

Aimee Kestenberg, 2010 Winner of the Independent Handbag Designer Awards in the Category "Best Use of SWAROVSKI ELEMENTS"

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June 16, 2010 at Parson's School of Design, New York

For the second time, Swarovski sponsored a sparkling category, inviting designers to create innovative new handbags in the category "Best Use of SWAROVSKI ELEMENTS". And the award goes to...Australian designer Aimee Kestenberg for her creation entitled "Tammi Tales."

After the submission of design sketches, the five best ideas were chosen by the Handbag Designer 101 Preliminary Judges Panel. There were a total of 98



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And the Award goes to...

... Australian designer Aimee Kestenberg for her creation entitled "Tammi Tales." For the second time, SWAROVSKI ELEMENTS sponsored the sparkling category "Best Use of SWAROVSKI ELEMENTS" at the Independent Handbag Designer Awards, inviting designers to create innovative handbags embellished with crystal.

After the submission of design sketches, the five best ideas were chosen by the Handbag Designer 101 Judging Panel. There were a total of 98 registered competitors in the category, a 15 percent increase on the inaugural year.

As the award winner for 2010, Aimee Kestenberg received a crystal sponsorship with free access to crystals and SWAROVSKI know-how in order to produce her winning "Tammi Tales" bag. Her handbag design is inspired by the vivid imagination of her 5-year-old sister Tammi and her own love of the Australian sea and its creatures. Topaz and blue-colored crystals are embedded into fine leathers including café-crème lambskin, blue and plum red suede. "The crystals bring the piece to life and make it that much more special giving it status, an octopus texture and a "wow" factor," says Aimee Kestenberg. For information on distribution and retail price, please contact tammitales@gmail.com

The other four finalists in the category "Best Use of SWAROVSKI ELEMENTS" were Fabiola Pedrazzini, Misha Berger, Calvin James and Kiki Ito.

For more information on the winner and finalists, please visit www.handbagdesigner101.com/winners_2010.

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