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## MURATORI DESIGNS INTRODUCES SPRING 2010 HANDBAG COLLECTION

**Inspired by a love of nature and a desire to protect the environment**



Photography credit: Jules Frazier

**Seattle, WA** – Julie Berard, the designer behind the name of Muratori Designs ([www.muratoridesigns.com](http://www.muratoridesigns.com)), will debut her handbag collection in January 2010 with a line of six men's and women's environmentally friendly luxury leather bags. The collection, made in Italy and designed in the United States, features a stunning array of women's handbags, ranging in price from \$825 to \$975. Muratori bags are designed to transform a wardrobe as well as enhance the way you feel about fashion.

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“We are so thrilled to present our new collection,” said Berard. “My dream was to share my love of fashion, while preserving what I love, nature. I was eager to find a way to combine these two ideas and am confident that with a Muratori bag, one will feel a sense of ultimate luxury and style without having to sacrifice the environment.”

Reflecting her love for all that is natural, the collection evolved. For her debut season, Spring 2010, Berard found inspiration in her surroundings, including her daughter’s love of picking petals from a flower. It is in taking time out to notice what was around her and to listen and observe that the Petal bag was born. This unique handbag, featuring hand-sewn petals, was an idea that came to Berard as a result of a wish from her children to make a “bag of petals.” Following that, three other women’s bags and two men’s bags were born to complete the Spring 2010 line.

Muratori has combined the finest Italian chrome-free leathers, custom-made hardware, and a strong Italian tradition carried out by master craftsman to create remarkably unique bags. With rich colors, ranging from cream to black, these hand-stitched bags are an unexpected turn from the stereotypical eco bags of today. The attention to detail is evident, the shapes of the bags are distinctive, yet timeless and each has an element of surprise. Muratori is truly Luxury with the World in Mind™.

Muratori bags will be available at retail and at [www.muratoridesigns.com](http://www.muratoridesigns.com) starting this January.

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**About Muratori**

Muratori Designs, an environmentally sensitive luxury handbag line, is proudly designed in the USA, and Made in Italy by master craftsman. The brand produces high-quality handbags with the most supple, chrome-free, vegetable-tanned leathers, each hand-stitched with beautiful details. Using her grandmother's name, Julie Berard, the designer, created this one-of-a-kind collection to show the world that being green need not mean sacrificing luxury or style. Her attention to detail and the gorgeous designs of the bags will show men and women that you can have luxury with the world in mind™. Muratori handbags are sold at online at [www.muratoridesigns.com](http://www.muratoridesigns.com). For more information or to see photos of the collection, please visit us online.