

# btaa news

Travelgoods, Handbags & Accessories

The latest news from the  
British Travelgoods & Accessories Association  
[www.btaa.org.uk](http://www.btaa.org.uk)



## Life is a rollercoaster

**As the year gets underway, I think most of us in the industry are buckling our seatbelts and double-checking our shoulder restraints as we prepare for the rough ride of 2010 that lies ahead.**

Already, it seems, trading is a rollercoaster affair, with official statistics not always tallying up with what's happening on the front line of the industry. A big issue, of course, is the forward order situation; most companies are having to learn how to work with retailers who want to commit later and do their buying during the season, rather than spending money ahead of it.

Despite these tribulations, however, the general feedback from BTAA members seems to be generally positive. From those who are reporting that they are surviving to those experiencing explosive growth – and there are those who are experiencing explosive growth – most are doing well, all things considered.

If you are not already a member, please do join and benefit from our knowledge and shared experience. I wish you a prosperous 2010.

**Diana Fiveash, chief executive, BTAA**



### Tidy handbag, tidy mind

Reusable carrier bag brand Fizbag has introduced a handbag organiser, designed to allow women to change handbags quickly and efficiently, into its range. Created to complement its core offering of reusable bags, the Fizbag organiser is available in a selection of striking prints and contemporary colours.

Fizbag was established in 2007 by Amanda Overland, who could not get into the habit of reusing plastic carrier bags. She created Fizbag as a solution to the problem, by designing them to fit easily inside a handbag so that they could be accessed at any time, and reused time and time again. [www.fizbag.com](http://www.fizbag.com)



## Backing eco

The Healthy Back Bag Company is showing its commitment to green issues with the introduction of several new designs in its range, made from eco-friendly, recycled Polyethylene Theraphthalate (PET) – a polyester material used mainly for plastic drinks bottles and containers.

Like all bags in the Healthy Back Bag range, the styles are designed to be as kind to backs as they are to the environment, and feature ergonomic styling to relieve the pressure that can be caused by carrying heavy bags. [www.thehealthybackbag.co.uk](http://www.thehealthybackbag.co.uk)



## Pack up your Trunki

Trunki has taken another step towards revolutionising the concept of travelling with youngsters with the introduction of its new Boostapak product. Designed to double up as a handy backpack for daytrips, the Boostapak can be fitted to any vehicle as a booster seat for children under 12 years of age, or under 135 cm in height.

The seat was designed with travel in mind, particularly when children are being taken out for the day by friends or relatives without booster seats in their cars. The new product is offered alongside Trunki's signature pullalong, ride-along suitcase, which aims to ease the stresses of travelling with little ones. [www.boostapak.com](http://www.boostapak.com)

## Character building

Accessories manufacturer Alpa has reported that its Weenicons label – which takes an irreverent look at the traits of the rich and famous – has built up substantial presence in the UK as a cult, independent brand.

Weenicons is one of Alpa's more recent projects, and complements its existing stable of licensed lines, which includes Paul Frank. The manufacturer has built up a loyal base of stockists for the brand from department stores to independents, and is now reporting that the brand has picked up a loyal following on a consumer level.

This year will also see the brand demonstrate its commitment to UK manufacturing as it moves a percentage of its manufacture back to Britain. [www.alpa.co.uk](http://www.alpa.co.uk)



## Showing off

British designer Steven Harkin is making a name for himself in the Netherlands this month, thanks to an exhibition at Amsterdam's Museum of Bags and Purses, which includes several pieces from the Steven Harkin range. Other designers involved in the exhibition – which is dedicated to British bag designers – include Stella McCartney, Vivienne Westwood and Lulu Guinness.

The latest range from Harkin – who designs bespoke handbags as well as his core line – is called the Emma collection. [www.stevenharkin.com](http://www.stevenharkin.com)

### Contact us:

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