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ANNOUNCING CARRY ME! HANDBAG DESIGN COMPETITION 2010

Winning Design to be Awarded \$5,000 and Prototype Produced

CORDOVA, Tenn., Tuesday, May 25, 2010 – Lucite International, owner of LuciteLux™, the world famous acrylic brand, is inviting U.S. and Canada-based designers and students to create a contemporary handbag using its beautiful range of materials. The handbag design competition celebrates 75 years of the iconic brand that has helped shape the 21st century, and been the inspiration for a recent museum exhibition of more than 175 jewel-like Lucite® vintage bags, which first appeared on the arms of celebrities in the 1950s.

Simon Ellis, business director for LuciteLux in North America said, "It's very exciting for us that Lucite has been catapulted into the limelight as a key fashion trend this year. Many of the young designers working with our product will not have made the connection with the brand's 75-year heritage, after seeing Caryn Scheidt's personal collection of more than 360 vintage handbags we came up with the idea of the competition. Our hope is that by encouraging designers to re-visit these beautiful creations, we will inspire a new dimension of handbag design thinking. It will be interesting to see where the creative process takes them with Lucite acrylic."

Entrants will find inspiration online by visiting www.lucitelux.com, and from vintage handbag enthusiast, Janice Berkson's recent book, *Carry Me! 1950's Lucite Handbags, an American Fashion*. Berkson's shop, Deco Jewels, in New York City's SoHo district features a wide range of the highly collectable vintage bags.

The competition is easy to enter online at www.lucitelux.com, and runs from May 20 to October 29, 2010. The winner will receive a grand prize of \$5,000, with two runner-up prizes of \$1,000 each. Prototypes of the winning designs may be made and exhibited along side Caryn Scheidt's personal collection of Lucite vintage handbags at a further exhibition in New York City in 2011.

For additional information about LuciteLux visit: www.lucitelux.com.

About Lucite International

Lucite International is a global leader in the design, development and manufacture of acrylic-based products including LuciteLux™ cast acrylic sheet – the driving force behind two of the world's best-known material brands, Lucite® and Perspex® from Lucite®.

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