



Media Kit

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Vintage Rubber ★ High Fashion ★ Environmentally Conscious



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Our Story



Heather English got the idea for English Retreads when she was floating down Boulder Creek on, you guessed it, an inner tube. "I needed a new handbag but I was a hardcore vegetarian. I wanted something that was fashionable and invincible—but not made from leather," Heather explains. "I didn't find what I was looking for, so I went to McGuckin's, [a favorite local hardware store] bought some tools and started my own personal sweatshop—with me doing the sweating." After friends started asking for a bag just like hers, Heather knew she was on to something and English Retreads hit the road in 2001. Truck stops in the Boulder area supply Heather with the used inner tubes—each of which probably has more than 60,000 miles on it before it gets reinvented. "Just think of all the places these tubes have been," says Heather. "Now it's your turn to add to their miles and adventures."

High Mileage Fashion

English Retreads continues to make a reality of "On the Road Again" by designing and producing style handbags and accessories from reclaimed truck inner tubes. By turning recycling into a bold fashion statement, English Retreads can empower consumers with an ecologically sound alternative to animal products without compromising style or durability. It's a win, win situation for everyone.



Re-inventing the Wheel

Founded on socially and environmentally conscious ideals, English Retreads believes in using only cruelty-free and vegan materials in conjunction with crafty ingenuity. English Retreads' founder, Heather English, says her design philosophy is to create classic, one-of-a-kind, hand-crafted accessories that make a high-impact fashion statement and a low impact on the environment.

"Each new design begins with the idea of striving to keep more waste out of the landfill by creating fashionable, yet sturdy items out of recycled materials," Heather says. "And by turning recycling into a bold fashion statement, we at English Retreads can empower consumers with an ecologically sound alternative to animal products without compromising style or durability. I love designing a unique product that I feel good about, and that people can feel good about buying." English Retreads is where rubber fashionably meets the road!

english retreads



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Press Release FOR IMMEDIATE RELEASE

English Retreads Roars in with a 16-Wheeler Fashion Statement

Boulder, CO August 5, 2008 - Fashion always makes a statement and the industry's most innovative visionaries are boldly declaring that high style and environmental consciousness can coexist," according to the eco-information source, The Lazy Environmentalist. Uh, huh! English Retreads has been walkin' that talk since 2001 and it is exciting to see that going green is one of the hottest trends of the year.

We create fashionable handbags and accessories that empower consumers with an ecologically sound alternative to animal products without compromising style or durability. English Retreads is where the rubber meets the road! Our bags continue to be made from recycled rubber inner tubes retrieved from truck stops and bike shops around Boulder, CO. Our lined items are finished with colorful PET fabric that is made from 100% recycled plastic bottles. It's a win, win situation for everyone.

At English Retreads Fall 2008 races in with these new classy items:

Small Beetle

A compact version of the original English Retreads Beetle, this little hot rod is one of our favorites. Like a Bond getaway vehicle, the small Beetle is packed with essential features: a zipper closure, two side pockets, one zippered inside pocket, and an inside utility ring for keys. Take this bag for shorter trips that require fewer provisions and your friends are sure to be envious of this model. The Small Beetle is the perfect way to fuel your wardrobe with high octane fashion.

Clutch

Prepare yourself for full speed maneuverability by tucking your make-up and valuables safely away in this sleek number. Our version of a cosmetic bag comes with a choice of four lining colors and has a zipper closure. Pair this Clutch with an English Retreads bag or carry it alone using the comfortable wrist strap that will guarantee hands free steering through bumper to bumper situations.

Wallet Luxe

Representing the limousine of wallets this lined accessory is the ultimate luxury ride for your loot. This tri-fold wallet comes with 7 credit card pockets, an ID pocket, a snapped coin pocket, 3 large pockets for cash, foreign currency, or top secret shopping lists, and an outside zip pocket for anything else you need quick access to. For high impact fashion, carry this wallet in one of our English Retreads Luxe bags.

Mini Luxe

Shift into turbo drive with the tuned up English Retreads Mini. The Mini Luxe comes with black lining, an inside zip pocket and a zipper closure – more prepared than ever to sit shotgun for any adventure on the road ahead. This model features a classic boxcar shape with the same colored straps (British Racing Green, English Toffee and Chrome) and the sassy circular cutout designs you love.

