

Ellen Allen Annapolis - Launches New Collection of Handbags

Inspired by historic architecture and the active life-style of the Chesapeake Bay, Annapolis based designer, Ellen Allen, launches her line of upscale handbags. She is bringing sophistication to a whole new generation of fashionable women.

Dec. 7, 2009 - [PRLog](#) -- Inspired by historic architecture and the active life-style of the Chesapeake Bay, Annapolis based designer, Ellen Allen, launches her line of upscale handbags. She is bringing sophistication to a whole new generation of fashionable women.

“Growing up in a historic house in Southern Maryland, I was exposed to classic architecture and interior designs at a very young age,” remembers Ellen. “It was during these formidable years that my taste for design was nourished, and it continued while at college in New Orleans, traveling throughout France and around the World after school, and as an interior designer. I just love classic elegance.”

‘The Chesapeake Collection’ is Ellen Allen Annapolis, Inc. inaugural line of women’s handbags and totes. Each bag combines bold awning stripes with elements of Annapolis architecture. Constructed of durable, eco-friendly materials Ellen’s bags were designed with the active lifestyle in mind. They are stylish and functional, an eye-catching accessory at a cocktail party or a day on the water.

In the summer of 2007, Ellen was struck on the idea for the perfect bag: “My friend and I were assessing one of my MANY totes, both of us lamenting how it could be done better, when she said, ‘wouldn’t that bag look great in stripes?’ And I haven’t slept since.”

Ellen Allen bags are classic yet fresh, bold but not overbearing. Her designs strike the perfect balance between preppy and casual, which define the coastal lifestyle of many in Annapolis. As a working mother of two, Ellen wanted to create a graceful product she could use to carry samples to her interior design clients, yet offered the flexibility to tote the kids supplies to school or a picnic lunch onto the boat. “It’s hard to find a sexy way to schlep your stuff. Women have been choosing between fashion and practicality for generations. Why can’t we have both?” laughs Ellen.

Ellen Allen Annapolis has based their business model on a principal Ellen learned while spending four years with Nordstrom – that providing a high level of customer service is vital to success. “Our customer’s satisfaction is the only thing I’m concerned with,” says Ellen. “Their feed back and experience with our products is taken into account with everything we design. If she’s not happy with a bag, we take it back. No questions asked.” Additionally, Ellen Allen Annapolis gives back to the community which has inspired her designs. Ellen is active in numerous charities in Annapolis and her company donates proceeds from sales.

Now in her second year as a manufacturer, Ellen is not slowing down. “I have a bunch of different styles we are sampling now, and new fabric designs and color ways covering the studio. Every time I walk into a historic building I spot an architectural facet that could be incorporated into our brand. It is very exciting and I know our customers will love what we are working on.”

Ellen Allen Annapolis products are available in select boutiques in the Mid-Atlantic as well as online at www.ellenallenannapolis.com. They have been featured in Baltimore Magazine, as well as What’s Hot For Spring in The Hunt Magazine.

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Ellen Allen Annapolis is a lifestyle design company based out of Annapolis that features exclusive designs by Ellen Allen. Born and raised in the Chesapeake Bay area, Ellen has always found inspiration in Maryland's coastal lifestyle. Locally known for many years for her interior design work in the mid-Atlantic region, she recently launched an accessories line featuring her own proprietary patterns. Ellen lives in Millersville with her husband, Don, two children, Scott and Mac, and their dog Lulu. As a working mother, Ellen aims to design accessories for her customers that are both fashionable and functional. The Chesapeake Collection is available for viewing at www.ellenallen.com.

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