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## cinda b Reveals New Totes and Accessories for Fall, Rounding Out Popular Collection

*New additions like the Wrap-A-Round Clutch, Snap-A-Round Key Fob, Lunch Tote, and Snack Pack offer women of any age the chance to grab, go and enjoy*

(Atlanta, Georgia – June 29, 2009) – cinda b ([www.cindab.com](http://www.cindab.com)), maker of contemporary quilted handbags and totes, travel bags and accessories, is pleased to announce the debut of six new pieces for fall: the Wrap-A-Round Clutch, Snap-A-Round Key Fob, new Hobo (solid), Mini Hobo, Snack Pack, and Lunch Tote, adding to the wildly popular collection. cinda b bags, now available in 39 styles and 11 custom-designed prints and colors, offer the perfect combination of fashionable designs and durable fabrics, resulting in a line of contemporary pieces for style, travel, work or getting around town.

"We're thrilled to introduce the fresh fall pieces to the market," said Cinda Boomershine, founder and designer of cinda b. "The six bags round out our offerings, extending our appeal to evening fashion and further reinforcing our goal to provide fun, everyday options for women of all ages."

The versatile **Wrap-A-Round Clutch** is designed to look as fashionable while out running errands as it does at a cocktail party, making looking good throughout the day a little bit easier. The **Snap-A-Round Key Fob** is an effortless way to add style to your key-ring while keeping life organized. A new twist on the collection's favorite bag, the **new Hobo (solid)** features reverse pattern and solid color formation. The **Mini Hobo**, a scaled down version of the Hobo, is designed to lighten the load while adding a contemporary element to any girl's look. The unique **Snack Pack** is the perfect size for a small work snack or for the kids at school. The **Lunch Tote** is the best way to keep a lunch classy and make the brown bag-toting coworkers a little jealous!

As with all cinda b bags, these new additions are machine washable, stain resistant, and made in the U.S.A. cinda b's are created with the very latest in durable, poly/nylon fabrics, allowing for fashion-forward color schemes, patterns and silhouettes. For more information about cinda b bags or to find a list of retailers, please visit [www.cindab.com](http://www.cindab.com).

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### **About cinda b:**

Launched in 2004, *cinda b* was the dream of award-winning, Atlanta designer, Cinda Boomershine. A love for color and passion for design led Cinda to start her own design firm in 2002. Quickly recognized for her fresh and functional approach and eye for design trends, Cinda was invited to join the cast of TBS's nationally broadcast *Movie and a Makeover*. Her on-the-go lifestyle led to a search for the perfect, everyday bag that was as stylish and fun as it was versatile and functional, in which *cinda b* was born. Today, *cinda b* is one of the fastest growing handbag, travel bag, and tote companies in the country offering hundreds of styles and patterns for girls on the go. Each bag is made in the USA with the latest water-resistant and machine-washable fabrics, and each is custom-designed with love and care by Cinda herself.