Heather English knows that her guarantee to repair any product that becomes damages due to normal wear and tear will go a long way to accommodate customers. She also believes that everyone should have at least two of these unique and environmentally responsible English Retreads. After all, it's always good to have a spare.

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Media Kit

Magazines



06/08



06/08



01/08



12/07



10/07



08/07



03/07



04/07



12/06



12/06



08/06



01/06



08/04

Newspapers

- The Chicago Sun Times, 12/30/2007
- The Boulder Weekly, 12/2007
- The Boston Globe, 3/23/2006
- Chicago Tribune, 2/2/2005
- The Boulder County Business Report, 11/26/2004
- The Mountain-Ear Region, 7/1/2004
- The Denver Post, 3/14/2004

TV



Online media





Media Kit

Article Spotlight : *New York Times*: August 27, 2008

The New York Times

By MINDY SINK Published: August 27, 2008 Denver



SKIN DEEP | All Shopping Is Local

IS it possible for a global corporation to become a local favorite?

Origins is about to find out with its new concept store here where shoppers are encouraged to linger over a mug of steaming tea, get a free chair massage and appreciate a kind of slow beauty experience a world apart from a quick jaunt at a department-store counter.

"There are so many different pieces to this store that invite you to enjoy the lifestyle, enjoy the tea and incredible organic food, wellness services and experience the new products," said Jane Lauder, the senior vice president and general manager of Origins, part of Estée Lauder Companies.

This Origins store at Cherry Creek North, an upscale shopping district that features many locally owned boutiques, seems more like a cafe until you notice a customer smearing on a facial mask.

There are actually several businesses under one roof. Would you care for a Peace of Mind latte made with organic peppermint and milk that complements the Origins signature sensory-therapy line of the same name? Pekoe Sip House is happy to serve you.

If not, the WaterCourse Foods Bakery, a vegetarian restaurant in Denver, offers quiche, muffins and miniature Peace of Mind cupcakes.

Or you can peruse the handbags made from recycled tires by English Retreads, a company in nearby Boulder, Colorado.

Hourlong facials using Origins products are available on site, or customers are welcome to sit on a couch and read a magazine.

In time for its official opening on Sept. 16, the store will begin rolling out its exclusive Made for Denver line, which was designed with the high altitude and dry climate in mind.

Could your parched skin use some High Elevation Hydration Cream?

The idea behind this Denver outpost is to showcase Origins' good works (it is a sponsor of a community garden at a nearby school) and re-envision the retail experience.

"If we could bring to the new store the principles and core of what Origins is about, what would that look like?" asked Ken Stone, the vice president for retail stores.

Concerned that this concept store lacks a single focus, Kat Fay, a senior analyst at Mintel, a market research firm, said: "Clearly it's speaking to the aspirational shopper. But are the Origins products enough of a draw in and of themselves to attract people?"

THAT may depend on how much shoppers want to learn about the company's business practices as much its face cream. Just as Whole Foods puts mini-biographies of its farmers amidst its produce, Origins is bringing its eco-practices to the forefront.

One sign discloses that the owner of WaterCourse Foods Bakery lives "in a farmhouse in Denver."

Another states that this Origins store uses mostly local and sustainable materials in a bid to get silver LEED (Leadership in Energy and Environmental Design) certification, which was developed by the nonprofit United States Green Building Council.

For instance, wood from a barn not more than 500 miles away was used for floorboards and tables in the cafe.

The company has closed its store in the Cherry Creek Mall, which is just across the street from Cherry Creek North, but will keep its counter at Macy's in the mall.

The next concept store is slated to open this fall in the upscale NorthPark Center in Dallas. "We are still in malls and will be," Mr. Stone said.

If these two concept stores succeed, Origins may open similar locally focused stores nationwide. Which is all good, although Ms. Fay of Mintel raised a concern: "I would just worry about when is the green bubble going to burst?"

More Articles in Fashion & Style » A version of this article appeared in print on August 28, 2008, on page G3 of the New York edition.



