



**PRESS RELEASE**

June 28, 2016

FOR IMMEDIATE RELEASE

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**BOCONI GROWS WOMEN'S COLLECTION**

BOCONI, primarily a menswear company, has found much success in the women's accessories market since its launch in 2010. This fall they plan to bring the products to the forefront! The Kylie Collection, crafted of Italian calfskin and lined with eco-friendly veg tanned saddle leather, is BOCONI's focus for pursuing the vast women's market. Currently the collection contains four wallet styles, each available in three colors. A new color, Acai Blue, and two bag styles are launching early July.

These bags are a must-have for traveling abroad where these thieves are especially prevalent. The Mini Bag has adjustable straps and looks great either as a shoulder bag or cross body. The Mini Clutch comes with two different detachable straps and can be carried three ways! It can be carried as a simple hand clutch with no straps, as a wristlet, and as a cross body bag. BOCONI plans to introduce a backpack, tote, and new wallet styles to the Kylie Collection throughout the remainder of 2016.

As with all BOCONI products the Kylie Collection is RFID protected. All credit cards, IDs and passports contain radio frequency chips that leaves personal information susceptible to high tech thieves. BOCONI products contain a thin alloy blocker between the leather and linings to block these frequencies. RFID protection is almost standard in the men's market now but for some reason has not made it over to women's. BOCONI is proud to offer this same security to women.

To promote the Kylie Collection, BOCONI has partnered with Good Grit Magazine. Our ad can be found on page 84 of their July-August issue. More BOCONI products are also featured in their Jetset Style Editorial.

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A Modern American Spin on the Classics

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*BOCONI Bags & Leather is a Nashville-based leather goods company specializing in bags, wallets and accessories for both men and women. For more information, please visit <[www.boconi.com](http://www.boconi.com)>.*

