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**Trina Introduces 2010 Spring/Summer Collection**

*The newest collection reveals a whimsical look towards exotic destinations for fashionable and functional travel and cosmetic accessories*

**El Segundo, CA (December 2009)**— Perfect for travel and leisure lifestyles, the **Trina Spring/Summer 2010 Collection** was inspired by long, luxurious days at the beach, sunny getaways and simple indulgences – all with a sophisticated twist. With high-fashion and practicality in mind, the collection features chic fabrics that bring elements of playfulness together with bright springtime hues and classic gold detailing. Inspired by 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 Spring/Summer Collection** features seven unique lines with functional shapes, creative prints and innovative designs taking 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.

Let the east inspire you with the colorful cultural prints of the **Morocco** line or capture an ocean sunset with the pink, orange and yellow hues of the **Fiji** collection. Explore a simpler life with nature inspired prints from the **Saint-Tropez** line and watch canvas come alive with bold coral colors seen in the **Barbados** line. **Bamboo Island** walks a fine line between fashion and art with a hip black and white graphic print. **Martinique** offers a stroke of genius, letting your artistic side shine through with a colorful brushstroke pattern. To keep it simple and trendy, Trina's staple **Kelly Stripe** is revived in a cool lilac 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 and 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.

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 the premiere accessories design house. In the cosmetic bag category, it boasts an 85 percent share of the U.S. mass 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 Trina, Modella, Basics and Soho cosmetic bag collections, are retailed in more than 35,000 doors internationally.

Allegro Mfg. Inc. boasts the industry's only fully-staffed sample room capable of producing same-day, handmade samples, as well as a one-of-a-kind fabric library with materials sourced from around the world. The company's extensive list of retail partners benefit from Allegro's unique International Trend Service, a bi-annual report with fabric, color, shape and design trends culled from the world's fashion capitals. Allegro Mfg. Inc. became part of the Conair family when it was acquired by the consumer products giant in 2007.