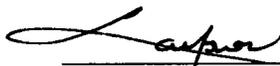


CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: **BOX TTAB- NO FEE**, Commissioner for Trademarks, P.O. Box 1451, Alexandria, VA 22313-1451 on the date indicated below.

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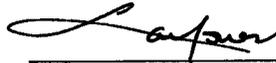


Larry C. Jones

CERTIFICATE OF SERVICE

I certify that the foregoing "Opposer's Notice of Filing of Transcript and Exhibits of Its Testimony Period Deposition of Theresa Conduah" and the transcript and exhibits referenced therein were served on Applicant by mailing copies of same by U.S. first class mail, postage prepaid, on the 3rd day of August 2009, to Applicant, addressed as follows:

Denise Marie Barr
11540 Velicata Court
Las Vegas, NV 89138



Larry C. Jones

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

-----X
THE TJX COMPANIES, INC., :
 :
 :
 Opposer, : Opposition No. 91185498
 :
 :
 v. :
 :
 :
 DENISE MARIE BARR, :
 :
 :
 Applicant. :
 :
 :
-----X

 ORIGINAL

DEPOSITION OF THERESA CONDUAH
(Taken by the Opposer)
Charlotte, North Carolina
June 22, 2009

Reported by: Dayna H. Lowe
Court Reporter
Notary Public

1 A P P E A R A N C E S

2 For the Opposer:

3 LARRY C. JONES, Esq.

Alston & Bird LLP

4 Bank of America Plaza

101 S. Tryon Street, Suite 4000

5 Charlotte, North Carolina 28280-4000

(704) 444-1000

6 E-mail: larry.jones@alston.com

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Deposition of THERESA CONDUAH, taken by the
opposer, at Alston & Bird LLP, Bank of America Plaza,
23 101 S. Tryon Street, Suite 4000, Charlotte, North
Carolina, on the 22nd day of June, 2009, at 9:02 a.m.,
24 before Dayna H. Lowe, Court Reporter and Notary Public.

25

1 C O N T E N T S
2 The Witness: Theresa Conduah Examination
3 By Mr. Jones 4
4

I N D E X O F T H E E X H I B I T S

5 For the Opposer Page
6
7 Conduah 1 About.com printout 6
8 Conduah 2 Wikipedia printout 7
9 Conduah 3 Forbes.com printout 9
10 Conduah 4 Madberries.com printout 10
11 Conduah 5 Reuters.com printout 11
12 Conduah 6 NYTimes.com printout 12
13 Conduah 7 WSJ.com printout 13
14 Conduah 8 Time.com printout 14
15 Conduah 9 Elle.com printout 15
16 Conduah 10 Iamfashion.blogspot.com printout 16
17 Conduah 11 Stylenews.peoplestylewatch.com printout
(5/8/07) 18
18 Conduah 12 Stylenews.peoplestylewatch.com printout
(1/19/07) 19
19 Conduah 13 Theinsider.com printout 20
20 Conduah 14 Blogs.nypost.com printout 21
21 Conduah 15 Covergirl.com printout 22
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24
25

(CONTINUED ON NEXT PAGE)

1 P R O C E E D I N G S

2 Whereupon,

3 THERESA CONDUAH,

4 having been duly sworn,

5 was examined and testified as follows:

6 EXAMINATION BY COUNSEL FOR OPPOSER

7 BY MR. JONES:

8 Q. Would you state your name, please.

9 A. Theresa Conduah.

10 Q. And what is your profession?

11 A. I am an attorney, an associate at Alston &
12 Bird.

13 Q. And do you and your company provide legal
14 services to the opposer in this proceeding, The TJX
15 Companies, Inc.?

16 A. Yes.

17 Q. Have you undertaken an investigation to locate
18 recent examples of the use of the term IT BAG as a
19 reference to popular or trendy handbags and purses?

20 A. Yes, I have.

21 Q. How did you go about that investigation? What
22 did you do?

23 A. I searched Google using the term IT BAG and
24 found various references.

25 Q. Do you have today or are there present today on

1 the table of the deposition room examples of what you
2 found during your investigation?

3 A. Yes, there are.

4 Q. Are these printouts of some of the materials
5 you located in your investigation of the usage of the
6 term IT BAG?

7 A. Yes.

8 Q. I'm handing you a document marked as Conduah
9 Exhibit 1. Can you identify this document, please.

10 (Conduah Exhibit 1 was introduced into the
11 record.)

12 A. This is a printout from the Web site
13 Teenfashion.com.

14 BY MR. JONES:

15 Q. And what is its title?

16 A. Its title is "Top 10 'It' Bags."

17 Q. And does it include a definition -- well back
18 up. What is About.com?

19 A. About.com has various blogs, and this one is on
20 teen fashion, and it is an Internet magazine, slash, Web
21 blog.

22 Q. And does this document include a definition of
23 the term IT BAG?

24 A. Yes, it does.

25 Q. And would you read aloud that definition into

1 the record, please.

2 A. "An 'It-Bag' is a designer handbag that is
3 deemed the 'must have' item of the moment as a result of
4 a combination of celebrity usage, clever marketing
5 techniques, superior quality, and their ability to
6 represent the mood of the season."

7 Q. Is the definition stated in this exhibit
8 consistent with the usages of the term IT BAG as you
9 found them through your investigation?

10 A. Yes, it is.

11 Q. I'm handing you what's been marked as
12 Exhibit 2. Can you identify this exhibit, please.

13 (Conduah Exhibit 2 was introduced into the
14 record.)

15 A. This is a printout from the Web site
16 Wikipedia.com.

17 BY MR. JONES:

18 Q. What is Wikipedia.com?

19 A. Wikipedia is an online encyclopedia.

20 Q. And does this exhibit include a definition of
21 the term IT BAG?

22 A. Yes, it does.

23 Q. Would you read into the record the definition
24 of the term IT BAG as found in this reference?

25 A. "It Bag is a colloquial term from the fashion

1 industry used in the 1990s and 2000s to describe a brand
2 or type of high-priced designer handbag by makers such as
3 Hermes and Fendi that becomes a popular best-seller."

4 Q. Is that definition consistent with the usages
5 of the term IT BAG as you found them to be during your
6 investigation?

7 A. Yes, it is.

8 Q. And does this exhibit include a summary of the
9 history of the term IT BAG as it has been used in this
10 country?

11 A. Yes, it does.

12 Q. And is that found in the section entitled
13 "History"?

14 A. Yes, it is.

15 Q. Amazing. Would you read aloud into the record
16 the first two sentences of that explanation of the
17 history of the term IT BAG.

18 A. "The term was coined in the 1990s with the
19 explosive growth of the handbag market in fashion.
20 Designers vied to produce one bag that would sell
21 hundreds of thousands of units by becoming the bag 'of
22 the moment' -- a single handbag style that would spread
23 like wildfire in popularity through the intertwined
24 worlds of fashion and celebrity, aided by clever or just
25 plain lucky marketing."

1 Q. And during your investigation did you find
2 references which were consistent with that description of
3 the history of the usage of the term IT BAG?

4 A. Yes, I did.

5 Q. Okay. Would you identify what's been marked as
6 Exhibit 3, please.

7 (Conduah Exhibit 3 was introduced into the
8 record.)

9 A. Exhibit 3 is an entry from online Forbes.com.

10 BY MR. JONES:

11 Q. And what is that?

12 A. It's a magazine.

13 Q. And can you tell what the date of this
14 particular article or entry is?

15 A. It was February 29th, 2008.

16 Q. And what's the title of the article?

17 A. "The New 'It' Bags."

18 Q. And does that document or that article include
19 a definition or characterization of what an IT BAG is?

20 A. Yes, it does.

21 Q. And is that highlighted on your exhibit?

22 A. Yes, it is.

23 Q. What is the definition or characteristic of an
24 IT BAG as found in that reference?

25 A. "The ultimate status symbol."

1 Q. Is that consistent with the usages of the term
2 IT BAG as you found them to be during your investigation?

3 A. Yes, it is.

4 Q. I'm handing you what's been marked as Conduah
5 Exhibit 4. Would you identify this document, please.

6 (Conduah Exhibit 4 was introduced into the
7 record.)

8 A. I believe it needs to be marked actually.

9 BY MR. JONES:

10 Q. I'm sorry. Forgot to mark it. Now I'm
11 re-handing you what has actually been marked as
12 Exhibit 4. Can you identify the document, please.

13 A. Yes. It is an entry from Madberries.com.

14 Q. What is Madberries.com?

15 A. Madberries.com is an online blog.

16 Q. And what's the title of this particular entry?

17 A. "The next it bag."

18 Q. And where's that title found?

19 A. It is found on the second page of the document.

20 Q. Okay. And does that exhibit include a
21 characterization or description of what, quote, the next
22 it bag, end quote is?

