**Rubanne Specialties**

New Fall Product Summary

Rubanne Specialties is proud to introduce new products to our line of leather and fabric-covered accessories for men and women for autumn. These products were carefully designed to meet the needs of our customers, who crave the best in quality, durability, functionality, and aesthetics.

We are pleased to announce the following additions to our Flair Collection. These fabric-covered accessories are specifically designed for the woman who desires to match her existing Flair products.

Table : Flair Collection

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| --- | --- | --- |
| Item | Description | Price |
| Checkbook Cover | This cover will hold a standard checkbook or pocket calendar, and includes a place for a pen. | $ 15 |
| Cosmetic Case | This case has a plastic lining and zippered top. It fits easily into a larger purse. | $ 25 |
| Eyeglass Case | Soft on the outside, this sturdy case is lined with a soft, non-scratch fabric. | $ 25 |
| Jewelry Box | Designed for travel, this compact box contains a small mirror and individual compartments to store your jewelry securely. | $ 35 |
| Cell Phone Case | While small enough to fit in a purse, you can attach this case to your belt or purse with the elegant silver clip. | $ 40 |
| **Flair Accessories Total Prices** | | **$ 119** |

For the businessman, we have added several items to our Momentum Collection. These leather accessories offer the same durability and quality as our Momentum briefcases and travel bags.

Table : Momentum Collection

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| --- | --- | --- |
| Item | Description | Price |
| Key Case | Special features of this case include 8 key hooks, a double snap closure, a valet ring, and a small pocket for receipts or other small papers. | $ 35 |
| PDA Case | Keep your PDA secure with the Velcro closure. You can carry the case in your briefcase, clip it on to your pants or pocket, or slip it through a belt loop. | $ 40 |
| Passport Wallet | Slots for 6 credit cards, a currency pocket, and two clear sleeves to contain your ID and passport are included in this distinctive wallet. | $ 45 |
| **Momentum Accessories Discounted Total** | | **$ 120** |

In our handbags department, we have several new offerings, with striking color combinations, for our Fall line.

Table : New Handbags

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| New Handbags | Item | Price |
| Fiona Mini Bag | Available in red, black, and brown leather, this bag has a 13 inch strap, a zipper pocket, an open pocket, a magnetic pocket, and fabric lining. | $ 99 |
| Loretta Soft Tote | Available in taupe, dark brown, and black, this tote has soft woven straps that make it comfortable to carry. | $ 139 |
| Angela Shoulder Bag | Soft gathers and pleats make this black and brown bag modern yet classic. Other features include a zip pouch, key holder, magnetic closure, and fabric lining. | $ 129 |
| Francesca Hobo | Available in red, purple, brown, and black, this bag includes a 13-inch strap, two outside zipper pockets, two magnet closure pockets, and fabric lining. | $ 149 |
| Gloria Shopper | This is a soft, durable shopping style bag with zebra print and red trim. | $ 59 |
| **New Handbags Average Price** | | **$ 115** |

**Sales Goals**

|  |  |
| --- | --- |
| Product Category | Sales Increase |
| Backpacks | 10% |
| Belts | 7% |
| Business Cases | 14% |
| Handbags | 10% |
| Travel Bags | 3% |
| Wallets and Key Chains | 5% |

Autumn is traditionally a time when many individuals update their wardrobes and reassess their need for new fashion and business accessories. Rubanne Specialties typically has the highest sales during this season. The following data summarizes the company’s goal for increased sales in each category of merchandise.