

LAPTOP COUTURE FROM CROSS

Hot on the heels of its successful spring range, Cross announces the launch of the autumn collection of Business Bags for women. These professional accessories are available in a selection of colours and finishes inspired by classic British design. Combining sophistication with practicality each bag features a specially designed padded pocket to hold and protect a standard laptop as well as space for all your handbag essentials, and includes a complimentary Cross mini pen.

Following a straw poll of women aged 25-40, Cross can reveal that the average woman carries a total of 17 items in her handbag, and often carries a second bag too! As well as mobile phone, keys and wallet, women are carrying laptops, drinks and snacks, a spare pair of shoes and even a change of clothes!

Designed specifically to hold and protect a standard-sized laptop, the Cross Ladies Business Bags are the essential lifestyle accessory – now you can fit all the elements of your life into one bag, ready for the day and night. The collection features five stunning ranges: the **Knightsbridge** (£200 RRP); the **Oxford** (£180 RRP); the **Mayfair** (£160 RRP); the **Kensington** (£160 RRP) and the **Fulham** (£130 RRP).



So don't be a bag-lady! Upgrade to a stunning Cross Business Bag for all your handbag essentials. Each bag features compartments for a laptop, mobile phone and pen holder as well as magnetic closing exterior pockets and is beautifully finished with a soft leather trim.

The Autumn range of Cross Business Bags will be available from September 2008.

Cross stockist information:

- Phone: **01582 422793**
- Website: **www.cross.com** (where you can now shop online!)
- Stores: **Bluewater** and **Canary Wharf** (opened in March 2008)

Ends

July 2008

**For further press information please contact Sylvia Palamoudian or Kate Thomas
at Focus PR on 020 7845 6600 or email cross-focuspr@focuspr.co.uk**