23 A. Yes.

24 Q. Is that highlighted on your exhibit?

25 A. Yes, it is.

1 Q. Would you read that aloud, please.

2 A. "Every season produces a new 'it' bag. And
3 some seasons produce way too many it bags to count.
4 Other it bags linger for seasons, staying as popular as
5 when they first premiered."

6 Q. Is that characterization of IT BAG or the next
7 IT BAG consistent with the usages of the term IT BAG as
8 you found them to occur during your investigation?

9 A. Yes, it is.

10 Q. I'm handing you what's been marked as Conduah
11 Exhibit 5. Would you identify this, please.

12 (Conduah Exhibit 5 was introduced into the
13 record.)

14 A. This is an entry from Reuters.com.

15 BY MR. JONES:

16 Q. And what is Reuters?

17 A. Reuters is a news service.

18 Q. And is this an article?

19 A. Yes, it is.

20 Q. On what date was it published?

21 A. On April 14th, 2008.

22 Q. And what is the title of this article?

23 A. "Birkin buyer says cracked code for Hermes 'it'
24 bag."

25 Q. And what's this article about?

1 A. It is about the Hermes bag, the Birkin.

2 Q. And is that particular bag described by this
3 author in this publication as an IT BAG?

4 A. Yes, it is.

5 Q. Does this author refer to this particular bag,
6 the Hermes Birkin bag, as "the iconic 'it' bag"?

7 A. Yes, it does.

8 Q. Where do you find that reference?

9 A. On the second page of the document.

10 Q. And has that been highlighted on the exhibit?

11 A. Yes, it has.

12 Q. I've handed you what's been marked as Conduah
13 Exhibit 6. Would you identify this, please.

14 (Conduah Exhibit 6 was introduced into the
15 record.)

16 A. This is an entry from the online version of The
17 New York Times.

18 BY MR. JONES:

19 Q. And what's the title of this article?

20 A. The title is "Is This It for the It Bag?"

21 Q. And what's the date of this article?

22 A. November 1st, 2007.

23 Q. And does this article include any particular
24 references or characterizations of what IT BAGS are?

25 A. Yes, it does.

1 Q. And have you highlighted those on the exhibit?

2 A. Yes, I have.

3 Q. Is one of those found on the first page?

4 A. Yes.

5 Q. And on the first page of this exhibit in this
6 particular article how is the term IT BAG or IT BAGS
7 characterized?

8 A. It's characterized as "status handbags."

9 Q. And is there a characterization of the term IT
10 BAG or IT BAGS found on the second page of this exhibit?

11 A. Yes, there is.

12 Q. And what's the characterization given by this
13 author to the term IT BAG?

14 A. "The hot bags of the moment."

15 Q. With respect to those two characterizations
16 given by this author in the New York Times article marked
17 as Exhibit 6, that is as, quote, status handbags, end
18 quote, and as, quote, the hot bags of the moment, end
19 quote, are those references or characterizations
20 consistent with the usages of the term IT BAG as you
21 found them to be during your investigation?

22 A. Yes, they are.

23 Q. I'm handing you what's been marked as Conduah
24 Exhibit 7. Can you identify this, please.

25 (Conduah Exhibit 7 was introduced into the

1 record.)

2 A. This is the printout from the online version of
3 The Wall Street Journal.

4 BY MR. JONES:

5 Q. And what's its title?

6 A. "Why 'It' Bags Are Out."

7 Q. And what's the date?

8 A. It is January 26, 2008.

9 Q. And does this article in The Wall Street
10 Journal include a characterization or definition of the
11 term IT BAG?

12 A. Yes.

13 Q. Has that been highlighted on your exhibit?

14 A. Yes, it has.

15 Q. What is the definition or characterization of
16 the term IT BAG?

17 A. Quote, that season's sensation, unquote.

18 Q. And is that a characterization or definition
19 also consistent with the other usages of the term IT BAG
20 as you found them to be in existence in various
21 publications during your investigation?

22 A. Yes, it is.

23 Q. I've handed you a one-page exhibit entitled --
24 excuse me, marked as Conduah Exhibit 8. What is this?

25 (Conduah Exhibit 8 was introduced into the

1 record.)

2 A. This is a printout from the online version of
3 Time Magazine.

4 BY MR. JONES:

5 Q. And what date was it published?

6 A. December 2nd, 2008.

7 Q. And what is the title of this article?

8 A. "The latest it bag."

9 Q. And how is the term IT BAG used or to what does
10 the term IT BAG refer in this article?

11 A. To the latest IT BAG, which is the Roberto
12 Di Camerino Bigne bag.

13 Q. And is the author of the article identifying
14 that particular handbook or purse as the so-called IT BAG
15 of the moment?

16 A. Yes, it is.

17 Q. I've handed you what's been marked as Conduah
18 Exhibit 9. What is this document?

19 (Conduah Exhibit 9 was introduced into the
20 record.)

21 A. This is a printout from the online version of
22 Elle Magazine.

23 BY MR. JONES:

24 Q. How do you spell Elle?

25 A. E-L-L-E.

1 Q. Okay. And what is Elle Magazine?

2 A. Elle Magazine is a fashion magazine geared
3 primarily towards women.

4 Q. Explains why I have no subscription to it.
5 What is the title of this article?

6 A. It's titled "The It Bag: If I invest in one
7 handbag for the season, what should it be?"

8 Q. And what's the date of this article?

9 A. October 21st, 2008.

10 Q. And what is the subject of this article?

11 A. This is about the latest IT BAG.

12 Q. And in the opinion of that author at that time,
13 what was the so-called IT BAG of the moment?

14 A. The -- includes the Phillip Lim's.

15 Q. I have handed you what has been marked as
16 Conduah Exhibit 10. Would you identify this document.

17 (Conduah Exhibit 10 was introduced into the
18 record.)

19 A. This is a printout of the entry from
20 Iamfashion.com.

21 BY MR. JONES:

22 Q. And what is I Am Fashion or Iamfashion.com?

23 A. It is a blog.

24 Q. And what is the title of this particular
25 article or blog?

1 A. "The Next It Bag?: The B Fendi Bag."

2 Q. And what's the date of publication of that blog
3 or article?

4 A. December 7th, 2005.

5 Q. And does the author of this particular blog or
6 article purport to answer a particular question?

7 A. Yes, it does.

8 Q. And what is that question?

9 A. Whether the B Fendi bag is the next IT BAG.

10 Q. And is that particularly significant in the
11 view of this author?

12 A. Yes, it is.

13 Q. And does the author indicate the significance
14 of that in the first sentence of the second paragraph?

15 A. Yes, it does.

16 Q. And would you read aloud what the author has to
17 say about the significance of being the source of the
18 next IT BAG?

19 A. Yes. "For a fashion house, being the creater
20 [sic] and seller of an 'it' bag is a dream come true."

21 Q. And does the author use the term IT BAG
22 elsewhere within this particular blog or article?

23 A. Yes, it does.

24 Q. Would you read into the record portions of the
25 article which refer to the IT BAG or the next IT BAG?

1 Q. What is Conduah Exhibit 12, please?
2 (Conduah Exhibit 12 was introduced into the
3 record.)

4 A. It is another entry from Style News.

5 BY MR. JONES:

6 Q. And what's its date?

7 A. It is January 19th, 2007.

8 Q. And what is the title of this particular
9 article or entry?

10 A. "Road Test: Renting an 'It' Bag Via Bag,
11 Borrow or Steal."

12 Q. And what's this article about?

13 A. It is about a company that allows you to rent
14 IT BAGS of the moment.

15 Q. So if you don't want to purchase an IT BAG or
16 you cannot afford to purchase an IT BAG you can rent an
17 IT BAG?

18 A. Yes, you can.

19 Q. And does this article -- excuse me. Does the
20 author of this article refer to these hot handbags or
21 purses as IT BAGS in the article itself?

22 A. Yes, it does.

23 Q. Could you read aloud a reference to that use of
24 the term.

25 A. "The hottest 'It Bags' can be waitlisted for

1 several weeks."

2 Q. Would you please identify Conduah Exhibit 13.
3 (Conduah Exhibit 13 was introduced into the
4 record.)

5 A. It is an entry from Theinsider.com.

6 BY MR. JONES:

7 Q. And what is The Insider or Theinsider.com?

8 A. It's an online magazine and blog.

9 Q. And when was this particular blog or article
10 published?

11 A. On December 10th, 2007.

12 Q. And what's the title of this article or entry?

13 A. "Desperate Housewives [sic] share the latest
14 'IT' bag."

15 Q. And what's this article about?

16 A. It is about the latest IT BAG carried by
17 several Desperate Housewives starts.

18 Q. And what is that particular so-called IT BAG of
19 the moment?

20 A. The IT BAG is called the Madeline by Alexis
21 Hudson.

22 Q. And is that referred to in the article as an IT
23 BAG?

24 A. Yes, it is.

25 Q. And more particularly how is that particular

1 handbag referenced in the article?

