

# LUCITE® link

eNews from Lucite®, the source of inspiration

ISSUE 3

## Vintage Lucite® Handbags to be Showcased in Museum Exhibit

*Forward Focus on Fashion and Design Gives Nod to Nostalgia*



It's estimated that the average American woman owns six handbags. Memphis, Tenn. resident Caryn Scheidt has nearly 300 vintage designer Lucite acrylic bags she's been collecting for some 20 years. Until recently, Scheidt was unaware that the U.S. headquarters for Lucite International, which manufactures the well-known brand of acrylic central to the creative design and beauty of her vintage bags, was

right in her own backyard.

"Carry Me!," a special museum exhibit of the uniquely styled bags is set to be on display at The Dixon Gallery and Gardens in Memphis from October 18, 2009 through January 17, 2010. Lucite will host a special reception at the exhibit by invitation, on Thursday evening, November 12th. The exhibit is expected to travel to additional U.S. cities.

"We're very pleased to be a part of this exhibit," says Lucite's Business Director, Sheet & Resins, Simon Ellis. "Lucite has a great heritage and market reputation for quality and fashion which continues in our products today. Sponsoring this exhibit allows us to build on the beauty and design capability of Lucite from the past to get creative juices going with the design community as we launch our new PERSPEX® from Lucite® FROST and specialty lines."

During the 1950s, American designers reinvented the traditional handbag using Lucite acrylic, an exciting, new, decidedly modern medium reflecting the futuristic trend of the times. Today, the one-of-a-kind, designer handbags are considered highly collectable and can be found in vintage fashion and antique shops, at antique auctions and on Internet auction sites.

Scheidt's interest in the bags began when she purchased a bag as gift for her mother-in-law, but ultimately decided to keep it.

She says, "I began collecting the bags because I thought they had an intriguing artistic flavor, very architectural in their design. Each one says something different, has a unique artistic message. It became a collection of art, like collecting sculptures or paintings. I think they are beautiful." Several designers and design houses crafted the sought-after bags, a few of the most prominent being Wilardy, Llewellyn, Rialto, Gilli, Maxim, Myles and Patricia of Miami.

Ellis notes, "Lucite continues to be a sought after material for designers, fabricators and artists due to its clarity, strength, beauty and ability to be fabricated using any color imaginable. Indeed, modern innovations such as bringing texture into the product have allowed us to expand our reach in the design community."

This year, as Lucite marks the product line's 75th anniversary, Ellis adds, "Lucite is seeing a resurgence in popularity at the consumer level. Jewelry, shoes and furniture again are making fashion statements, adding to the bathtubs and hot tubs [spas] that have been the mainstays for our business today."

For more about the Dixon Gallery and Gardens, visit [www.dixon.org](http://www.dixon.org).

## Lucite Museum Grade Acrylic Shields Objects from Harmful UV Light, Letting Beauty, Detail Shine Through

From Faberge eggs and Tiffany art glass to Egyptian artifacts and priceless gem collections, Lucite International's museum grade acrylic sheet with ultraviolet (UV) protection **filters out 98 percent** of harmful ultraviolet lighting offering distributors and fabricators the optimum in UV-filtering protection, while showcasing objects with true clarity, letting the detail and beauty shine through.



"Whether used for enhancing and protecting the beauty of fine objects or people from harmful UV light, our museum grade Lucite sheet offers consumers added benefit and value backed with the durability and high standard of quality that is the Lucite brand," Chris Robinson, sheet business manager for Lucite says.

On the opposite end of the UV spectrum, Lucite also offers its customers Lucite® UTRAN, a cast acrylic sheet which allows for UV light transparency that can be used in products ranging from tanning beds to greenhouses.

Lucite clear cast acrylic sheet is used in myriad applications for exhibit and retail displays, skylights, and much more.



**For sales information and assistance:**  
**Jane Nash @ 1-800-4-LUCITE ext. 2426**

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Lucite International is a global leader in the design, development and manufacture of acrylic-based products including Lucite L cast acrylic sheet and the driving force behind two of the world's best-known material brands, Lucite® and Perspex® from Lucite® which is celebrating 75 years of inspiration.

7275 Goodlett Farms Parkway • Cordova, TN 38016-4909



A museum exhibit of Lucite® hand bags.

*Save the Date!*

VIP Reception  
Nov. 12, 2009  
Dixon Gallery  
& Gardens  
Memphis, TN