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Tradeshows

WHOLESALE

Chicago

Living and Giving

January 17-23, 2008

Merchandise Mart

Displayed by Pam DeLuca

www.merchadisemart.com/livingandgiving



Chicago

Stylemax

February 2-5, 2008

The Merchandise Mart

Displayed by Pam DeLuca

Booth 7-4093

www.stylemaxonline.com



New York City

New York International Gift Fair

February 2-6, 2008

Javitz Convention Center

Exhibiting in Booth 122

www.nyigf.com



Las Vegas

Pool Trade Show

February 12-14, 2008

Central Hall - LVCC

Exhibiting in booth 912

www.pooltradeshow.com



Chicago

Stylemax

April 5-8, 2008

The Merchandise Mart

Displayed by Pam DeLuca

www.stylemaxonline.com



Chicago

Stylemax

August 9-12, 2008

Merchandise Mart

Booth #7-9093

www.merchadisemart/stylemax



Stylemax

New York City

New York International Gift Fair

August 16-20, 2008

Javitz Convention Center

Booth: 132

www.nyigf.com



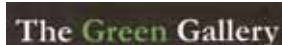
New York City

The Green Gallery

September 16-17, 2008

Agent Red International Showroom

www.nyigf.com



Chicago

Stylemax

October 18 - 21, 2008

Merchandise Mart

Displayed by F(2)

Booth # 7-5101

www.merchadisemart/stylemax



RETAIL

Chicago

One-Of-A-Kind (open to the public)

December 4-7, 2008

Merchandise Mart

www.oneofakindshow.com



San Francisco

Shecky's Girls Night Out

November 12th-13th, 2008; 5pm-10pm

Fort Mason Center, Herbst Pavillion

www.girlsnightout.sheckys.com/sf/fall2008/default.asp



San Francisco

Green Festival

November 14-16, 2008

San Francisco Concourse Exhibition Center

Booth #758

www.greenfestivals.org/



Sponsorships

L.A.