2 A. It says that "the Madeline by Alexis Hudson
3 made sure to pass on the info, to Eva Longoria Parker, of
4 the IT bag for this season."

5 Q. What is Conduah Exhibit 14, please?

6 (Conduah Exhibit 14 was introduced into the
7 record.)

8 A. It is an entry from Newyorkpost.com.

9 BY MR. JONES:

10 Q. And what is The New York Post?

11 A. It is a newspaper.

12 Q. And what's the date of this article or entry?

13 A. March 24th, 2008.

14 Q. And what's the title of this article?

15 A. "Is this the Spring/Summer 2008 It-bag?"

16 Q. And does this article refer to a particular
17 handbag as the current or a candidate to be the current
18 IT BAG for that season?

19 A. Yes, it does.

20 Q. And what bag is referred to as the candidate to
21 be the IT BAG of that season?

22 A. The Yves Saint Laurent Besace bag.

23 Q. And what's the burning question that the author
24 of this article says it is purporting to answer?

25 A. Whether this is the new IT BAG.

1 Q. Would you identify Conduah Exhibit 15, please.
2 (Conduah Exhibit 15 was introduced into the
3 record.)

4 A. This is an entry from the Cover Girl and
5 America's Next Top Model Web site sweepstakes.

6 BY MR. JONES:

7 Q. What is Cover Girl?

8 A. Cover Girl is a makeup company.

9 Q. And what's the -- what is the prize or what is
10 a prize for this particular sweepstakes?

11 A. The prize is the IT BAG of the season.

12 Q. And do you see a reference to that on the first
13 page of Exhibit 15?

14 A. Yes, I do.

15 Q. Would you read that aloud, please.

16 A. "Enter for a chance to win the 'it' bag of the
17 season."

18 Q. What is Conduah Exhibit 16, please?

19 (Conduah Exhibit 16 was introduced into the
20 record.)

21 A. This is an entry from MSN Shopping Web site.

22 BY MR. JONES:

23 Q. And do you know what that is? MSN Shopping?

24 A. It is a place where they highlight various
25 products of the moment.

1 Q. And is there a particular product referenced in
2 Exhibit 16?

3 A. Yes.

4 Q. And how is that product referenced?

5 A. As "the it-bag."

6 Q. And what is that product?

7 A. The Longchamp 'It Bag' Vertical Tote.

8 Q. Would you please identify Conduah Exhibit 17.

9 (Conduah Exhibit 17 was introduced into the
10 record.)

11 A. This is an entry from HSN.com.

12 BY MR. JONES:

13 Q. Oh HSN.com?

14 A. Yes.

15 Q. Okay. And what is HSN or HSN.com?

16 A. It's the online version for the Home Shopping
17 Network.

18 Q. And when was this published?

19 A. This was --

20 Q. Or about when? When did you locate it?

21 A. I located it spring of this year.

22 Q. And does it bear a 2009 copyright notice on the
23 last page?

24 A. Yes, it does.

25 Q. Okay. What is the title of this offering?

1 A. It is "IMAN Global Chic, The 'It' Bag Couture
2 Satchel and Card Holder."

3 Q. Now in this particular document is the term IT
4 BAG used to refer to a particular handbag or purse?

5 A. Yes.

6 Q. Would you identify Exhibit 18, please.
7 (Conduah Exhibit 18 was introduced into the
8 record.)

9 A. This is an entry from Ecosalon.com.

10 Q. What is Ecosalon or Ecosalon.com?

11 A. Ecosalon.com is where consumers can find green
12 products.

13 Q. Green meaning eco-friendly or environmentally
14 friendly?

15 A. Yes.

16 Q. Okay. And is there a particular product
17 featured in the entry of Exhibit 18?

18 A. Yes, there is.

19 Q. And what is that product?

20 A. The Vegan Queen Eco IT Bag.

21 Q. Is Vegan Queen a brand name as best you can
22 tell from this article?

23 A. Yes, it is.

24 Q. And is the author of this offering referring to
25 Vegan Queen's bag as an IT BAG?

1 A. Yes, it is.

2 Q. And does the author of this article or offering
3 identify some characteristics of an eco IT BAG?

4 A. Yes, it does.

5 Q. Are those found on the second page?

6 A. Yes, it is.

7 Q. What are the characterizations of an eco IT
8 BAG?

9 A. It's characterized as quote, both trendy and
10 eco-friendly.

11 Q. And is your understanding that the portion of
12 that characterization, quote, trendy refers to the
13 so-called IT BAG characteristic of this product?

14 A. Yes.

15 Q. All right. Are you familiar with the retail
16 stores that are operated in the United States by the
17 opposer, The TJX Companies, Inc.?

18 A. Yes, I am.

19 Q. Have you shopped in those stores?

20 A. Yes, I have.

21 Q. What are some of the retail store chains that
22 are operated by opposer in the United States?

23 A. T.J. Maxx and Marshalls.

24 Q. Do those stores -- strike that.

25 Have you shopped in the T.J. Maxx and Marshalls

1 stores in this country?

2 A. Yes, I have.

3 Q. Do those stores -- or did you find those stores
4 to be selling handbags and purses?

5 A. Yes, they do.

6 Q. Do you have with you today any materials which
7 describe generally the retail stores operated by TJX in
8 the United States?

9 A. Yes, I do.

10 Q. Would you identify Exhibit 19, please.

11 (Conduah Exhibit 19 was introduced into the
12 record.)

13 A. Exhibit 19 is from the TJX Web site for T.J.
14 Maxx.

15 BY MR. JONES:

16 Q. Okay. And how is the merchandise or the
17 business of T.J. Maxx retail stores described in this
18 article?

19 A. It's describes itself as "T.J. Maxx sells brand
20 name family apparel, women's shoes and home fashions, and
21 differentiates itself with an expanded assortment of fine
22 jewelry and accessories."

23 Q. Now does the term "accessories" as you
24 understand it to be used in that context include handbags
25 and purses?

1 A. Yes, it does.

2 Q. And are handbags or purses shown in the photos
3 appearing on the Web page reproduced as Exhibit 19?

4 A. Yes, they are.

5 Q. And -- strike that. And what is -- I'm not
6 sure if I asked you. Did I ask you what Exhibit 19 is?

7 A. Yes.

8 Q. Okay. What is Exhibit 20?

9 (Conduah Exhibit 20 was introduced into the
10 record.)

11 A. Exhibit 20 is The TJX Companies' Web site for
12 Marshalls.

13 Q. And how is the business of Marshalls described
14 in Exhibit 20?

15 A. It is described as "the largest off-price
16 retailer of apparel" as well as "a standalone store
17 featuring shoes and accessories."

18 MR. JONES: No further questions.

19 (Signature reserved.)

20 (Whereupon, at 9:33 a.m., the taking of the
21 instant deposition ceased.)

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25

1 I have read the foregoing transcript and find
2 that it contains an accurate transcription of the answers
3 made by me on June 22, 2009, with the exception of any
4 corrections I have listed on a separate errata sheet.

5
6 *Theresa Conduah*

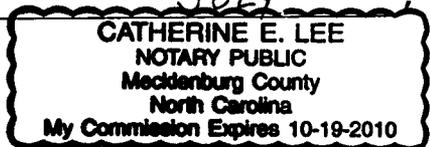
7 THERESA CONDUAH

8 STATE OF NORTH CAROLINA

9 COUNTY OF MECKLENBURG

10
11 SWORN TO and SUBSCRIBED before me this 17th day of

12 JULY 2009.



13 *Catherine E. Lee*

14 NOTARY PUBLIC

15 My commission expires: 10-19-2010

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1 ERRATA SHEET

2 RE: THE TJX COMPANIES, INC. v. DENISE MARIE BARR
3 DEPOSITION OF: THERESA CONDUAH

4 Please read this original deposition with
5 care, and if you find any corrections or changes you wish
6 made, list them by page and line number below. DO NOT
7 WRITE IN THE DEPOSITION ITSELF. Return the deposition to
8 this office after it is signed. We would appreciate your
9 prompt attention to this matter.

10 To assist you in making any such corrections,
11 please use the form below. If supplemental or additional
12 pages are necessary, please furnish same and attach them
13 to this errata sheet.

14 Page 20 Line 17 should read: several Desperate Housewives stars.

15 Reason: typographical errors

16 Page 21 Line 2 should read: insert full quote from Ex. 13 beginning
17 Reason: with "Ten Hata has seen."
incomplete quote in transcript

18 Page ___ Line ___ should read: _____

19 Reason: _____

20 Page ___ Line ___ should read: _____

21 Reason: _____

22 Page ___ Line ___ should read: _____

23 Reason: _____

24 Page ___ Line ___ should read: _____

25 Reason: _____

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Top 10 "It" Bags

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An "It-Bag" is a designer handbag that is deemed the "must-have" item of the moment as a result of a combination of celebrity usage, clever marketing techniques, superior quality and their ability to represent the mood of the season. They are generally produced in limited edition quantities.

