



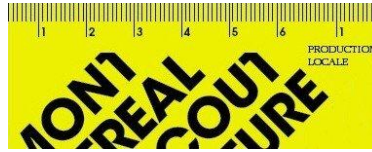
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STYLE WITH A (SOCIAL) CONSCIENCE: THE “007” HANDBAG

*Upcycled leather handbag raises funds and awareness for two nonprofits;
available for a limited time on www.styleandconscience.com*

MONTREAL, July 12, 2010 – The “007” is *the* handbag for women who lead lives of intrigue, influence and style. Women of discerning taste demand handbags that are more than just-another-accessory; they want luxury and versatility from a sustainable source. Introducing Montreal-based [Style & Conscience](#), an online boutique touting upscale and socially responsible designs made in the province of Quebec and throughout North America.

Unlike most online purveyors of women’s clothing and accessories, Style & Conscience collaborates with designers, their customers and fans to create innovative and unique products. Nonprofits [The S.W.A.P. Team](#) and [Montreal Couture](#) launched Style & Conscience’s debut stars the 007 handbag and Mini-Me clutch with the help of Montreal accessories designer [Deborah Adams](#). Adams distilled a myriad of women’s requests into a single handbag by working with a panel of tastemakers while fans of both organizations provided ‘crowdsourced’ ideas on Facebook and Twitter. After just two brainstorming sessions, the final sketches were voted on and the first bags were produced.

The 007 handbag is as daring as its namesake. Interchangeable features like handles and fringes make this handbag as special as her owner. The satin lining belies its practical side: a detachable keychain, generous zippered interior and exterior pockets as well as adjustable shoulder straps will make this any woman's go-to handbag. Made from 100% upcycled leather, it is lovingly crafted in the province of Quebec using time-honoured maroquin techniques – being environmentally friendly has never looked so chic!

Big enough for a daytime laptop, the “007” boasts a “Mini-Me” detachable clutch (sold separately) to make her afterhours transition seamless. Both the bag and the clutch feature a buckle detail as well as eyelets and snaps for added bling. Available in black, the 007 handbag is on a mission to be the very best in upcycled leather apparel. Like any limited-edition luxury, there’s a short window to snap one up, so get yours before July 31st.



photo: © Radu Juster 2010

Only the bags pre-ordered by July 31, 2010 will be produced for delivery in September. Shipping is FREE to the US and Canada.

Price: \$262.00 CAD (optional clutch \$154; tassel \$40)

Dimensions:

L: 16.5 inches (41cm)

H: 11.5 inches (29 cm)

W: 4 inches (10 cm)

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About The S.W.A.P. Team

The S.W.A.P. Team is a non-profit social enterprise with an international presence. It is the creator of "Take Off Your Clothes" – a giant clothing swap for charity. Since its launch in June 2009, The S.W.A.P. Team has formed chapters in Montreal, Boston, Ottawa, Toronto, Calgary, Halifax, Newcastle (Australia) and Lausanne (Switzerland), and is ever-expanding. The organization is run entirely by volunteer effort, has exchanged over 22,000 pieces of clothing to date and has donated more than 18,000 garments to local charities to distribute to individuals and families in need.

For more information, please visit: www.theswapteam.org/press

About Montreal Couture

Montreal Couture is a not-for profit social enterprise whose mission is to implement restructuring projects for local clothing and fashion accessories companies and to reinforce their production capacities in Montreal and the province of Quebec.

To bring awareness to consumers about local production issues and to give a sense of responsibility to their purchasing power, in early 2010 Montreal Couture launched a new line of clothing and accessories branded "PRODUCTION LOCALE," which aims at transforming every consumer into a "Fashion Activist" and allows them to knowingly participate in Montreal Couture's socially responsible projects.

For more information, please visit: www.montrealcouture.com/PRODUCTIONLOCALE/

About Deborah Adams

Deborah Adams is a Montreal-based accessories designer who creates bags and belts from vintage leather garments. She loves to make bags for those who have their own agenda, are happy with their lives, are not scared to stand up against corporate design, and who like to make a difference!

For more information, please visit: <http://deborahadamsbagsandbelts.blogspot.com/>