Critics' Choice Awards

January 7th 2008

Featured in Celebrity gift bags

www.bfca.org



Park City

Sundance Film Festival

January 17-27, 2008

Featured in Celebrity Gift Bags

Sold in the Giving Suite

www.givingsuite.com

www.sundance.org/festival



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Store Locations

Arizona

Pura Vida Gallery

501 School Street
Jerome, AZ 85283
P (928) 634-0937

California

Artisana

146 N. Main
Sebastopol, CA 95472
P (707) 829-3036

BTC Elements

1012 3rd Street #107
Santa Monica, CA 90403
P (888) 395-2135

Dianesa International, LLC

1625 La Mesa Avenue
Spring Valley, CA 91977
P (619) 792-7972

Ecologique

141 Gough Street
San Francisco, CA 94102
P (415) 621-2431

E Equals

122 Kentucky St.
Petaluma, CA 94952
P (707) 769-8564

Green ROHINI

13327 Ventura Blvd.
Sherman Oaks, CA 91423
P (818) 981-0023

Luxe Haus

1410 Montana Avenue
Santa Monica, CA 90403
P (310) 394-5200

Napa Valley Pennaluna

1220 Adams Street
St. Helena, CA 94574
P (707) 963-3115

Out of Hand

30 Princess Street
Sausalito, CA
P (415) 331-1300

Planet Weavers

518A Castro Street
San Francisco, CA 94114
P (415) 575-0240

Seeds of the Earth

332 Forest Avenue, # 3
Laguna Beach, CA 92651
P (949) 497-9612

The Treehouse Green Gifts

2935 College Ave
Berkeley, CA 94705
P (510) 204-9292

Twist

45140 Main St.
Mendocino, CA 95460
P (707) 937-1717

Wild Flower

800A Alhambra Boulevard
Sacramento, CA 95816
P (916) 444-1006

Colorado

Ahimsa Footwear

1668 N. Marion St.
Denver, CO 80218
P (303) 860-VEGI

Almosta Mercantile

343 East 4th Street
Loveland, CO 80537
P (970) 663-2626

Boulder Arts and Crafts

1421 Pearl Street Mall
Boulder, CO 80302
P (303) 443-5409

Common Threads

2707 Spruce St.
Boulder, CO 80302
P (303) 449-5431

Willow

2400 W. Main Street
Littleton, CO 80120
P (303) 730-8521

Connecticut

G to G

4 Daniel Street
Milford, CT 06460
P (203) 878-2625

Peaceful Company

1 Orchard Park, # 5
Madison, CT 06443
P (203) 318-8855

District of Columbia

Hoopla Traders

2314 18th St. NW
Washington DC 20009
P (202) 797-0730

National Building Museum

401 F Street NW
Washington DC 20001
P (202) 797-0730



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Store Locations

Florida

123RAW LLC

5079 N Dixie Highway, #356
Oakland Park, FL 33334
P 888-350-2221 #7

Almost Exclusive LLC

1460 Market Street
Suite 2 Tallahassee, Florida 32312
P (850) 894 3925

Bittersweet Design House

4561 Old Carriage Trail
Oviedo, FL 32765
P (407) 679-4205

Obsessories

8126 lakewood Main St
Bradenton, FL 34202
P (941) 907-0844

Vertable

9375 Emerald Coast Pkwy West
Suite #17
Destin, FL 32550
P (850) 225-983

Georgia

Whole Foods Market - Atlanta

5930 Roswell Rd.
Atlanta, GA 30328
P (404) 236-0810

Illinois

Green Heart

746 N. LaSalle
Chicago, IL 60610
P (312) 264-1625

Center for Cultural Interchange

746 N. LaSalle
Chicago, IL 60610
P (312) 944-2544

Citywoods

651 Central Ave.
Highland Park, IL 60035
P (847) 432-9393

Event Network

57th Street and Lakeshore Drive
Chicago, IL 60637
P (416) 586-5732

Green Life

112 Arthur Avenue
Clarendon Hills, IL 60514
P (630) 373-3698

Mint Boutique

2150 N. Seminary Ave.
Chicago, IL 60614
P (773) 322-2944

The Sweet Unfolding

700 W. Van Buren St.
Chicago, IL 60607
P (800) 637-1145

Indiana

The Copper Butterfly Inc

Old Court House Sq
Crown Point, IN 46307
P (219) 663-1506

Iowa

Drag Racing Heaven

100 S. Federal Ave.
Mason City, IA 50401
P (641) 420-2319

Kentucky

South Bayly Boutique

7601 N. Park Place
Louisville, KY 40222
P (502) 893-1939

World of Swirl

984 Barret Avenue
Louisville, KY 48204
P (502) 583-3447

Louisiana

Dove Tail

6 Free Street
Portland, ME 04101
P (207) 347-5633

Le Mieux Galleries

200 Metairie Road
Metairie, LA 70005

Macey's

240 Main St.