These are the 10 "It" bags of seasons past and present, that we feel every handbag enthusiast should own, or at least know about.

1. Hermes Birkin

The Hermès Birkin bag is named after the iconic actress Jane Birkin, who once had a highly public relationship with influential french singer, Serge Gainsbourg, to whom she bore a child (Charlotte Gainsbourg). The 'Birkin' is the symbol of ultimate luxury, due in part to its exposure on popular television shows such as 'Sex and the City'. An authentic 'Birkin' costs upwards of \$6,000 and can have a waiting time of up to 2 years.

2. Chanel 2.55

This little classic will always be "in". It was born in 1955 (hence the name 2.55) after Coco Chanel decided she wanted a shoulder bag to free up her hands and is inspired by the quilting on Jockeys coats. Karl Lagerfeld released a second, updated version in 2006.

3. Chloe Paddington

The Chloe Paddington was created by designer Phoebe Philo in 2005 and is considered to be the quintessential 'Boho-Chic' bag because of its slouchy, unstructured shape and exposure by stars such as Kate Moss and Sienna Miller, who are known for their bohemian sense of style. A leather Paddington typically costs around \$1,500.

4. Balenciaga 'City' Motorcycle

Balenciaga's line of motorcycle-inspired handbags are created out of distressed goat leather, which is what gives them their unique, relaxed shape. The 'City' bag in particular, caused quite a stir after becoming the official handbag of choice for notorious fashionistas like Mary-Kate Olsen. The Balenciaga 'City' bag is not available online and retails for about \$1,200.

5. Alexander McQueen Novak

The Alexander McQueen Novak represents the structured shapes of Fall 2005 and was inspired by Kim Novak, a vintage-era starlet who appeared in Alfred Hitchcock films. Its original run consisted of a mere 200 bags, which caused mass hysteria among handbag lovers everywhere and elevated the bag into permanent "It" status.

EXHIBIT

Conduah Exh. 1
Opp. No. 91185498

6. Marc Jacobs Stam

The Marc Jacobs 'Stam' is named after the designers close friend, Canadian Supermodel, Jessica Stam. The bag features quilting and gold hardware similar to that of classic quilted Chanel bags, but differentiates itself with it's relaxed look, gusseted frame and kiss-lock closure. Practically everyone in Hollywood has one and it retails online for around \$1,300.

7. Fendi Spy

The Fendi S/S 06 'Spy' Bag is priced starting at \$2,100 and is a favorite of style stars like Hilary Duff and Linda Evangelista. It's notorious status is caused partly by it's enormous waiting list, which can last up to 3 years.

8. YSL Muse

The Yves Saint Laurent muse is a status bag of the highest quality. Crafted out of the finest embossed leather, this oversize structured tote features expertly minimalist gold hardware and is often carried by celebrities such as Katie Holmes, Lindsay Lohan, Kate Moss and Jessica Alba. They are often sold out and are priced starting around \$1,200.

9. Prada Gauffre

One of the latest "It-bags" to hit the market is the Fall/Winter 06/07 Prada Gauffre. Victoria Beckham, Halle Berry, Beyonce and Madonna have all been photographed with theirs. It is made of Nappa leather and retails for \$1,800-2,650.

10. Louis Vuitton Monogram Speedy 30

The Louis Vuitton Monogram Canvas Speedy 30 is more of a mainstay classic than a trend, but that doesn't stop it from maintaining "must-have" status all year round! Jessica Simpson carries hers practically every day. It is the ideal city bag, featuring a roomy interior with natural cowhide exterior and golden hardware. Price: \$620.

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It Bag

From Wikipedia, the free encyclopedia

It Bag is a colloquial term from the fashion industry used in the 1990s and 2000s to describe a brand or type of high-priced designer handbag by makers such as Hermès or Fendi that becomes a popular best-seller.

Contents

- 1 History
- 2 Examples
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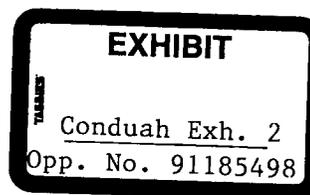
History

The term was coined in the 1990s with the explosive growth of the handbag market in fashion. Designers vied to produce one bag that would sell hundreds of thousands of units by becoming the bag "of the moment" -- a single handbag style that would spread like wildfire in popularity through the intertwined worlds of fashion and celebrity, aided by clever or just plain lucky marketing. Another way to define them is to say what other bags are not: "They are most definitely not *it bags* in the sense that they become *isn't bags* the next season." (Poppy Harlow)

As consumers have become more demanding, and in the face of structural changes in the handbag market, the "It Bag" is declining in popularity^[1]. More and more fashion companies are diversifying their offers, and no longer does one style blaze through a season.

Examples

- Hermès *Birkin*, named after actress Jane Birkin
- Hermès *Kelly*, named after actress and later Princess of Monaco Grace Kelly
- Balenciaga *Motorcycle*
- Balenciaga *Muse*
- Blumarine *B Bag*
- Bottega Veneta *Knot*
- Botkier *Bianca Satchel*
- Botkier *Trigger*
- Bulga *Butterfly*
- Caprice Bianca *Large Weekender*
- Chanel *2.55*
- Chloé *Edith*
- Chloé *Paddington*
- Fendi *B*
- Fendi *Spy*
- Givenchy *Nightingale*
- Dolce and Gabbana *Lily*
- Dior *Samurai*
- Kooba *Sienna*



- Louis Vuitton *Speedy*
- Marc Jacobs *Stam*, named after model Jessica Stam
- Marcela Calvet *Fay Dorys* in alligator
- Prada *Fairy Bag*
- Rebecca Minkoff *Morning After Bag*
- YSL *Muse*
- YSL *Downtown*
- Treesje Asher *Grande*

See also

- Birkin Bag

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- Eric Wilson, New York Times, "Is This It for the It Bag" Nov. 1, 2007

[1] (http://www.nytimes.com/2007/11/01/fashion/01BAGS.html?_r=1&adxnnl=1&oref=slogin&adxnnlx=1206891689-5lylyR7uHFQ+edZdUsZ1eA)

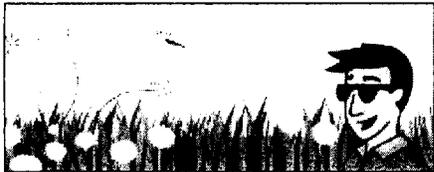
- Poppy Harlow, "The "It" Bag That Isn't" [2] (http://www.showbuzz.cbsnews.com/stories/2007/02/09/style_fashion/main2454999.shtml??source=RSS&attr=_2454999), Showbuzz.com, February 9, 2007.
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1. ^ Corcoran, Monica (January 20, 2008), "From 'It' to Obit", *Los Angeles Times*: p2

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The New 'It' Bags

Nicola Ruiz, 02 29.08. 12:01 AM ET



In Pictures: The New "It" Bags

A Chloe Paddington for \$2,100? That's nothing. A Fendi Spy bag for \$3,300? Pocket change.

For serious shoppers seeking the ultimate status symbol, nothing compares with the white alligator and diamond Chanel bag, which costs a disarming \$260,150. Or, for the slightly more frugal, the \$42,500 Louis Vuitton Tribute Patchwork tote.

It used to be that a simple, versatile black bag would do for both day and night. So when did the designer purse phenomenon reach such epic proportions?

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In Pictures: The New "It" Bags

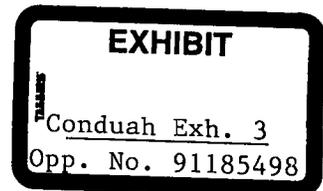
Barbara Atkins, fashion director of Holt Renfrew Canada, says the "it" bag craze began when Hermes designed the Kelly bag for Grace Kelly, which became famous in 1956 when the princess appeared in *Life* magazine with it on her arm. The Kelly was followed by the Birkin bag, named after actress Jane Birkin. Today a coveted Birkin can command hundreds of thousands of dollars

(following several years on a waiting list).

Even as stocks fall, this luxury sector continues on its positive trajectory.

Luxury spending on apparel and accessories in

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the U.S. totaled \$800 million in January, according to Kamal Rao, director of economic research for Mastercard Advisors, a macro-economic report that tracks U.S. retail across all spending. This marks an 8% increase over luxury spending in 2007. Meanwhile, online retailer eluxury.com reported sales of luxury handbags (those over \$500) increasing by 11% last year, confirming that luxury bags have maintained their must-have status.

What's Your Office Style?

"When it comes to these bags, customers have really stretched themselves," says Atkins. "It's not uncommon today to see people wearing outfits from H&M or Zara with a \$2,000 purse on their shoulder."

That's in part due to a "need" created by celebrities.

"Today's customers go online constantly to follow celebrity style--they're checking out what comes down the runway before it even gets a mention in the magazines," says Atkins. "They clamor to get on waiting lists, scarcity breeds excitement and the new 'it' bag is born."

