

PRESS RELEASE

Of interest to editors and journalists covering:
Fashion/Clothing, Women's Interests, Business/Retail, Fla. News

Chris Jean, a Mother and Daughter Design Team, Announce the Launch of
'Impursenations' - a New Concept in Fashion Handbags

ST. PETERSBURG, Fla. - March 29, 2004 /Send2Press Newswire/ -- Chris Jean
(www.chrisjean.com), a company dedicated to the design of unique bags that
blend practicality with style, today announced the launch of
Impursenations(tm), a four-in-one bag designed to take the user "from the
beach to the ballroom to the boardroom" in the blink of an eye.

(* Photo: <http://www.chrisjean.com/graphics/cj88.jpg>)

"We've all had the experience of rushing from the office to a dinner
engagement and wishing we'd had the time to change handbags," says Christina
Xenakis, co-founder of Chris Jean.

"How many times have you packed for a trip and struggled with the decision to
pack those extra two or three handbags but lacked the luggage space? How many
times have you lost your keys, sunglasses or cell phone due to a hurried
handbag change? Wouldn't it be handy to transform one bag into many bags?
Well, now you can make that happen."

Impursenations by Chris Jean was designed to be a practical and durable
handbag that promises to make a woman's life much easier and at the same time,
fashionable. Impursenations combines both convenience and fashion for today's
woman on the go.

"The transformation is a simple process," adds Christina. "All you have to do
is simply slide and secure the clear handbag liner into one of a variety of
covers to create an entirely different look. Women need only spend a few
seconds to change the color of their bag to complement any outfit for any
occasion."

The clear liner and interchangeable covers are available in four different
styles to accommodate a variety of accessory needs. The covers are made of
microfiber and highly stylish. Each slipcover comes with a matching strap to
complete the transformation. The 4-in-one Impursenations handbag pricing
starts at \$78.00 for the mini bag style.

Today, both Jeanie and Christina share a special love for their creation and
for each other. Their dedication and passion for design can be seen in every
stitch.

The company recently displayed their products at the FAME tradeshow in New
York City. The duo's new website (<http://www.chrisjean.com>) will help women
around the world become familiar with - and purchase - their creative and
unique multi-faceted fashion purses.

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/Note to editors: high resolution images and logos available on request./

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*IMPORTANT NOTE TO MEDIA:

to reach the organization releasing this news, please contact:
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