

**FOR IMMEDIATE RELEASE**

**CONTACT:** Alise Kreditor  
516-482-4866  
[afkkmc@aol.com](mailto:afkkmc@aol.com)

**KALENCOM INTRODUCING NEW LINE OF LIFESTYLE BAGS  
DESIGNED BY AMY BUTLER**

NEW ORLEANS – Kalencom has announced a partnership with designer Amy Butler to create a new line that will reflect her distinctive “Midwest Modern” style. The Amy Butler for Kalencom Collection will consist of eco-friendly lifestyle bags and accessories designed by Amy Butler and made with her vibrant fabric designs. Several of these bags represent new retail categories for the 30-year-old Kalencom, and all are new offerings for designer Amy Butler.

Amy Butler is a fabric, home fashion and print designer known for her modern approach to botanical, geometric and romantic inspirations. Ms. Butler’s career started in fabric design and accessory/home décor sewing patterns, and she spent several years working with *Country Living* magazine. Today her designs are found in a wide range of product categories including fabric, sewing patterns, stationery, paper craft, home décor and eco-friendly dinnerware, and most of her products are distributed worldwide. Ms. Butler is also the author of numerous books project and lifestyle books. This summer she is launching a new line of organic bedding, *Amy Butler for Welspun*, and high design rugs with Chandra.



“We are thrilled to work with Amy to create a new look capturing her creativity as well as her energy in a variety of products,” comments Monica Kalozdi, owner, Kalencom. “Her design vocabulary, which embodies a new American aesthetic, is perfect for this beautiful, modern new line.”

The Amy Butler for Kalencom Collection will consist of small luggage and overnight totes in a variety of sizes, fashion bags, a messenger/laptop bag, diaper bag, lingerie bag and accessories.

“I’m so happy to bring my designs to new customers with Kalencom,” said Ms. Butler. “Kalencom has partnered with me to develop this line in an eco-friendly way, using organic cotton and sustainable dyes, which is incredibly important to me. And their commitment to quality is fabulous.”

The Amy Butler for Kalencom Collection will debut at the Atlanta Gift Show in July, followed by the New York International Gift Fair in August. The juvenile industry will be introduced to the exciting new line at the ABC Kids Expo in Las Vegas this September, and product will be in store beginning fall 2009. For additional information, visit [www.kalencom.com](http://www.kalencom.com). For more information on Amy Butler, go to [www.amybutlerdesign.com](http://www.amybutlerdesign.com).

# # #