The ultimate allure of a handbag, however, is that one size fits all.

"It represents something from high fashion that any woman can wear, regardless of her body type," says Jayne Mountford, vice president of trend reporting for Stylesight, a New York-based trend forecasting company.

Making those bags accessible are companies like Bag Borrow or Steal, an online rental service that works like **Netflix** (nasdaq: NFLX - news - people) for handbags. Customers can pay a weekly, monthly or annual fee, ranging from \$9.95 to \$59.95, for access to a collection of over 3,000 authentic designer handbags. Rentals go from \$6 to \$275, depending on the type and exclusivity of the bag. Tapping into a burgeoning sector, the company, which started in 2004, now boasts half a million members who can borrow bags for as long as they like with the option to buy the bags outright at discounted prices.

"Many of our members already have several designer bags," says Bag Borrow or Steal chief marketing officer Jodi Watson. "But they want the variety and the accessibility without the commitment of buying their own every time they see one they love."

While rent-a-bag companies serve the masses, true luxury spenders want exclusivity, and design houses like Louis Vuitton and Chanel are rising to the challenge.

The **Louis Vuitton Tribute Patchwork** bag, launched in December to an already sold-out audience, was assembled from 14 different LV bags cut up and sewn together like patchwork. Only five were up for sale in North America (Beyoncé Knowles bought one) with 24 available worldwide. Chanel one-upped the designer by introducing an alligator-skin bag trimmed with white gold and studded with 3.56 carats of diamonds--only 13 were available worldwide.

While some over-the-top "it" bags get snatched up before they even hit the shelves, others are making their way into stores this month.

Two extremes will score big this spring: the large, hand-held satchel or tote with multiple interior pockets, and the medium- to large-sized envelope clutch.

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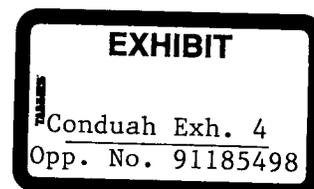
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DIY Trend

Happy Earth Day!

Staff Pick



Eberjey Colette Chemise in Pale Blush

How to describe outstanding lingerie? Let's get short, sweet, and to the point.

Eberjey built their business on creating premier lingerie that may be short in length, but plenty long on style. The Colette Chemise gets straight to the point creating a sexy silhouette (with plenty of décolletage) but cut in the softest of materials.

- Rayon jersey, nylon and spandex lace in Pale Blush



Value \$66

The next it bag

Every season produces a new "it" bag. And some seasons produce way too many it bags to count. Other it bags linger for seasons, staying as popular as when they first premiered.

Lately we have been loving a variety of more classic it bags, like the Proenza Schouler PS1, Yves Saint Laurent Muse, Hermes Birkin, Balenciaga Giant City and See by Chloe Daytripper.

Two of the most popular it bags have been the Givenchy Nightingale, seen on Nicole Richie, Ashley Oslen, Rihanna and Heidi Klum, and the Chloe Paraty, seen on Katie Holmes (shown below), Ashley Tisdale and Jessica Biel.

You can win your very own "IT" bag today, check out our witty take on the hottest bags.



Comments

1. Marissa said...

Oooo I like that bag of hers!

2. mary said...

I love the bag, but... am I the only one tired of that haircut?

3. Dana said...

I love the bag to... and I agree about the haircut it is getting old!

4. Vertie said...

I will take the bag! Love it! Katie can keep the haircut.

5. rebecca said...

I agree with all of the above.. the bag is great.. and Kate I am sorry about the hair.

6. Susan said...

Wow! I Love It! This Is Me! & Many Other's! Big! Bold! & Gorgeous! Classy & Sophisticated!!!

7. Paulette said...

YOU say that we could win the IT bag today. Didn't see it in the list of prizes. Love the bag and the haircut is 1960's in a way. Guys hate short hair. You also need to balance your body with hair cut according to your height. Tall women with short hair look like pin heads. Short hair is seldom feminine looking. Just look at models.

8. Iris Ann said...

Someone needs to get out of the past and into the future, but I definitely would keep the bag for myself.

9. Linda said...

I love the bag and I seriously agree on the hair.

10. Shirley said...

Hair is hair, it amazes me how women obsess about a string of dead cells drooping from hair follicles and of course there is body hair, a stage play about ways women try to get rid of body hair which is quite natural and serves the purpose of protecting the skin would be high comedy. One would think they could find more important things to think about. Actually I think long hair looks pretty silly on any woman over 14.

11. Susan said...

Evidently nobody in her life has told her how bad the hairdo looks on her.....oh well, love, love, love the bag!

12. Jack said...

I would love to win this bag for my wife.

13. Jacqueline said...

I am so in love with this bag
you should see my bad.lol
thanks for the contest and I need the bad.

14. Jacqueline said...

do we get to keep entering?I try to enter other sweeps but it keeps coming back to this.Why?

15. harleen said...

do people here really win??
i'm starting to doubt that.

16. jeff said...

I'm a total shoe and handbag junkie so ANY bag I don't have is one I want!

17. faith said...

i love the bag but DOES ANYONE EVER REALLY WIN THEM? Also where is the list of WINNERS for ALL THESE ELEGANT GIFTS THEY SHOW THEY GIVE AWAY????

18. faith said...

HARLEEN,

I am right there with you!!!! I enter EVERY DAY and I have NEVER WON ANYTHING!!!

I really started to doubt they give ALL this stuff away for FREE!!!

19. Yvonne said...

The bag is really nice, very cute,would love to win it.

20. Nikki said...

I love the color black to would love a bag like this!

Please log in to comment. Thank you!

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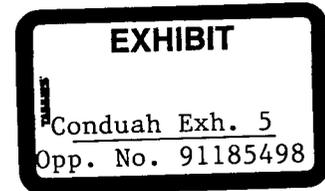
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Birkin buyer says cracked code for Hermes "it" bag

Mon Apr 14, 2008 11:05am EDT

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By Belinda Goldsmith

SYDNEY (Reuters Life!) - The elusive Birkin bag made by Hermes is so sought after as a status symbol by women worldwide that the French fashion house has a two year waiting list for potential owners -- or does it?

1 of 2

Full Size

Michael Tonello, a beautician turned fashion buyer, says he devised a system to bypass the much-talked about list and spent five years traveling between

different Hermes stores to snap up Birkin bags to meet -- and profit from - this pent-up demand.

Initially he sold them online but then began selling them at a handsome mark-up to wealthy private clients who didn't want to wait two years, with people aware that Hermes handbags are one of the few brands that hold or increase in value over time.

Tonello said cracking the code let him to buy hundreds of Birkin bags and he is now adamant that the waiting list is just a fantastic marketing ploy. So what was his trick?

TECHNOLOGY



"I would go into a store with a list in my Hermes Ulysse notebook and pile up scarves, shawls, bracelets, worth about \$2,000. This made me seem a regular Hermes client," Tonello told Reuters in a telephone interview.

"Once I had that pile ready to buy at the last moment I'd ask for a Birkin and they would usually produce one of the back room. In 2005 I bought 130 Birkins in a three-month period -- and you tell me there is a waiting list?"

Tonello, who wrote the book "Bringing Home the Birkin," released this month, about his Birkin adventures, said he has receipts to back his story.

A spokeswoman for Hermes in Australia, Nicole Morgan, said the company

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was making no official comment on Tonello's book.

She said managing requests for handbags, all of which are handmade in Paris, was part of their customer service.

DEALING BAGS LIKE DRUGS

Tonello said there was no other bag with the same allure as the Birkin so it made sense that Hermes would want to retain the mystery of its list and sense of the bag's scarcity.

"The bag has become the iconic 'it' bag, the symbol of ultimate luxury, because of its inaccessibility to the general public. People really want what they can't have," said Tonello, an American who lives in Barcelona.

"But I'd travel to different countries, walk into Hermes, use my formula, and get a bag, and return home with six or seven Birkins several times a month. It's odd to say there is a list when I could walk in and out of nine out 10 stores with a bag."

The elusiveness of the Birkin has ensured it has remained one of the world's most coveted bags since Hermes named it after British actress Jane Birkin in 1984, with prices starting at about \$9,000 and rising to about \$34,000 for a crocodile skin bag.

Birkins are regularly spotted on the wrists of glamorous celebrities, such as Victoria Beckham, Katie Holmes, and "Desperate Housewives" actress Eva Longoria. **Continued...**

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Is This It for the It Bag?

By ERIC WILSON
Published November 1, 2007

EVERYONE'S talking about the bubble, and when it will burst.



Alli Arnold

There is too much inventory. Prices are absurdly high. And analysts are predicting a slowdown in a market that may have already passed its peak of irrational growth, in 2004. Even as prices have increased exponentially over the last three years, with buyers trying to get in on the ground floor of

premier properties — the Paddington, the Muse, the Giant City — so, too, have reports of dwindling consumer confidence and a looming credit crisis that could potentially wipe out the value of Uptowns and Downtowns alike.

