

Michelle Romero's Miche Bag a clever concept, and they'll go with your shoes too

The perfect match

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The Windsor Star

Courtney Rousseau loves shoes and handbags, and she loves it even more when they match.

So it's not surprising that the 22-year-old Amherstburg woman found her dream job when she discovered something called the Miche Bag.

Not only would she be able to co-ordinate every purse to every pair of shoes, she could sell the product to other fashionistas.

So just what is Miche? It's a clever concept developed by 29-year-old Michelle Romero, a former dental hygienist in Utah.

Michelle, like so many other women, hated the hassle of changing her purse all the time. Transferring the makeup, the charge cards, the wallet, the keys — just too much trouble, right?

She came up with an idea to create a single poly/silk handbag, either in black or brown,



MICHE FAX

- A starter kit for a basic Miche bag, in either brown or black, is \$118.65, with tax and shipping.
- It includes one long and one short detachable strap, and three covers that you pick from among 50 different designs.
- Dimensions for the classic Miche are 5.7 inches wide, 11.75 inches long and 6.5 inches tall.
- A new tote called the Big Miche will soon be available, measuring 5 inches deep, 15 inches long and 12 inches tall.
- Classic chain straps are \$20 each, and a handy closet organizer to neatly stack your shell collection retails for \$30.

with short and long detachable straps. Then she hired designer Jennie Platt to come up with dozens of stylish, interchangeable "shells" to cover it.

In seconds, the shell slipped over the basic bag, held tight by eight magnets that were invisible to the naked eye and so small they didn't compromise cellphones or credit card chips.

Voilà! Suddenly you had a choice of 50 different

looks — everything from faux leather to snake to custom creations — without ever changing your handbag.

Enter Courtney, who was working in a child care centre and couldn't help but notice one of the mothers had a different look every day.

"I said 'Do you have a million bags in your closet?' and she told me about the Miche," she remembers. (The proper pronunciation, by the way, is Mee Shoe.)

Courtney wanted to buy one. Then she learned that she could also become a company representative, selling mostly through home parties.

"As a university student and with tuition costs rising, I had to find myself an additional way to earn extra money aside from my part-time job," says the aspiring teacher.

In June she became the youngest Miche rep this side of Toronto, and she's been averaging about three parties a week since then.

The Miche Bag has been featured on Oprah and in numerous magazines, and for founder Romero, it's become a multimillion-dollar business, selling virtually around the world.

For Courtney, it's become a part-time opportunity that doesn't just give her extra income. It gives her a purse that matches her shoes, every time.

You can order two ways: Either online at michebag.ca or by contacting Courtney at cr-michebag@hotmail.com

And if you do it by Dec. 15, you'll have your Miche in time for Christmas. The perfect gift.



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Courtney Rousseau shows how easy it is to detach a stylish shell cover, with some samples shown at left, from the classic Miche Bag. You can create more than 50 new looks in seconds.