

bttaa news

Travelgoods, Handbags & Accessories

The latest news from
the British Travelgoods & Accessories
Association www.btaa.org.uk



Always there

As we close the chapter that was 2008 and look ahead to a new year in the industry, there's no denying that it's been a tough 12 months. Retailers have been faced with the ever-increasing popularity of online shopping – as well as the much-hyped poor economic conditions – throughout the festive period and the entire year before that.

However, statistics released by Mintel suggest that all is not as bad as it seems. In the accessories sector in particular, women's handbags and suitcases are driving sales, and that trend looks set to continue throughout the recession.

In times like these, the old adage that knowledge is power is more relevant than ever, and that is where the BTAA aims to give its members the edge. Member benefits include free impartial and confidential advice, knowledge from industry reports and statistics are just some of the benefits, helping members to stay informed and helping them to adapt where necessary.

Diana Fiveash, chief executive, BTAA.

New faces

Bananagrams

Bananagrams, the anagram game in the distinctive yellow pouch, has joined forces with Majesco Entertainment to create a new online version of the game. Fans can play each other on the new Facebook application, as well as hone their skills in games against the clock. Bananagrams was first launched two years ago and has since been awarded the Dr Toy Best Product Winner and the Top Toy of the Year by *Consumer Choice Magazine*. The brand has been nominated as the Toy Industry Association Toy of the Year, and has been shortlisted for the Spring Fair Product of the Year. www.bananagrams-intl.com 020 8876 3013



● Ettinger goes online

British leathergoods label Ettinger is celebrating its 75th anniversary this year with a brand new website and its first ever online shop. Initially, the ecommerce facility will be used to sell 66 lines from the current collection, including wallets, coin purses, bags and briefcases. The entire collection, meanwhile, will still be retailed through stockists throughout the world in countries including Australia, Japan, the US and Europe.

"Seventy five years after my father founded the company, I am delighted to announce this latest development and hope it will play a major part in our continuing and future success," says CEO Robert Ettinger. "With such an extensive portfolio of products, the online shop will enable us to make them available to a much wider audience."

www.ettinger.co.uk 020 8877 1616

New label for Bolla

● Handbag label

Bolla has launched a new brand into the UK for s/s 09, which will sit alongside its current offering of contemporary handbags. Crystabelle offers handbags in various sizes, all of which feature the label's distinctive patchwork design as its trademark. "Bolla has been making a statement on the UK high street since it was launched, and we hope that Crystabelle will become as well-established," says Peter Coley, buying and sales director at Bolla. www.bollabags.com 08456 430777



Come rain or shine

● Since it was established in 1992, Lindy Lou has specialised solely in dome-shaped transparent umbrellas. The accessory that is so reminiscent of childhood days spent splashing in puddles has become a stylish fashion accessory in its own right, and the company is celebrating its success with a new selection of styles for 2009.

2009 sees the launch of the world's first windproof umbrella by Lindy Lou – this and other exciting developments will be unveiled at Torquay Gifts Fair and NEC Spring Fair. Call 01903 233454 or visit www.umbrellasatlindyLou.co.uk.



Member spotlight

Quintessential has introduced a vibrant new colour palette to its collection for s/s 09. Maintaining the classic shoulder bag as its trademark silhouette, the latest collection sees holiday bags and canvas bags in soft pastel shades and striking brights, as well as a new range of woven baskets featuring cotton trims.

For eveningwear, meanwhile, the Oscars have provided the inspiration for classic evening bags in shades of silver, bronze, taupe and black.

Quintessential is aiming to maintain an accessible price point this season, with scarves wholesaling from £3.50 and bags starting at £5.50. See the latest collection throughout the show season at Top Drawer, Spring Fair and Pure. www.thequintessential.co.uk.

● Contact us:

● **Any BTAA members with news for the BTAA News page in *Footwear & Fashion Extras* should contact Diana Fiveash on 0121 237 1107, diana.fiveash@btaa.org.uk, or *Footwear & Fashion Extras*: Christina Williams on 01484 846069 or christina@ras-publishing.com.**

● **Visit www.btaa.org.uk**