



The Brand Story

cinda b is a line of handbags, totes and accessories created by Cinda Boomshiner, a hot designer from Atlanta. It is one of the fastest growing handbag lines in the US. You can read the whole story at www.cindab.com. The cinda b line was founded in 2004 when Cinda Boomshiner saw a need for functional, fashion forward line of products designed for active women on the go. By 2009, Cinda was looking to move her manufacturing from China to a US company. At that time Vera Bradley had moved their production from Ft. Wayne, Indiana to China, idling a production base of experienced sewers, technical people and support. The owners of these factories were seeking to find a replacement product to keep the facilities open. They brought in a Ft. Wayne investment group to find a product and they found Cinda Boomshiner who was seeking US production. It was a natural match as Cinda's product is a quilted type of product that uses the same basic fabrication processes as Vera Bradley products. They were immediately able to retain about one-third of this highly skilled workforce.



Product Overview

cinda b (like kate spade, cinda b is always written in all lower case letters) is a full line of totes, handbags and accessories designed for "girls of all ages on the go." The designs are fun and fashion forward, while still being functional. The woman who wears a kate spade, Coach or Dooney handbag for business or evening out, would look to cinda b as something she would carry to the gym, to the beach or playground, shopping or traveling.



Key features:

- Proudly Made in the USA
- Lightweight and durable poly/nylon fabrics (soft but tough enough to withstand airline checking)
- Machine washable
- Stain and water resistant
- All styles and patterns custom designed by Cinda Boomshiner
- Large number of styles
- Sold in approximately 700 specialty shops and boutiques nationwide and select internet sites

While the line does bear some physical resemblance to Vera Bradley, this is not a Vera Bradley “knock-off” and features some important differences. Where VB bags are heavily patterned, the cinda b designs are primarily solid with patterned accents. VB is cotton; cinda b is the poly/nylon that gives it is durability and stain and water resistance, while still having a nice feel. The styling is probably more appealing to a larger cross section of demographics. What this does share with VB is the high quality of production since they are using the skilled workforce left behind when VB moved production to China. That leads again to one of the most important sell points: **Made in the USA.**

