

## **AMERICAN DESIGNER HOLLY CALDWELL ANNOUNCES THE LAUNCH OF HER EPONYMOUS COLLECTION.**

American designer Holly Caldwell is pleased to announce the debut of her eponymous collection, featuring luxurious handbags designed in her Boston-based studio and made by the world's finest craftsman from Europe and New York City. The collection gives a gentle nod to the past, combining old world technique and detail, with a fresh, modern joie de vivre. With a focus on purity of line, color, form and proportion, the pieces are designed to be both functional and beautiful. The result is a collection that is timeless while simultaneously, in the moment.

HOLLY CALDWELL™'s Fall/Winter 2011 collection includes both occasional styles, and what Caldwell calls the “work horse bags”, well suited to every day. Several feature structured framing, while others take their shape and form from the sharp cuts of leather and construction techniques applied. The color palette—gray, silver, ivory, and soft blush with pops of red—is unexpected; the line features very little black yet remains classically neutral. The leathers—goat, calf, Italian patent, alligator, and more—were hand-selected with care to complement winter's cool, icy tones.

The collection was made available at private preview events over the past several months, and has been very well received by industry insiders and a growing list of private clients from cities across the country. Caldwell describes her customer as “a woman who has her own sense of style and is looking for something uniquely beautiful that speaks to her, instinctively. She wears what she loves, with a certain confidence and ease.”

As Founder and Creative Director of the company, Holly brings a combination of design sensibility, executive level business experience and infectious enthusiasm to the company. Her goal is to build a brand with longevity and integrity, and to ensure that from the start, every product and customer interaction reflects those values. Joining Holly is her brother, Robert E. Victoria, former Chief Marketing Officer of Foxwoods Resort Casino/MGM Grand. Appointed Chief Executive Officer of HOLLY CALDWELL™ on June 1, 2011, Mr. Victoria built a successful career as a master marketer, turn around specialist and innovator, and was the architect behind several newsworthy and groundbreaking methods and business deals that produced strong results. “I am thrilled to be part of this exciting and innovative company. My sister is both an artist and an incredible businesswoman with a tremendous vision.” This dynamic brother-sister duo are joined by a strong team of advisors and industry experts, among them founding partner of Donovan/Green and former Chief Executive Office of Waterworks, Ms. Nancye Green and Ms. Susan Posen, former Chief Executive Officer and Current Chair of Zac Posen.

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Caldwell is humbled and delighted by the enthusiastic response she's received to the collection in previews, and is excited to introduce it to a broader audience this Fall/Holiday season. Items will be available for purchase on the web and through select retail partners, to be announced later this summer.

For more information, visit [www.hollycaldwell.com](http://www.hollycaldwell.com) or contact press representatives:

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