

EB Brands introduces the Candy Store Line of products at Fashion week and has a 20% sell though in one night

...an amazingly functional...wonderfully touchable...incredibly colorful... and totally irresistible line of Silicone Handbag Accessories



Yonkers NY, December 2011 /JRNewswire/ -- **EB Brands** today introduced a new line of “High quality Silicone handbag accessories” that offer a fashion forward approach to “in purse storage” with a practicality that is unparalleled. **EB Brands** first tested this product in the luggage industry with an unprecedented 83% sell though in 7 days (on a 40 pcs test) at **Empire Luggage** in NYC. It was next rolled out to **Mori’s Luggage** in Atlanta who has also had similar success and is now rolling it out to 12 of their stores. The final test was when they offered the same product line at **Lord & Taylor** during a one night sales event to celebrate **Fashion Week** and they saw over a 20% sell through on 500 pcs in one night! “These types of sell throughs are unheard of” said Paul Ross a 45 year veteran of both the Luggage Industry and the Manufacturing world. “This is a very hot product line and we are very excited to bring it to market” he added. Candy Store offers stylish fashion accents at an affordable price.

Why does Silicone make sense for a Handbag Accessory?

- Defense *envelops contents in a protective skin*
- Tear, crease and dent resistance *holds-up to daily abuse*
- Temperature resistance *won't crack*
- Odor resistance *won't absorb or emit funny smells*
- UV resistance *won't fade*
- Stain resistance *restores itself with gentle wiping*
- Easy cleaning *rinses under the tap*
- Elasticity *gives to accommodate 'full loads'*
- Lightness *carries easily*
- Soft, powdery-smooth texture *feels great*
- Deep pigment absorption *pops with color*

Availability and pricing

The **candy store** line is available now from **EB Brands** and they are actively seeking select high end retailers to partner with to be their authorized distributors to the retail market. If you are interested in the exciting money maker, please contact Jason Ross at (914)-964-5200 or e-mail him at Jason.Ross@ebbrands.com