

Designer ETTOFAB Introduces Timeless "Reach For" Handbag

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NJ based company premieres their groundbreaking collection of leather handbags.



NEW YORK, NY, February 16, 2017 (Newswire.com) - Rosa Viñales-de la Vega developed an appreciation and an eye for fashion at a young age, playing with her mother's fashion accessories. A Spanish Harlem New Yorker born to an Afro-Cuban mother and Puerto Rican father, she was fortunate to be exposed to a culture of vibrant styles and the importance of elegance with limited resources. Although Viñales-de la Vega initially ventured into a career in the Corporate and Healthcare industry, she soon realized looking fashionable is just as effective as being productive,

which solidified her style.

Always in search of a practical yet stylish handbag without the usual adornments and endless logos, led her on an endless search for that "right bag" to define her fashion sense. With the experience of an everyday consumer who goes from store to store willing to spend whatever necessary and coming up empty handed, her husband finally encouraged her to put her vision on paper. Her vision consisted of a natural finish leather bag with simple, yet classic clean lines. The versatile bag a woman reaches for every moment of the day or night as she steps out the front door.

Two years ago, with that vision and design finalized, the product came to life. After sampling hundreds of high quality leather swatches and searching for the right American manufacturer, several prototypes were created. Within months of using the prototype on a daily basis, she was amazed by the overwhelming amount of positive feedback and inquiries, "where did you buy that bag." We knew we were on to something special.

Today, with the help of her husband Steven de la Vega, both are now proud to launch their company, [ETTOFAB](#).

Be on the lookout for new upcoming vibrant colors, textures and patterns.

Please visit www.ettofab.com for more details.

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Source: ETTOFAB

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