Bar Harbour, ME 04609
P (207) 288-0698

Maine

Darling and DeLisle Studio Jewelry and Accessories

112 Main Street
Damariscotta, ME 04543
P (207) 563-1919

Maryland

Blue House

1407 Fleet Street
Baltimore, MD 21231
P (410) 276-1180



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Store Locations

Earth Alley

3602 Elm Avenue
Baltimore, MD 21211
P (410) 366-2110

Mixed Greens

48 Randall Street
Annapolis, MD 21401
P (410) 353-2091

Massachusetts

Fire Opal - Brookline

320 Harvard Street
Brookline, MA 02446
P (617) 739-9066

Fire Opal - Jamaica Plain

683 Centre Street
Jamaica Plain, MA 02130
P (617) 524-0262

Greenward

1776 Massachusettes Avenue, Unit
#1
Cambridge, MA 02140
P (617) 395-1338

Sparrow House Pottery

42 Summer Street
Plymouth, MA 02360
P (508) 747-1240

Tayrona

1156 Massachusettes Avenue
Cambridge, MA 02138
P (617) 661-4267

The Store at Decordova

51 Sandy Pond Road
Lincoln, MA 01773
P (781) 259-8692

Michigan

Detroit Institute of Arts

5200 Woodward Avenue
Detroit, MI 48202
P (313) 833-3924

Earthly Delights

161 E. Michigan Avenue
Kalamazoo, MI 49006
P (269) 226-0110

form

210 State Street
St. Joseph, MI 49085
P (269) 982-7025

Heaven's Gate

2403 Outlook St.
Kalamazoo, MI 49001
P (269) 270-3200

La Voie Designs

9076 Helena St.
Alden, MI 49612
P (231) 331-4221

Minnesota

Cool Planet Goods

1023 A Washington Ave. S.
Minneapolis, MN 55415
P (612) 333-3341

Corazon

204 Washington Ave. N
Minneapolis, MN 55401
P (612) 333-1662

Fast and Furless

294 Snelling Avenue South
St. Paul, MN 55105
P (651) 698-4585

The Earth Friendly Shoppe

6028 Bacon Ave
Inver Grove Heights, MN 55077
P (651) 306-2036

Walker Art Gallery

414 Minnesota Avenue West
Walker, MN 56484
P (800) 445-5796

Missouri

Alexandria's Place

7329 Broadway
Kansas City, MO 64114
P (816) 363-4199

Boutique Chartreuse

7298 Manchester Road
Maplewood, MO 63143
P (314) 458-2410

Temple Slug

4303 Jefferson Street
Kansas City, MO 64111
P (816) 531-5147

Nevada

Springs Preserve

333 S. Valley View Blvd.
TLas Vegas, NV 89107
P (702) 822-7769

New Hampshire

Park + Vine

61 S. Main St.
Hanover, NH 03755
P (603) 643-1313



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Store Locations

New Jersey

3r Living

147 Maplewood Ave.
Maplewood, NJ 03755
P (973) 762-4148

Signature Designs

5 West Main Street
Moorestown, NJ 08057
P (856) 778-8657

Under The Sun Furnishings

658 Cookman Ave #17
Asbury Park, NJ 07712
P (732) 361-8432

New Mexico

The Good Sole

1033A Paseo del Pueblo Sur
Taos, NM 87571-4013
P (575-737-5000

New York

3r Living

276L Fifth Avenue
Brooklyn, NY 11215
P (718) 832-0951

Black Cat Enterprises

67 Kallop Road
Kingston, NY 12401
P (845) 658-3804

Cow Jones Industrials

5 Main Street
Chatham, NY 12037
P (518) 392-2139

Craft Company No. 6

785 University Ave.
Rochester, NY 14607
P (585) 473-3413

Dezyns

6 Elm Street
Huntington Village, NY 11743
P (631) 673-3238

Gallery North

90 North County Road
Setauket, NY 11733
P (631) 751-2676

Mahalo Gifts

401 Main Street
Catskill, NY 12414
P (518) 943-7467

Originals

582 Westbury Ave.
Carle Place, NY 11514
P (516) 333-9410

Talisman

582 Westbury Ave.
Woodstock, NY 12498
P (845) 679-0787

Uncommon Goods

140 58th Street
Brooklyn, NY 11220
P (212) 660-1408

North Carolina

Green Goods, LLC

128 Pennsylvania Ave
Southern Pines, NC 28387
P (910) 461-3271

Peak Experience

2820 Dillard Rd.
Highland, NC 28741
P (828) 526-0229

Wooden Stone

445 S. Main Street
Davidson, NC 28741
P (704) 892-1449

Ohio

Anne van H Boutique

2026 Murray Hill Ste 106
Cleveland, OH 44106
P (216) 721-6633

Park + Vine

1109 Vine Street
Cincinnati, OH 45202
P (513) 721-7275

Oklahoma

Route 66

1900 NW Expressway
Oklahoma City, OK 73118
P (405) 848-6166

Oregon

Amenity Shoes

