



THE S.W.A.P. TEAM PRESENTS...
TAKE OFF YOUR CLOTHES
 NORTH AMERICA'S **BIGGEST** CLOTHING SWAP!



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ECO-CHIC IN A SMALL PACKAGE: THE "MINI-ME" CLUTCH
*Upcycled leather clutch raises funds and awareness for two nonprofits;
 available for a limited time on www.styleandconscience.com*

MONTREAL, July 12, 2010 – It's cute and discreet and just like its owner, knows how to make a big impact. The "Mini-Me" clutch is the busy woman's secret weapon and she'd be lost without it. Made from 100% upcycled leather, Mini-Me's gorgeous styling doesn't mean she can't be serious too. Every purchase of this fashion asset contributes \$40 to Montreal nonprofits [The S.W.A.P. Team](http://www.swapteam.org) and [Montreal Couture](http://www.montrealcouture.com).

The "Mini-Me" rises to every woman's biggest handbag challenge: changing bags without forgetting the essentials! In a hotly contested creative brainstorming session led by [Deborah Adams](#), the goal was to design a companion clutch that seamlessly travels from day to night. This clutch features an optional fringe that can be interchanged with other bags or removed for a sleek line. Handles can be added or removed to adjust to a whim or a special occasion and generous interior and exterior pockets ensure a secure place for everything. The "Mini-Me" is designed to snap onto the face of its larger companion, the "007," or can be toted around on its own. Mini-Me is sold exclusively on www.styleandconscience.com and lovingly crafted after the *maroquin* tradition in the province of Quebec.

Mini-Me is here for a good time, not a long time.
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: \$154.00 CAD (optional tassel \$40)



Dimensions:
 L: 11.5 inches (29 cm)
 H: 4.5 inches (11.5 cm)
 W: 1 inch (2 cm)

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photo: © Radu Juster 2010

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/>