



MARYBETH SHAW BIO
The visionary behind sac-à-baguettes™

At the heart of every innovation lies a person with a dream.

And for sac-à-baguettes™, its nascent beginnings started in 1993, when a young American architecture student, Marybeth Shaw, was studying in Paris. She watched as Parisians broke their baguettes apart in order to stuff them into tote bags, and the wheels started spinning for a stylish alternative.

But as fate would have it, Marybeth had other goals to accomplish first. Before getting her Master's Degree in Architecture from the Ecole d'Architecture de Paris-Belleville, Marybeth received a Master's Degree in City Planning from Massachusetts Institute of Technology and a Bachelor's Degree in Government from Smith College. She has worked for Ehrenkrantz, Eckstut & Kuhn Architects, Richard Meier & Partners, Architects, Formica Corporation and the Architectural League of New York, in addition to enhancing all aspects of Wolf-Gordon's branding and communications, from graphics and advertising to presentation tools and showroom design.

In January 2004, Marybeth founded Shaw Jelveh Design in order to broaden the content of her work and apply her expertise to organizations seeking transformation by design. Under her direction, Shaw Jelveh Design has won many of the design industry's top honors and has helped over 50 private and non-profit clients improve their image and increase their revenues.

And now, 14 years later, Marybeth is applying her creative vision and design talent to her own product. Amidst the movement in America towards embracing re-usable tote bags for grocery and fresh market shopping, it was clear sac-à-baguettes™ time had come. Marybeth combined her impeccable eye for detail, commitment to a quality, Made In The USA product, and mastery of great design in order to create an incredibly crafted, sophisticated bag. Not to mention that, as a mother of a young son, Marybeth knows how important function is to fashion, an insight that is apparent in the bag's easy-to-use composition.

With a perfected prototype in place, sac-à-baguettes™ is launching in the spring of 2010. Inspired by her days of breaking bread in Paris, Marybeth's vision has finally come to fruition.

SAC à BAGUETTE™ is designed by Marybeth Shaw of Shaw Jelveh Design, LLC, and distributed through Local Global, LLC. Shaw Jelveh Design is a full-service design firm offering graphic design and branding, architecture, interior design, environmental graphics, product design and website design.
www.shawjelveh.com

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