

PRESS RELEASE

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Elizabeth Lucas Unveils Women's Totes at High Point 2011

Mixed-Media Print Company Debuting Artistic Tote Bags after Successful Year and a New Studio

A tote bag might not be the first place you'd think to look for original artwork. But at this year's High Point Market, the Elizabeth Lucas Company will showcase the first big example.

The mixed-media art company will debut a new line of artistic women's totes at High Point 2011.

Brand-New Line of Artistic Totes Unveiled

The tote bags are 16" square – big enough for a day trip or when out shopping. They're made of burlap and canvas for lasting strength.

Each tote displays a unique Elizabeth Lucas print, like the "Gold Cone" image here. They use the same print process as the artwork, so the tote images will last for a long time.

"It was a new way to display our product line," says Scott Lucas, co-founder of ELC. "We did some research, and it turned out that people loved showing off the art like this. We're bringing some examples to High Point because it's our best show to showcase the introduction of an important product in the Elizabeth Lucas Company's expanding line-up."

More Artwork, More Studio Space

The last time the Elizabeth Lucas Company attended High Point, sales were going well. However since then, repeat business has ramped production so much that they've outgrow their old studio.

To accommodate the increased sales, ELC moved into a new studio in Ketchum, Idaho with double the space. High Point Market will be the first showcase to benefit from their increased production of mixed media art prints, down pillows, and the new Women's Totes.

The Elizabeth Lucas Company will be at Interhall Booth IH503 at the High Point Market in North Carolina, April 1 through 6.

Visit The Elizabeth Lucas Company at www.elizabethlucascompany.com for art examples and a price list.

Images of the artwork mentioned above, or from The Elizabeth Lucas Company website, may be obtained by email through PlanetMagpie. Please email doreyne.douglas@planetmagpie.com with your request.

