A·U™

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Mrs. Robinson

Press Release

FOR IMMEDIATE RELEASE

November 3, 2010

The company known for its **Daybags** and **Weekenders** in **Raincoat Cotton™;** their exclusive cotton print laminating process, has **announced the release of their exciting new print Mrs. Robinson.**

Mrs. Robinson which was **designed for AU by Erin Flett.** Flett is the Maine based textile designer who collaborated with AU on their last successful print launch of **"Worn Current"** and **"Island Edge".** These prints continue to be **best sellers** for AU and are sure to become AU classics.

Mrs. Robinson is a **hand drawn retro floral** print inspired by a **carefree ease of life.** This print is about bold, graphic sophisticated fun. Hand screened on a natural color ground in 3 rich colors. AU and Flett developed for this first release of the Mrs. Robinson print are; **"Pool"** an amazing shade of turquoise perfect for the season, with a hint of brown so it works on its own and with the more complex colors of the season. **"Shade"** is a studied shade of olivey green that could accessorize a outfit in New York or just as easily be carried in Palm Beach. And a fun punch of carefree color of **"lemon drop",** a bright but earthy yellow.

AU is pleased to **add in Navy to their Sailwax Collection** which has been a color requested by their customers throughout their markets for some time. The Navy wax cotton is **available in all the bag silhouettes in the Sailwax Collection.** AU reports that their Sailwax Collection in **Chestnut** and **Orange** waxed cotton is experiencing very strong sales with both men's and women's buyers across the country.

The AU large zip sprint is a signature shape for AU and after calls for a medium and lots of interest in a natural canvas body **AU has launched this great new bag in a proven shape in Natural Canvas** for those who just love the look and feel of a nice canvas tote. **The new Natural Sprint will be available with chestnut, orange or navy wax straps as a great finishing touch.**

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Mrs. Robinson Pool



Mrs. Robinson Shade



Mrs. Robinson Lemon Drop