



*fresh market tote system*

## **INTRODUCING SAC à BAGUETTE™** *The Design Savvy Fresh Market Tote System*

New York, NY; March 1, 2010 -- Surrounded by the sights of tantalizingly ripe fruits and vegetables, the sounds of shoppers milling about, and the smell of freshly baked baguettes, city dwellers are mentally preparing tonight's meal. But before the cooking can begin, today's market selections need to be carried home.

Our urbanite foodie won't settle for anything less than a sustainable tote – but the reusable bags from the grocery store fall short in the design department. Enter SAC à BAGUETTE™, an upscale market tote crafted of cotton canvas and leather, and Made in the USA.

Conceived and developed by award-winning designer Marybeth Shaw while she was studying architecture in Paris, SAC à BAGUETTE is dedicated to a metropolitan lifestyle. Designed for those who enjoy walking to the fresh market, picking up flowers from a nearby shop, or toting the local newspaper to a favorite cafe in the morning, its fine leather detailing, precision construction, zip-out liner, and easy hook and snap connections for the baguette attachment ensure functionality is fused with fresh, upscale style.

Sophisticated and sturdy, SAC à BAGUETTE is a brand new form in shopping totes. In fact, its form and function are so unique that it has earned a U.S. design patent. The deep “V” design at the front allows for easy access to groceries and any additional purchases picked up along the way home. The roomy, rounded interior holds over six gallons – large enough to fit a laptop and sketchbook. The baguette quiver can also be used to tote a roll of drawings. A zippered pocket fits cash, cards, phone, keys, pens and mp3 player.

SAC à BAGUETTE colorways take inspiration from the energetic cities of New York (black canvas, black leather, cobalt blue lining), San Francisco (camel canvas, chocolate leather, bright yellow lining), and Rotterdam (grey canvas, espresso leather, bright orange lining).

SAC à BAGUETTE will be available for purchase on-line at [www.sacabaguettes.com](http://www.sacabaguettes.com) and in select retail stores beginning in April. Initially offered as a bag and baguette quiver set, Shaw will extend the tote system with other interchangeable attachments to accommodate urban lifestyles.

*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](http://www.shawjelveh.com)

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For additional information, press inquiries and sample requests, please contact:  
Nicole Truscinski at Meece Media [Nicole@meecemedia.com](mailto:Nicole@meecemedia.com) 212.677.2748  
Photos of SAC à BAGUETTE™ for print at: [www.sacabaguettes.com/SAB\\_photos.zip](http://www.sacabaguettes.com/SAB_photos.zip)

[info@sacabaguettes.com](mailto:info@sacabaguettes.com)



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