



72-363 Hwy 111, #A-2, Palm Desert, CA 92260

8/28/18

It's...In The Bag! is expanding and moving locations.

By mid-October It's...In The Bag! will be moving out of the Palm Desert Desert-Crossing center where they have been for 24 years over to the Jensen's center on Highway 111 and Larkspur smack dab in the heart of "Old Palm Desert" and just off El Paseo.

"We couldn't stand the terrible odors from Panda Express any longer" Chuck Weisbart the owner stated! "Our landlord was useless and played around with the issue for 2 ½ years, the city of Palm Desert was useless in helping find the cause of the problem, so we decided it was time to both relocate and find a location with better visibility and space. Desert Crossing is part of a huge corporate entity (CBRE) who could care less about their tenants longevity or success..... we had customers leaving the shop because they would get nauseous from the odors and the landlord had a JV team of handymen that were attacking a huge problem with a spackle knife and screwdriver." When all was said and done....the City of Palm Desert erroneously passed the construction next door for the Panda Express restaurant....and forgot to see if there was a fire-wall between the two shops as required by the California Building Code.....and although spec'd, not built as such endangering a business that has been ongoing for over 28 years. "Had there been a fire in the kitchen on the other side of this wall.....It's...In The Bag! would have been a pile of ash!" When all is said and done, we will have our way with the City of Palm Desert and the landlord for gross negligence and endangerment.

The new location will have far better visibility, parking and much more space as It's...In The Bag! is one of those locally grown concepts that just keeps busting at the seams and is now the most full service travel shop in the USA. As one of their customers -Lee Mimms says....."The Neiman Marcus of Travel". "It's time to move on and move up" founder Chuck Weisbart states as they have started their 29th. When It's...In The Bag! opened 28 years ago....there were 4 luggage shops in this desert, and they only carried luggage, didn't want kids coming through the door and catered to just the "upper crust" traveler. None of the 4 shops had a clue how to fix a suitcaseand in a resort town where the average resident travels 4 times the national average and we have well over a million tourists a year.....there was yet another niche to be filled. Repairing over 100 bags a week is standard operating procedure for these guys! Back in 1990, there was almost nowhere in the Coachella Valley for kids to get a school backpack....40,000 kids in the schools.....nowhere to buy a backpack, much less have one fixed. What a niche.....and we got to work with families and kids that those snooty luggage stores didn't want to see come through the door.

Consumers complained about the plethora of black bags at the airports.....yet the consumer would keep buying black bags.....another niche.....enter the MyTag and TudeTag..... the proprietary bag tags

made here in Palm Desert and patent pending...It's...In The Bag! ships this tags all over the globe. A problem.....nope, an opportunity!

9/11 stuck....travelers were antsy about travel.....another niche....travel security and packing seminars.... Eased the mind the travelerand they wanted to get back on the road again. When travel picked up after 9/11...the internet travel industry took off.....but wait, who is going to tell the traveler everything they need to know that travel agents used to do.....you got it..... the seminars now became "Travel Enhancement, travel security and packing". By 2010 everyone started using mobile technology....and wifi was everywhere on the globe for free.....yep, the seminars are now..Travel enhancement, travel security, travel technology and packing.

By 2009..third world travel was expanding exponentially...and customers needed to be outfitted for safari's and other third world travel.....so overnight...It's...In The Bag! became travel outfitters and specialized in what the traveler would need for safari's. "One of our very good friends and the best travel medicine guy on the planet, Ed Lister in Rancho Mirage at Travel Medicine need someone to sell the bug repellants and treatments for clothing that his clients going to third world locations would need so Ed contacted It's...In The Bag! and again, the consumer needed it.....It's In The Bag! became overnight experts.

Longevity.....not only is this business have longevity....the staff has been there forever.....which explains why you are asked "where are you off to" when you walk in the door of this shop.....and these experts make sure if you don't need it: you don't take it, if you need it: you're not without it and if you need help with the "what ifs" of travel....an option is always developed for you.

"We hope to open sometime in October in the new larger easy to find location. We are the shop for people on the go, how appropriate that one of our neighbors will be a "Mobil" station!