



The Latest Press on designer laptop bags from *Women in Business* is a



feature in “Meadow’s Country Capitalist”, a magazine that reaches the high net worth Southern Connecticut audience.

WHAT'S THE LATEST

STYLE MEETS COMPUTERS AND CASES GET CHIC

NEW CT COMPANY, WIB, OFFERS CHIC TOTES FOR LAPTOP COMPUTERS

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ISTEN UP LADIES 'CAUSE this is almost too good to be true! Sick and tired of lugging around

that unsightly lump of luggage that's meant to pass as a "woman's" computer bag? WIB (Women in Business), a women-owned company based right here in CT has just gone to the web at www.wibbags.com to launch a sexy line of computer bags for women. With looks from a classic black micro-fiber tote – think Prada – called the "Liberator" (1) for only \$49.99, to a deluxe (and I mean luscious!) Napa leather Tote, the "Legend," (2) that's a bargain at \$149.99, to the racy "Metro" (3) (\$99.99) with its quilted look and chain link handles, and even the remarkably well-made and attractive "Shuttle," (4) for just \$29.99, WIB seems to have a style for every woman.

The best part is that beyond the prices, clean lines and runway looks lies a host of bells and whistles and the latest in high-tech padding and protection to protect your





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beloved computer from bumps and bruises. All the bags have secured and padded computer compartments, not to mention designated spaces for chargers, phones, files – even lipstick! Many WIB styles surprised us with great features like accessory purses, cosmetic bags and weight-distributing shoulder straps.

For those of you wondering how this is possible, it's all in the history of WIB. WIB is the brainchild of Francine Farkas Sears, one of those amazing women who not only does it all, but has been doing it for 30 years, and her son, Benjamin. Francine spent the balance of her long career in the fashion world of New York (no one can guess how long, since she's got the energy of a teen and looks ageless). For the past 20-odd years, since moving to Stony Creek, CT, Francine has been president of Fabrique, a luggage designer and manufacturer that provides cases to the heavy-hitters of the computer world: Dell, HP and IBM, to name a few. So, as she says, she "knows a thing or two about how to protect a computer." Speaking of early experiences with the rigors of the drop tests her designs had to pass, Francine remarked that she was



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"Shocked. I couldn't believe what they were doing to those poor computers. Never in a million years could a customer do that sort of damage, but it stuck with me, and now we apply the same standards to WIB."

Francine and Ben, an affable pair that are undoubtedly cut from the same cloth, went on to tell how WIB got started, laughing and interrupting each other constantly, and tossing in anecdotes from family trips and what we gather is Ben's rather active social life. It seems that Francine had long been itching to provide a fashionable solution for businesswomen and Ben, living and working in Los Angeles in the film industry under a successful female producer, recalls watching with fear every time she packed her laptop into a rather unsafe designer tote. "Let's just say I was bit hyper-aware of the fragile nature of laptops, but there is no way I could imagine her settling for an ugly bag. It got me thinking." Fast-forward three years and Francine and Ben hit the ground running with WIB. "I just know this is going to be a success because of how much care and thought went into the development of these products – that is if my son doesn't give them all away to his girlfriends first!" **CC**

(5) "THE BOARDROOM"

(6) "THE LIBERATOR" IN LEOPARD