

**FOR IMMEDIATE RELEASE:**

Contact: Lori Tomonari  
Creative Media Marketing  
212.979.8884  
Lorit@cmmpr.com

**Trina Introduces 2010 Fall/Winter Collection**

*The newest collection reveals a glamorous nod to old Hollywood for fashionable and functional travel and cosmetic accessories*

**El Segundo, CA (February 2010)** — Inspired by vintage Hollywood glamour, hip parties and polished lifestyles, the **Trina Fall/Winter 2010 Collection** is the perfect fit for the effortlessly sophisticated traveler. With high-fashion and practicality in mind, the collection features chic fabrics, delicate gold detailing and vintage appeal, bringing together elements of playfulness with classic fall colors. Consistent with the fashion industry's hottest looks, each bag in the Trina Collection allows you to translate the latest couture trends into your daily wardrobe *and* lifestyle.

The **2010 Fall/Winter Collection** features ten unique lines with functional shapes, creative prints and innovative designs which take fashion-minded consumers from day to night, while keeping them organized. Much like the mix 'n match styles of the season, which lined the runways of fashion's most coveted designers, the collection merges classic femininity with a splash of urban elegance for a fresh take on your favorite accessories.

Take a step back in time to old Hollywood—when young starlets epitomized glamour and elegance. The **Grace** collection features the simple sophistication of houndstooth tweed while the soft, muted florals of **Audrey** present a classic beauty reminiscent of the collection's namesake, Audrey Hepburn. The timeless mix of black and white are featured prominently in the **Brigitte** collection, while the striking tribal print of the **Selma** collection utilizes bold looks. For contrast, the Fall/Winter 2010 collection offers a vibrant mix of berry and navy in the **Lola** collection as well as a streamlined, simplistic use of taupe, black and fuchsia in the **Vivien** collection. The **Jayne** line features a muted baroque floral with a surprising pop of teal in the interior lining while the **Racquel** collection draws attention with a bodacious cheetah blur. To keep it simple and classic, Trina's **Betsy** collection features sweet signature dots and Trina's staple, **Kelly Stripe**, is revived in a chic gold hue, making it a posh must-have for the season.

Each season, the Trina design team travels throughout the world's fashion capitals, from New York to Paris to London, researching the latest trends. The looks that stream down the runways then inspire the designs for Trina, delivering seasonal collections that offer fashion-forward styles, shapes, colors and fabrics that hit the shelves at the same time as their couture counterparts, but at an accessible price ranging from \$20-60.

**Trina bags are available at Nordstrom locations and fine boutiques nationwide. To locate a retailer near you, please call 800.833.5562 or visit [www.trinastyle.com](http://www.trinastyle.com).**

**ABOUT ALLEGRO**

Founded in 1973, Allegro Mfg. Inc. has evolved into a leading accessories design house. In the cosmetic bag category, it boasts an 85 percent share of the North American market. Headquartered in Los Angeles, Allegro Mfg. Inc. trades in more than 30 countries and maintains sales and distribution offices in London, Paris, Mexico City, Toronto, Sydney and Shenzhen. Additionally, the company maintains two wholly-owned manufacturing facilities in China and the Philippines and out-sources to more than 25 factories in China. Currently, the company's brands, which include the high-end Trina and Trina & Co. cosmetic bag lines, and the moderate Contents and Modella lines, are retailed in more than 35,000 doors around the world.