Some people are concerned that a combination of volatile interest rates and the weakened dollar will ultimately cripple the market.

Status handbags, you see, are a lot like housing. After the rise of the \$1,000 purse, fashion's equivalent of the \$1 million studio, there inevitably comes talk of a backlash. Are we now living in a handbag bubble?

"The new condo market today is comparable to the It bag," said Stephanie Phair, the vice

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president for merchandising for Portero, an online auction house that specializes in the resale of luxury goods. "Every bag has a name. At least in New York, you see the same thing with all those condo buildings going up with valets, pools, dog parks and fancy names. At some point, people are going to decide that, in fact, what they'd like is to go back to the tried and tested, the classic prewar or the apartment on lower Fifth Avenue."

- 5. V
- 6. S
- 7. P
- 8. B
- 9. C
- 10. U

"The appeal of the It bag," Ms. Phair said, "has started to wane."

Go to C

Yet this is a moment when every bag seems to have, in addition to a price tag that could be confused with a ZIP code, a name that conjures up images of a wealthy enclave or a cast member of "Gossip Girl." Heloise, Mathilde and Beata are bags by Chloé; Mariah, Camila and Elsa come from Marc Jacobs; the Uptown, the Downtown and the Muse are designs from Yves Saint Laurent, not buildings by André Balazs.

An entire genre of slouchy handbags, described as "hobos," may even strike some readers as unintentionally funny, if not slightly offensive, with their earnest descriptions and indiscreet prices — the Dolce & Gabbana Miss Perfect hobo, \$795; the Celine Bittersweet hobo, \$1,700; the Prada nappa gauffre Antic hobo, \$1,750 (a crazy gopher hobo?) — for bags meant to look as if they once belonged to tramps.

"Designers are just testing the laws of economics by pricing handbags higher and higher until people stop buying them," said Lauren Goodman, the fashion director of Domino magazine. "They are so expensive, and drive you to buy a new one every season, which is kind of a horrifying thought."

Ms. Goodman is aware of the hot bags of the moment: the Prada leather styles that repeat the ombré patterns of the fall collection; the Marc Jacobs oversize clutch, carried by several editors during the spring collections; the YSL Downtown bag, which is shaped like a Chinese takeout container with a handle. "Some people still carry the Muse," she said of another YSL style. "They think the Muse is hot, because they're kind of behind."

But how does one afford to stay ahead?

At the rate that designers are introducing new styles, that no longer seems possible, which has led to a shift in perceptions about status bags.

"That whole phenomenon has changed," said Julie Gilhart, the fashion director of Barneys New York. "Our customers seem to be looking for something more interesting. They don't

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want to spend money on something everyone else has.”

They don't want a one-season bag.

At the least, there is anecdotal evidence that the fastest-growing segment of the fashion industry, also considered its most lucrative because of its high profit margins, may not be immune to market exhaustion.

Coach, the leading American handbag company, reported last month that its profit growth may slow this holiday season, setting off jitters among investors who view the brand as the entry-level threshold for luxury goods and an indicator for the broader health of the market. One could not avoid the sense of dread reflected in a Women's Wear Daily headline this week: "A Chilly Wind Blows: Retailers Are on Edge About Holiday Season."

Handbag sales in the \$7 billion United States market are expected to increase by 15 percent this year, according to the stock research firm Telsey Advisory Group. This is considered a disappointment, because the growth is about half as strong as the category's 28 percent gain in 2004.

"That \$5,000 Marc Jacobs bag is so yesterday's news," said Elizabeth Kiester, the chief creative director of LeSportsac, which is developing a line of bags with Stella McCartney that will sell for under \$350, beginning in February. "The luxury market is so over the top now that it is demented. I call them limo bags. I don't have a limo."

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January 26, 2008

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*Style***Why 'It' Bags Are Out**

Luxury bags fall victim to their own success; exclusive over ostentatious

By **CHERYL LU-LIEN TAN** and **RACHEL DODES**

January 26, 2008

Irene Weisburd used to buy 20 handbags a year, dutifully getting on waiting lists for the season's designated "it" bag and filling her "bag wardrobe" with Fendi Baguettes, a Louis Vuitton Murakami bag and Prada nylon backpacks.

Recently, however, she has bypassed popular styles such as last fall's Gucci Indy bag and the ubiquitous Fendi 'B' bag in favor of unadorned pieces from Bottega Veneta and lesser-known labels such as New York's MZ Wallace.

"I felt like, 'Gee, all these bags are so attainable by a lot of people that everyone's carrying around that bag,' " says Ms. Weisburd, a 59-year-old homemaker who lives in New York City. "I wanted something that was more exclusive."

For the past 10 years or so, fashion houses have churned out expensive bags with distinctive shapes and logos in the hopes that they'd catch on as that season's sensation. Consumers, seeking the status a recognizable bag conferred, flocked to buy them, helping to fuel the recent luxury boom.

But as big luxury brands have expanded world-wide, offering more entry-level products to reach more consumers, some high-end shoppers are getting turned off. The proliferation of knockoffs has helped erode the mystique of owning a high-end bag. Affluent customers have grown confident in their own sense of style and increasingly turning to unique accessories to set themselves apart from the crowd. On top of that, the recent stock market selloff and downturn in consumer spending has many consumers shunning spending that could be considered ostentatious. As retailers head into the new year, some are declaring that "it" is over.

"The 'it' bag isn't important any more," says Stephanie Solomon, women's fashion director at Bloomingdale's. "It's all about looking different from your neighbor."

Instead of one hot, recognizable style, retailers this spring will be pushing a variety of styles and brands, many of them lesser-known. Intermix, a high-end New York-based retail chain, is making a big push for handbags from labels such as Zagliani and Lanvin. Scoop is stressing Jamin Puech, Whiting & Davis and other relatively unknown, expensive brands. For spring, Henri Bendel is picking up LVMH Moët Hennessy Louis Vuitton's brand Loewe, which is popular in Asia but hasn't been widely sold in the U.S.

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Retailers are targeting consumers like Elle Elder, a 36-year-old stay-at-home mother in Orchard Lake, Mich. Ms. Elder used to buy the latest looks from Prada and Jil Sander each season, but now she is seeking out brands that are more narrowly distributed and often more expensive. This season she bought a \$1,700 handbag, from an independent Italian label called Marni, with no logo at all. "I don't like anything that has a designer's name on it," Ms. Elder says.

These shifting tastes have sent ripples through the \$230 billion-plus luxury-goods industry. Handbags have a longer shelf life and produce higher profit margins for their makers than apparel, which must be cleared from stores every few months. To offset sales declines of pricey handbags, some brands are moving further upmarket, launching ultra-luxury lines with extreme price tags to match. Others are developing limited-edition bags to reinforce their exclusivity.

Many fashion experts date the original "it" bag to 1956, when Grace Kelly created a frenzy for the Hermès bag she famously used to shield her pregnant belly from paparazzi. The bag was known forever after as the "Kelly." In the 1980s, the Prada nylon backpack became a hit because its sleek, minimalist look was such a stark contrast with the cluttered excess in fashion at the time.

The compact Fendi Baguette, which Sarah Jessica Parker wore under the arm like a loaf of French bread in "Sex and the City," became one of the most coveted bags of the late 1990s and pushed prices to new highs. Despite its price tag starting at about \$400, women waited in line at Fendi stores for the distinctive-looking piece, with its prominent double-'F' logo.

Following the success of the Baguette, luxury labels jumped on the handbag bandwagon, launching and pushing a major style each season. Shoppers put their names on waiting lists and tried scoring pieces on the resale market. Companies fanned desire by giving purses to actresses, in hopes of landing paparazzi shots of their bags in fashion magazines.

In the summer of 1999, Christian Dior's Saddle Bag became a hit after stars such as Gwen Stefani started carrying it. In 2003, Louis Vuitton's Murakami bag, designed in collaboration with the Japanese artist Takashi Murakami, inspired long waiting lists at stores around the world.

One reason designer bags generated so much heat is that designer apparel had taken such a minimalist turn in the 1990s, says Valerie Steele, director of the Museum at the Fashion Institute of Technology in New York. "You could look all minimalist but then you could have an amazing handbag," she says.

It's only recently that fashion companies have begun to sense the shift in consumer tastes. Stores couldn't keep the \$1,380 Paddington leather handbag from Chloé, a unit of Compagnie Financière Richemont, in stock after its release in 2005. But over the next year, elite shoppers began to lose interest, in part because it was showing up in so many magazines and stores.

To compensate for the Paddington's flattening sales, Chloé has shifted strategy over the past 18 months. It has expanded its handbag styles to 80, compared with only 20 a few years ago, and it is introducing limited-edition styles at Chloé boutiques, such as the new Heloise bag in python for \$4,295. And to reduce its reliance on bags, the company has branched out into new product categories. Watches and jewelry are "the new 'it' bags," says Ralph Toledano, chief executive of the Chloé brand.

