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Austin | Fowler

2023 MEDIA KIT



*"It's time to feel chic and organized on the go."*

Austin | Fowler is a rapidly growing Minneapolis-based company founded in 2015. Stephanie & Vince Fowler, founders and parents of four have designed the ideal motherhood, professional, and travel bag that every woman wishes she had.



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*"As a busy mom of four little kids, I was always searching for the perfect bag that made my life easier as a working, traveling, everyday mom. I needed my bag to keep me organized, but I wanted it to look gorgeous and reflect my personal style" says Stephanie.*



*"Austin | Fowler brings style, quality, simplicity, and inspiration to every stage of your life"*





# LEARN MORE

## **Q: How would you define Austin | Fowler's style?**

A: Our style is classic and bold. We love rich and unexpected pops of color, and patterns that are timeless and will be just as relevant this season as they are the next. We don't believe in settling for ordinary or following the trends of the moment. Austin | Fowler encourages women to remember every day that life is full of unlimited possibilities all while maintaining class and style that will endure for years to come.

## **Q: Can you tell us more about what makes Austin | Fowler bags and accessories unique?**

A: We are so intentional with every design we produce that we include features that will simplify the lives of women on the go and also have a polished style that allow them to feel chic even on their most basic of days. Our bags are designed with endless pockets to make it so easy to keep everything compartmentalized, bright interiors to make it easy to find everything, laptop sleeves, luggage sleeves, and key leashes. We believe that if a woman feels more organized and chic, she shows up as her best self. We help facilitate that through designing a bag that does just that for her!



**Q: So, who exactly are Austin | Fowler bags designed for?**

A: Our bags are designed for the woman who may wear many hats! The professional heading into the office or workplace who needs everything organized but wants to look polished. The mom who still wants to feel pulled together and chic but craves organization. The traveler who knows that organization is key to a more enjoyable trip! And for the woman who wants an elevated every day look, to look effortlessly classy.

We are building a lifestyle brand that resonates with all women by providing clear and elegant solutions to everyday challenges. Life can be messy but with the right tools and approaches, you can handle any situation with class and still have fun.

**Q: What are your other go-to products?**

A: We've also created some gorgeous wallets that are full of personality but also incredibly functional. Our everyday packing totes have done extremely well for us as they enhance the organization of any bag as well as around the home.

We want to continue to offer products for our customers that will simplify their everyday lives but provide the style and organization that they love. We'll have more styles and designs of bags coming out in the near future and will continue to create bags that can be multi-purpose, completely organized, and downright gorgeous!



# PRODUCTS

Austin | Fowler bags are designed to keep women chic and organized on the go whether using them for work, travel, or a day out with the kids. Our designs combine classic and polished styles with functionality that keeps them effortlessly organized on the go. Our bags feature a signature bright interior to give a pop of personality to a classic bag but more importantly, makes it so easy to see what's inside. Endless pockets and functional features also make carrying an Austin | Fowler bag a pure delight!

## the briggs bag

Fine weave water resistant nylon with full grain leather trim and gold hardware make this bag stunning and so versatile!

This lightweight and beautifully designed bag with it's versatile style and classic design can easily be used as a diaper bag, work bag, travel bag, or for any other purpose. Wear it over the shoulder, cross body, backpack carry, or unsnap the sides to create a tote style bag!



## the francesca backpack

This lightweight and beautifully designed backpack with its versatile style and classic design can easily be used as a diaper bag, work bag, a travel bag, or for any other purpose.

## the brielle backpack

This lightweight and beautifully designed backpack with its versatile style and classic design can easily be used as a diaper bag, work bag, a travel bag, or for any other purpose.



## the omaha handbag

This beautifully designed bag is a classic saddle style handbag that will easily take you from one season to the next. The Omaha handbag is lightweight enough to be carried every day but can also be dressed up for more special occasions. It will leave you feeling chic and organized on the go!



## the sarah mini

This beautiful design is taking a backpack purse to an elevated level. The Sarah mini is a gorgeous full grain pebbled leather backpack purse that will leave you feeling chic and polished when heading into an important meeting, traveling across the world, running errands, and also on date night.





## the marina mini

The lightweight and versatile Marina mini backpack is a gorgeous weather resistant nylon backpack with full grain pebbled leather detail. This is an elevated take on a smaller backpack that is ideal for your everyday purse, using for travel, and as a smaller diaper bag.

## the brielle mini

This lightweight and beautifully designed backpack is small enough to carry as an everyday purse, a smaller diaper bag, convenient for travel, and elegant enough to carry into the office as well!



## everyday packing totes

These packing totes keep you chic and organized on the go! Each set of packing totes comes with three totes in varying sizes and transparent front to easily see the contents. The largest tote is transparent on both sides to also be used as your stadium compliant bag for games and concerts.



## the briggs weekender bag



Wear it over the shoulder, cross body, slide over the handle of your suitcase, or unsnap the sides to create a tote style bag!

Fine weave water resistant nylon with full grain leather trim and gold hardware make this bag stunning and so versatile!

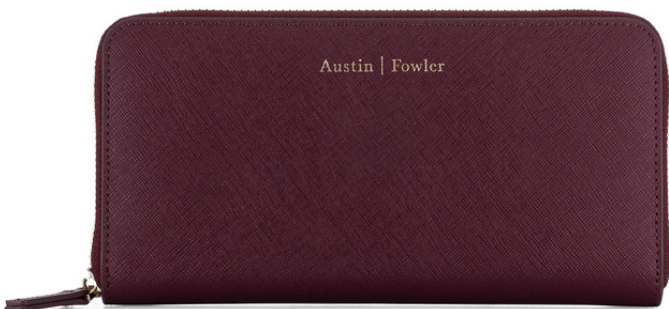
## the lynn wallet

A classic envelope shape, saffiano leather exterior with a refreshing pop of fuchsia on the inside is the perfect wallet or stunning clutch for your night out!



## the marie wallet

This saffiano leather zip-around wallet is sure to be a standout! Adorned with gold zippers and leather pulls. This wallet will be a stunning classic for years to come!



## the blair coin cardholder



The blair coin cardholder is the perfect accessory to hold all of your essential cards, some cash, and coins. It is the perfect accessory to include in your everyday handbag or throw in your coat pocket for errands. It's lightweight but keeps all of the essentials on hand and is so very chic.

## the blair wristlet

Wear the elevated wristlet casually for a day of shopping, errands, or brunch with the girls. Or use it as an elevated wristlet for that more elegant night out!



## the blair luggage tag

The saffiano leather luggage tag will add a touch of elegance and class to your luggage or travel bags. Instantly add chic to your travel accessories!

## the duke crossbody strap

Refresh your favorite bag or add your own customization to a new one with this chic crossbody strap! The adjustable length and stunning gold clips make it incredibly easy to change out straps on your bag for a totally different look.







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