

Miche Bag Launches Retail Location in Florida – Hopes To Change The Way Women Buy Hand Bags

Miche Bag growing retail presence in mall locations across the country, has announced the opening of its first location in Florida at Tampa's WestShore Plaza.

Nov. 26, 2007 - [PRLog](#) -- Miche Bag growing retail presence in mall locations across the US, has announced the opening of its first location in Florida at Tampa's WestShore Plaza.

Initial reaction to the new trend in women's fashion has been highly positive, with many customers exclaiming their satisfaction with the "Hand Bag with an Interchangeable Shell".

The design of the hand bag, originated by Utah resident Michelle Romero, is an answer to a common problem many women share – changing the contents of a purse or hand bag to match an outfit can become a hassle.

Miche Bag answers that problem by allowing women to change the cover of the bag itself with a magnetic "shell" cover. Early sales of the product, which starts at a \$29.95 price point for a base bag, have exploded in recent months, especially in Utah where the bag originated.

David Houssian, a representative of Miche Bag of Florida, hopes that the availability of over 40 different shells, with more in production, will help support the growth of Miche Bag in retail locations and online. "It's a great product that has had great reviews by user across the country."

For more information on Miche Bag, please visit www.MicheBagUSA.com or e-mail info@MicheBagUSA.com

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On the way home from work in the fall of 2004 Michelle Romero did something most women have done - she spilled on her favorite handbag. Frustrated by the thought of hunting for a replacement then transferring all the contents, she wished there was a way to just change the outside of the bag. The idea immediately popped into her mind to create a bag with changeable covers. Not to be deterred by her lack of sewing skills, Michelle grabbed her super glue and scrap fabric, took apart the stained bag, and made the very first prototype. With her rough creation in hand, Michelle set out on a mission to bring to life the Miche bag.

Now Miche Bag is expanding retail locations and online go to www.MicheBagUSA.com for more info.

Website: www.MicheBagUSA.com

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