

ARMENTA



ARMENTA REVAMPS BOLSAVITA HANDBAG COLLECTION

Houston, Texas, October 2013 --- Armenta relaunched their handbag collection at the 2013 Couture show in Las Vegas this past May with new silhouettes, rarely-seen exotic skins, and brightly colored stones that transcend from the brands' jewelry collections.

Hand-made and manufactured in the United States, the collection exudes luxury from head to toe using exotic skins such as painted and wool-fused python, calf hair, and caiman crocodile, semi-precious stones and hardware that mirrors Armenta's *Old World*, *New World* and *Sueno* collections.

"Our leather goods are all about the hardware - handcrafted, mixed metals and materials, with a look that is rugged yet refined. We wanted to bring something fresh and fashion forward to an exotic market that is traditionally more conservative," says Emliy Armenta, President and CEO.

The *Bolsavita* collection, ranging from \$1,495-\$4,550, features 9 different silhouettes composed of a classic box clutch to an oversized hobo.

History

Founder and designer Emily Armenta always dreamed of making jewelry. In 2002, while working as a trader at a major financial institution, she enrolled in an MBA program and was tasked with creating a fictional company. That was the beginning of her jewelry brand, and the project eventually took on a life of its own as her first order from a major department store came through. Emily designs styles that range from whimsical and feminine to bold and mysterious. She experiments with alternative and intricate methods such as oxidizing sterling silver, as well as mixing metals and design. The result is a stunning collection that embodies the same passion and spirit that Emily uses to create each piece.

About Armenta:

Emily Armenta, recipient of the Town & Country Couture Design awards in 2008, 2009, and 2010, is leading the industry in craftsmanship and design excellence. Armenta features four distinct jewelry collections – Old World, New World, Sueno and Romero. The company is headquartered in Houston, Texas and manufactures all of its products in the US. For additional information and images, log onto www.amentacollection.com.