Other fashion companies are moving upmarket to bolster their images. Chanel says when it introduced a limited-edition alligator handbag with a diamond clasp for \$230,000 earlier this month, nine people were on the waiting list. "The discerning customer is evolving and we are continuing to make sure we are evolving with her," says John Galantic, president and chief

operating officer of Chanel Inc.

Two years ago, at the height of craze for iconic handbags, Neiman Marcus executives realized they would have to "move up" in terms of what it was offering at the "high luxury" level, says Karen Katz, president and CEO of Neiman Marcus Stores. To stand apart from rivals carrying the same designer labels and products, Neiman Marcus over the past 18 months has requested exclusive, limited-edition handbags made from exotic skins from design houses including Prada, Gucci and Yves Saint Laurent. Most of the bags cost \$2,500 and up, Ms. Katz says. For spring, the retailer will emphasize new bags from labels including Phillip Lim and Roger Vivier.

It used to take years to establish a fashion brand. But lately, many small labels are benefiting from the same sort of viral buzz that has boosted the fortunes of under-the-radar rock bands and made overnight celebrities out of people on YouTube.

Julie Gilhart, the women's fashion director for Barneys New York, says sales of Lanvin and other small luxury labels are growing at a "faster velocity" than Prada did when it was a niche brand in the early 1990s. She attributes the growth to coverage on fashion blogs and Web sites like Style.com¹ and in celebrity magazines.

Marni, an Italian label that doesn't advertise, is one of the hot new brands benefiting from consumers' taste for the obscure, growing markedly over the past two years. "We target a niche market, but that niche market is becoming bigger and bigger," says Gianni Castiglioni, president of Marni and husband of designer Consuelo Castiglioni.

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Tuesday, Dec. 02, 2008

The latest It bag

By DEPARTMENT

The latest It bag to get a handle on the market is the revamped Roberta Di Camerino Bigné bag (right), part of the Venetian fashion empire started in the '40s by Giuliana Coen and favored by the likes of Grace Kelly, Elizabeth Taylor and Elsa Maxwell.

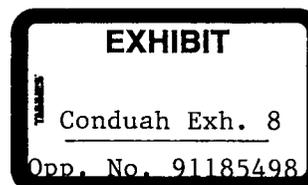
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FASHION / STYLE TIPS

THE IT BAG

If I invest in one handbag for the season, what should it be?

October 21, 2008 5:17 pm

The satchel, bien sur! This structured and polished bag is the most coveted of the season's carryalls and the perfect accent to fall's ladylike oxford shoes, pencil skirts, and tailored trousers. And because you have to carry it in your hand or balanced on your forearm, it will force you to stand tall and erect—like every lady should. The most stylish satchels come in so many luxurious colors and styles that it may be hard to choose just one. While black is the safe bet, go for a satchel in a rich color, if you dare, like **Phillip Lim's** in luxurious camel, Zac Posen's Pleated Trillium Satchel in gorgeous merlot, or BCBG Max Azria Shelby Double Handle Satchel in stunning gray. For a bag that's cheap and chic, check out Anya Hindmarch for Target's new satchel—a steal at \$45.



Photo: Inaxtree

3.1. Phillip Lim, fall 2008

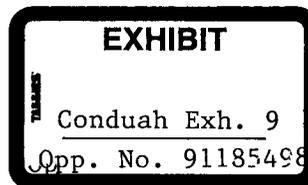
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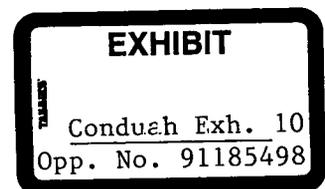


DECEMBER 07, 2005

The Next It Bag?: The B Fendi Bag

Thanks to Mary Kate and Ashley, the **Balenciagas** of every colour ruled 2003. In 2004 came the **Chloe Paddington**. In 2005 celebs and socialites clamoured over the **Fendi Spy bag**. The question is, which will be the 'it' bag for 2006?

For a fashion house, being the creator and seller of an 'it' bag is a dream come true. In 2004, Chloe shot to stardom thanks to the Paddingtons (and the cool girly designs of Phoebe Philo of course). Even people who don't know much about fashion suddenly learnt about the brand Chloe. This year, Fendi went from an old, not-so-popular brand to an attention-grabbing brand, (although admittedly, the clothes of Fendi are still not all that great.)





So because all the fashion people are at the end phase of loving the Fendi Spy bag, they are itching to be the first to carry around and show off the next 'it'

bag. With the winds still blowing in the Fendi direction, rumour has it that the next 'it' bag will be the **B Fendi bag**. The only thing I can say is that fashion designers must think the fashionables' IQs are dropping lower and *lower*. Really, what kind of **idiotic name** is 'B'? At least 'Spy' had three alphabets.

May 8, 2007 | 6:00 am

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It-Bag Alert: Mischa, Sienna and Lindsay Have the Latest Chanel



Whether on the red carpet or running errands in L.A., Chanel has always been a favorite of Hollywood's "it" girls. Mary-Kate Olsen even wrote an ode to her classic red Chanel bag. This season, stylish starlets are scooping up the Chanel 2.55 handbag in patent calfskin, white, black or ruthenium metal. Like all things Chanel, the flap bag doesn't exactly come cheap. Sold exclusively at select Chanel boutiques, it carries a hefty price tag—\$2675 to be exact (call 800-550-0005 to order). Luckily, you can get the look at SophiasReplica.com for a more reasonable \$120. **Tell us: Would you ever splurge on a real Chanel bag?**

Photo: Sylvain Gaboury/FilmMagic; Earl/Field/Splash news online; FAME

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Ashley

May 8th, 2007



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January 19, 2007 | 12:14 pm

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Road Test: Renting an "It" Bag Via Bag, Borrow or Steal



I may have been able to afford Ashlee Simpson's Free People tunic, but her \$1700 quilted Balenciaga purse is a whole different story. But thanks to Bag, Borrow or Steal, I was able to rent that exact bag for a week during the holidays. Here's how it works: There are hundreds of designer bags and fine jewelry to choose from for weekly or monthly rentals. You can become a member for \$5 a month, which gives you steep discounts on the four levels of rentals: Couture, Diva, Princess, or Trendsetter — member rentals range from \$6 a week to \$275 a month. When carrying my "borrowed" Balenciaga, I was convinced that everything I wore looked better, and despite my paranoia that I was going to irreparably damage the bag, it came through without a scratch. Best of all, I was only out \$80, which is a lot easier to swallow than \$1700. Next up on my list is the buttery-soft Chanel tote that I have been lusting after. Note of caution: you can't pre-reserve so leave yourself a little time cushion to get in your bag if you need it for a special occasion. The hottest "It Bags" can be waitlisted for several weeks. Even with a little lag time, why buy when you can rent? — **Melissa Liebling-Goldberg**

See more of Melissa's webshopping picks in the new issue of PEOPLE's StyleWatch, on sale now.

Photo: Courtesy of Bag, Borrow or Steal

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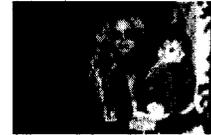
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Style Profile: Eye on Nicole Richie

Desperate Housewives share the la "IT" bag

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The Desperate Housewives stars, Eva Longoria Parker and Teri Hatcher not only share the small screen but their fashion ideas as well. Teri Hatcher seen in Ocotober carrying the Madeline by Alexis Hudson made sure to pass on the info, to Eva Longoria Parker, of the IT bag for this season.

more pictures of "Desperate Housewives" with the same bag

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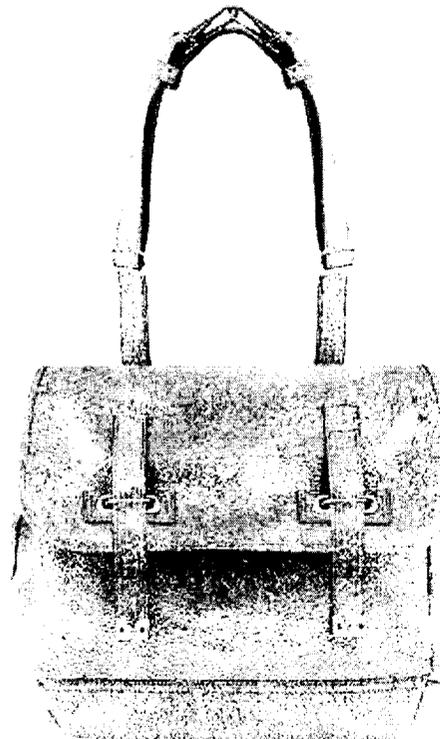


FASHION

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March 24, 2008

Is this the Spring/Summer 2008 It-bag?