3430 NE 41st Ave
Portland, OR 97212
P (503) 282-4555

Barbara Jeans

1911 Main St.
Baker City, OR 97814
P (541) 523-9382

Clever Cycles

908 SE Hawthorne
Portland, OR 97214
P (503) 334-1560

Greenloop

8005 SE 13th Ave.
Portland, OR 97202
P (503) 236-3999



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Store Locations

Pennsylvania

Artista

7151 1/2 German Town Avenue
Philadelphia, PA 19119
P (215) 248-2450

**Carnegie Museum of Art
Pittsburgh**

4400 Forbes Ave.
Pittsburgh, PA 15213
P (412) 622-3397

Colucci & Company

220 Market Street
Camp Hill, PA 17011
P (717) 761-6579

Delicious

1040 N. American St. #901
Philadelphia, PA 19123
P (215) 413-0375

Dirty Girl Brigade

405 E. Mt. Airy Avenue
Philadelphia, PA 19119
P (215) 242-2976

Home & Planet

25 E Third Street
Bethlehem, PA 18015
P (610) 866-7370

Ideas and Objects

252 Strawberry Square
Harrisburg, PA 17101
P (717) 234-4505

La Boutique Classique

5A South Main Street
Shrewsbury, PA 17361
P (717) 235-3665

Omoi

1608 Pine Street
Philadelphia, PA 19103
P (215) 545-0963

The Black Cat

3426 Sansom Street
Philadelphia, PA 19104
P (215) 386-6664

This Little Gallery, Inc.

617 West Ave.
Jenkintown, PA 19046
P (215) 885-3181

Rhode Island

**The Did You Know? Store,
LLC**

326 Main St.
Wakefield, RI 02879
P (401) 862-8614

Studio Hop

810 Hope Street
Providence, RI 02906
P (401) 621-2262

South Carolina

**Believe...Choices for Con-
scious Living**

128 Rustic Manor Court
Lexington, SC 29072
P (803) 356-1806

Christopher Park Gallery

608A Main Street
Greenville, SC 29601
P (864) 232-6744

South Dakota

Sticks and Steel

401 E. 8th Street, Suite # 118
Sioux Falls, SD 57103
P (605) 335-7349

The Green Doel

200 Creekmount Court
West Columbia, SC 29169
P (803) 796-955

Tennessee

Bliss Home & Arts

24 Market Square
Knoxville, TN 37902
P (865) 329-8868

Whole Foods - Nashville

4021 Hillsboro Pike
Nashville, TN 37215
P (856) 381-5102

Texas

Authenticity Gallery

910 Congress Ave.
Austin, TX 78701
P (512) 478-2787

Deep in the Art

200 Moonlight Trail
Stephenville, TX 76401
P (254) 968-7839

Whole Foods Market - Austin

525 N. Lamar
Austin, TX 78703
P (512) 476-1206



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Store Locations

Virginia

Despot

Karen DeSpot
Martinsville, VA 24112
P (276) 656-1234

Feel more Human

400 Cameron Station Blvd. Unit 128
Alexandria, VA 22304
P (877) 424-8626

Vermont

The Studio Club

3301 Route 7
Pownal, VT 05261
P (802) 823-9308

Shelburne Museum Store

6000 Shelburne Road Rt 7
Shelburne, VT 05482
P (802) 985-3348

Washington

Monsoon

636 Water St.
Port Townsend, WA 98368
P (360) 379-1413

Wisconsin

J Lee Studio

341 South Brookfield Rd.
Brookfield, WI 53045
P (262) 227-0860

The Flying Pig LLC

N6975 State Highway 42
Algoma, WI 54201
P (920) 487-9902

CANADA

Alberta

Riva's the Eco Store

1534 17 Avenue SW
Calgary, AB T2T0C8
P (403) 452-1001

Ontario

Conestogo Mercantile

1857 Sawmill Rd.
Conestogo, AB N0B1N0
P (519) 664-3293



Media Kit

Product Images and Logos

*These high-resolution images are available to download on the Media section of our website.
All of the images on our website can be downloaded by right-clicking on them and saving.

Beetle



Bentley



Model T Tote Luxe



Logo

english retreads





Media Kit

Retail Price List

Item:	SRP:	Item:	SRP:
Beetle		Luxe Wallet	\$99
Large	\$199	The Wallet	\$49
Small	\$159		
Bentley		Fan Belt	
Large	\$159	Classic Buckle	\$39
Small	\$139	Custom Buckle	\$59
Model T Tote Luxe		Seat Belt	
Large	\$159	Classic Buckle	\$39
Small	\$139	Custom Buckle	\$59
Model T Tote		Sidecar	
Large	\$119	Large	\$39
Small	\$99	Small	\$35
Mini Luxe	\$99	Keyring	\$12
Coupe	\$79	Dog Collar	
Roadster	\$59	Large	\$39
Cruiser	\$59	Medium	\$35
Clutch	\$59	Small	\$35

