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the collaboration of AU & erin flett

Maine Based Bag Manufacturer, **AU** is launching for the first time an **all exclusive bag line** featuring **bold fresh prints** commissioned by textile surface designer, **erin flett**, with her sophisticated signature style of innovative, organic hip designs and colors. **AU** and **flett** quickly determined that they were a great fit and collaborated to incorporate **flett's** designs into **AU's** universal and fun bag shapes. The launch of the new **AU prints by flett will be in AU's Spring and Summer catalog which will hit the market January 2010.**

The **AU-flett** collaboration is the next step in proclaiming **AU's** stance among the **best looks and designs** in the market, and revealing **erin flett** as an **up and coming textile designer and artist. These exclusive prints are simply not available anywhere else in the world** and will be a must have for your next trip around town or for that special getaway.

the vision

Seaside Maine is a constantly changing landscape of shapes and colors and is the inspiration for the new AU-flett launch. Maine waters are very tidal, and the flow they create is a visible, tangible, energy. **"Worn Current",** the first of the two graphic prints captures the rhythmic energy of the swirling tide and wind which causes waves to crash onto the rocky shores and sandy beaches. It is a fluid graphic; it has no visible beginning or end. **"Island Edge"** is a bolder, more geometric print mimicking the islands and the broken shards of colorful sea glass found in and around the granite outcroppings. **Think deep watery blues and citrus greens, and urban chic grays.**

New patterns are not the only fresh detail…**AU is introducing a subtle, gray leather inspired by driftwood** and bleached clapboard siding that is often found on the cottages of coastal Maine that are tucked in-between rocks and pine trees facing out on an endless sea.




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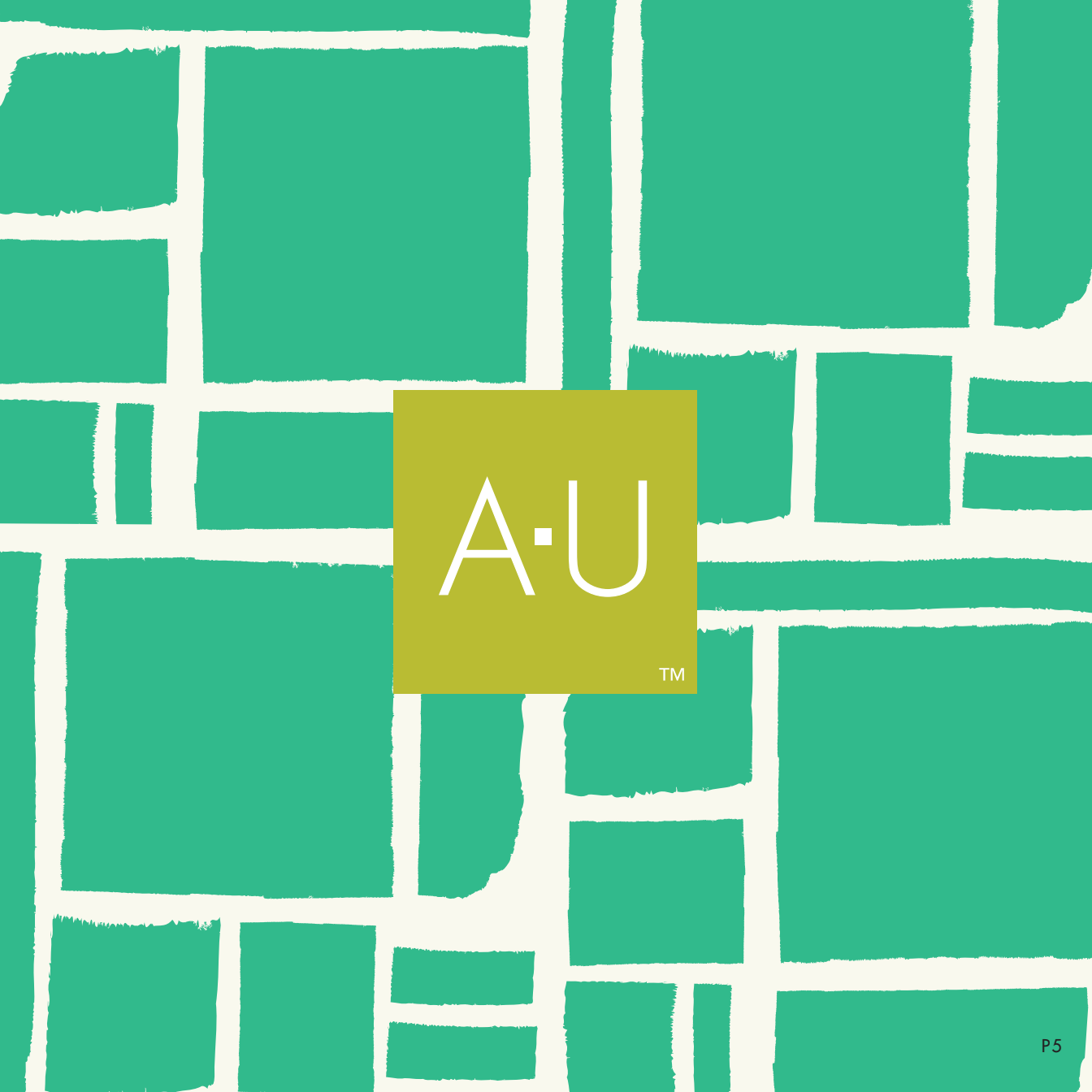
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about AU

In August of 2004, **John Milburn,** a Portland area business owner and father of two daughters, drove 35 miles inland from the seaside town of Falmouth to Cornish, Maine to unlock the doors of his newly acquired company, **Accessories Unlimited.** The business had fallen on difficult times but much like a great old house, had potential. **Milburn began by taking a cumbersome name and giving it a fresh new brand Identity in that of AU.** He then set to work to dramatically reduce the line which had become expansive and non-cohesive over the company's 40 years. **Milburn** identified the very best shapes and recognized quickly that **AU's** success would be found in a very focused pursuit of daybags and weekender bags. **AU's** customer wanted a great second bag to carry the bigger items for the day and **they wanted an unforgettable carry-on or weekender for travel, thus becoming AU's niche.** Then, in 2006 **Milburn** sought out **George Denney, the founder of Cole Haan,** as an investor and adviser and they have been successfully collaborating on the **AU** brand ever since.

Longevity and durability have always defined the **AU** bag. The question has become: **How to create a look for AU's customer to compliment her life, not compete with it. To sit on the same shoulder as a designer purse.** "Daybag" is a description **Milburn** has attached to the brand. Whether shuffling through urban rush hour or boarding an island ferry on a summer weekend, **AU** strives to stand out, while fitting in. Bright and colorful prints define the **Raincoat Cotton™** women's line. Trademarked by **Milburn, Raincoat Cotton™** is screened cottons with a light water-based laminate. It is very durable and water resistant. The **Sailwax™ Collection** a classic wax infused cotton in earthy tones with leather trim which just gets better with time and use. **Sailwax™** is both equestrian and nautical but looks great at your feet on the train during rush hour as well, and it has a steadfast following in every season. The **Harbour Collection's** colorful, nylon totes are classic, rugged and weatherproof.

As we say, "AU makes getting there half the fun!"


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island edge

print designed by erin flett





MANGO FOG DUNEGRASS

worn current

print designed by erin flett





DUNEGRASS FOG ATLANTIC