marks the start of Hollywood's biggest week, culminating with the 62nd Academy Awards held on February 27th.

About My Dream Bag Boutique

After browsing Italy's boutiques and leather shops in search of the perfect handbag, Designer Carrie Ella Carmichael created a line of impeccably crafted and affordable Italian leather handbags for women in the states. Encouraging her clients to “think outside the label,” each Dream Bag is custom made to each shopper's specifications. Daring new designers can choose from over 100 shades of lavish leather in various, exotic skins and accented with various hardware options. Carrie Ella also designs a line of handbags for ladies in need of immediate indulgence. For more information, visit www.mydreambagboutique.com or call 773-281-BAGS.

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