So far this season, the Yves Saint Laurent Besace bag has already been spotted on the arms of **Demi Moore, Gisele Bundchen, Jennifer Aniston, Jessica Alba, Julianne Moore, Kylie Minogue, Lily Allen, Sarah Jessica Parker, and Sienna Miller.**

Whew! What a celeb list.

Is this the new It-bag? Is the "Muse" bag history? We're keen on the Besace's clean utilitarian lines and cozy aesthetic. It's totes totable.

Posted by Danica Lo on March 24, 2008 4 48 PM

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Longchamp 'It Bag' Vertical Tote by Longchamp

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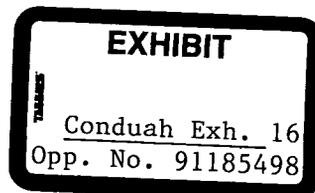
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A French phrase lends a playful spin to the it-bag print fashioning a versatile, leather-trim (s): ecru, orange. Brand: LONGCHAMP. Style Name: Longchamp 'It Bag' Vertical Tote. St 253996. Available In Stores. Manufacturer part number 4956462037

Product details

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Material	Leather



IMAN Global Chic The "It" Bag Couture Satchel and Card Holde



video

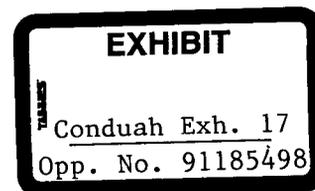
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The "It" Bag Couture Satchel and Card Holder
by IMAN Global Chic

Doctor's satchel profile.
Patent croco-embossed walls. Faux frame top.
Self-covered barrel straps with pyramid stud detail.
Hidden exterior slit pocket underneath front logo flap.



IMAN signature logo medallion and studs.
Goldtone hardware. Flat bottom with metal feet.
Top open. Zipper closure.
Signature lobster claw zipper pull.
Logo-printed lining.
5 interior side wall pockets.
Includes croco-embossed card holder (located inside front exterior flap pocket underneath logo flap).
Drawstring dust bag (27" x 24-1/2").
Approx. 16-7/8"L x 7-1/2"W x 10-1/2"H with 8"L handle drop.
100% manmade materials. 100% polyester lining.
Imported.

Make no mistake...this handbag by IMAN Global Chic is just what the doctor ordered! Nurse yourself back to good fashion hatching accessory that has a prescription only HSN can fill. Black, brown, off white, tan, purple or periwinkle (blue).

About IMAN Global Chic...

Put down your passport and let IMAN bring home to you an unparalleled collection of accessories, fashions, jewelry and more many travels throughout the world. From the bold sophisticated colors of Africa to the glamour of the Hollywood Hills and the streets of London, Paris, Milan, and New York, IMAN's inspirations give you that jet-set style you've been looking for.

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October 6, 2008 at 5:00 am by Allison McCarthy

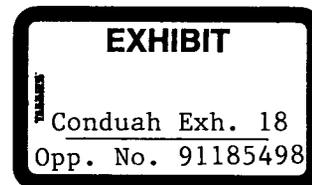
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There's nothing that screams luxury quite like a logo-emblazoned handbag. I'm usually against obnoxious designer touting, but in the case of green, I'm willing to make an exception. This Vegan Queen Eco IT Bag looks like it should line the accessories shelves at Neiman Marcus with the likes of Louis Vuitton, Ferragamo, and Fendi.

At a price to match some of its designer counterparts, Vegan Queen (\$695) differentiates itself by standing out as both trendy and eco-friendly. Made of PVC-free eco-polymer, vegetal leather, organic cotton terry lining, antique brass-finish hardware, engraved recycled crest medallion, and nickel-free zipper, this bag stays true to its green claim in every way. So, if you're going to opt for the logo look, at least make it VQ.

Vegan Messenger Bags

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www.MooShoes.com

Organic Clothing

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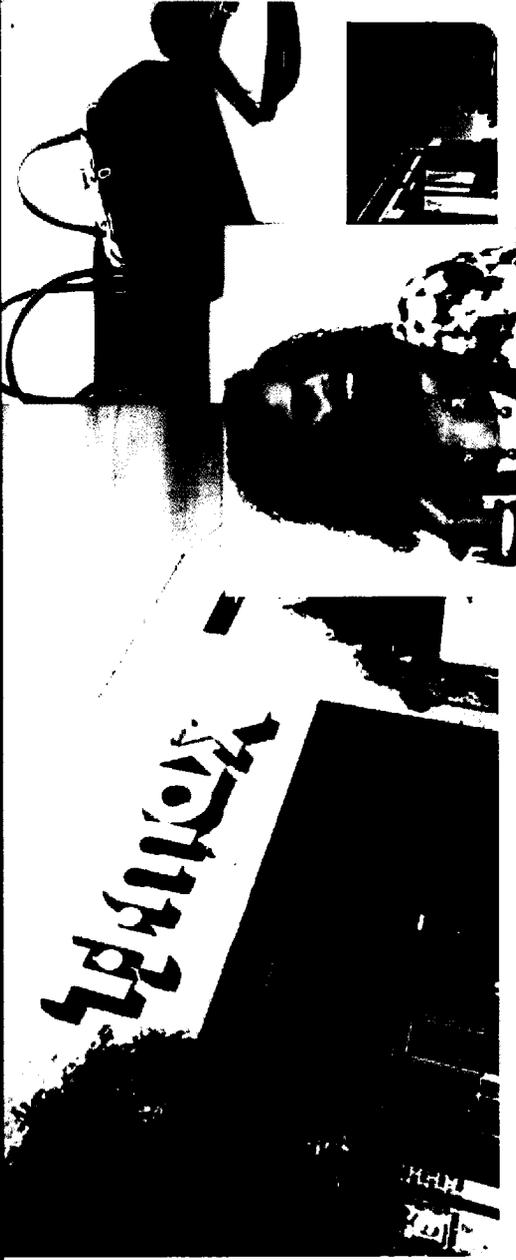
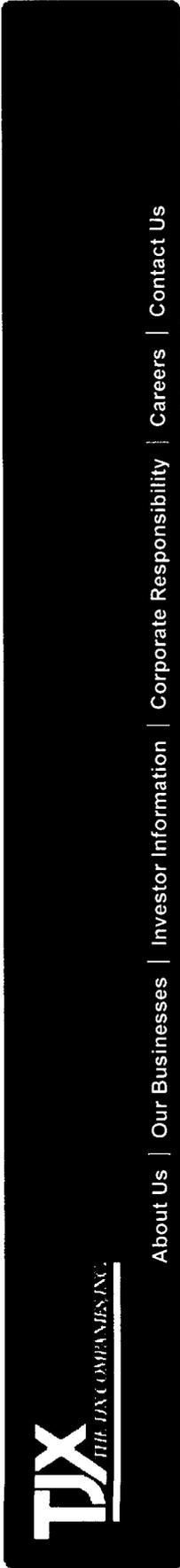
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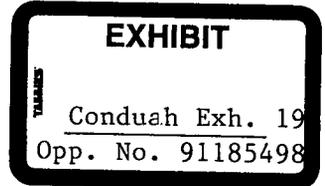
Tags: accessory , bag , cotton , fashion , organic , recycled



- T.J. Maxx
- Marshalls
- HomeGoods
- A.J. Wright
- Winners
- HomeSense
- STYLESENSE

T.J. Maxx was founded in 1976, and together with Marshalls, forms The Marmaxx Group, the largest off-price retailer of apparel and home fashions in the U.S.

- T.K. Maxx
- HomeSense



T.J. Maxx sells brand name family apparel, women's shoes and home fashions, and differentiates itself with an expanded assortment of fine jewelry and accessories, all at prices 20-60% below department and specialty store regular prices.

T.J. Maxx, which operated 874 stores at the end of 2008, has further growth opportunities in the U.S., including new stores and expanding successful merchandise categories.

The average store size of a T.J. Maxx store is approximately 30,000 square feet.

Find a Store nearest to you:

Call 1-800-2-TJMAXX

Store Locator

T.J. Maxx online:

www.tjmaxx.com

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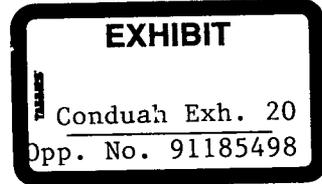
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- Winners
- HomeSense
- STYLESENSE

Marshalls was acquired by The TJX Companies, Inc. in 1995, and together with T.J. Maxx, forms The Marmax Group, the largest off-price retailer of apparel and home

- T.K. Maxx
- HomeSense



With a product assortment similar to T.J. Maxx, Marshalls differentiates itself with a full line of footwear as well as a broader men's selection. In 2008, Marshalls launched a new concept called Shoe MegaShop by Marshalls, which is a standalone store featuring shoes and accessories.

The Marshalls chain, operating 806 stores at the end of 2008, continues to grow in markets across the U.S. and through expanding successful merchandise opportunities.

Marshalls stores are an average of approximately 32,000 square feet in size.

Find a Store nearest to you:

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