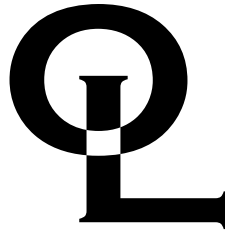


OGDEN LITTLE





Ogden Little

CORPORATE INFORMATION

Function, coupled with creative color and textile combinations, are design essentials for Ogden Little. Founded in October 2002, Ogden Little creates practical American bags with a modern European accent. The bags are sleek, sporty and streamlined, bringing a refined style wherever you take them. From messenger bags and briefcases to weekenders and totes, OL bags are effortlessly chic.

Industry newcomers Joshua Paradise (Founder) and Masha Kogan (Creative Director) are changing the way people look at bags. With a mix of materials and textures, OL's designs are functional and elegant. They've created a line of bags desired by both men and women.

Since its launch, Ogden Little has expanded its color palette and added new textiles, changing notions about bags for men and women. Kogan says "black is forever, but red, green, brown, and orange are too good to ignore." OL colors range from splashy to sumptuous to complement a modern wardrobe. Materials include bold Teflon™-protected prints, warm tweeds, and rich leathers.

Ogden Little has been featured in national magazines including ***Lucky***, ***Marie Claire***, ***Accessories***, and ***MR Magazine***, and on ***New York 1's Good Day New York's*** "Dressing Your Man for Fall" fashion segment. Ogden Little has also sponsored high profile events like the ***Entertainment Weekly It List*** Party, 2003 and was the official gift bag for the launch of the television show, ***The Restaurant***.

Ogden Little bags are sold at www.ogdenlittle.com and have been sold in boutiques and department stores from New York to Tokyo. Select stores include Isetan in Tokyo, the Flight 001 boutique at Henri Bendel in New York, and a partnership with Target's Red Hot Shop.

Executive Profiles

Joshua Paradise – Founder, President

Masha Kogan – Creative Director

Both Paradise and Kogan came to the fashion industry from backgrounds in finance. Together, Kogan's incredible eye for color and her keen sense of design, along with Paradise's obsession with fashion and the intersection of form and function, make Ogden Little the creative alternative to its competitors.



Presenting Ogden Little, a line of bags with a bright new appeal.

From messenger bags and backpacks to briefcases, gym bags to totes, OL bags are sleek, sporty, streamlined, with an easy cool. From the luxury of tweed and suede to the mod lines of cordura and leather, the look is effortless chic. Our bags bring refined style wherever you take them, and they go everywhere — work, weekend, shopping, a city walk or a country stroll. Because we haven't forgotten elegance, but we're never less than modern.

We're bringing back color. Black is forever, but brown, green, red and orange are too good to ignore. OL colors range from splashy to sumptuous to punch up the modern wardrobe — and of course, we haven't left out black and gray for a sharp urban look.

Ogden Little bags are made in New York and sold in stores across the country. For more information, visit our website or contact us:

info@ogdenlittle.com • phone (212) 947-3025 • fax (212) 658-9019

320 West 37th Street, 3rd Floor • New York, NY 10018

www.ogdenlittle.com

OGDEN LITTLE

THE MAGAZINE ABOUT SHOPPING

www.luckymag.com

Lucky

AUGUST 2004

**NEW
CLOTHES**

HOT NOW,
CHIC
ALL FALL

**“My
foolproof
outfit”**

PAGE 82

THE HOTTEST
SHOES YOU'LL
EVER SEE

**Give yourself
the perfect
pedicure**

PAGE 117

Ogden Little

This extensive bag line runs the gamut from luggage to cosmetics pouches. Among our favorites from the current collection: a vivid weekender that won't get lost at baggage claim and a sporty envelope clutch. **Save 25 percent on everything at www.ogdenlittle.com by entering “luckymag” at checkout.**

WEEKENDER REGULARLY \$350
LUCKY BREAKS PRICE \$262.50

**25%
OFF**



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REGULARLY \$150 LUCKY
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COSMETICS BAG REGULARLY \$25
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JULY 2004

marie claire

MAKEUP & HAIR

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bags

* With a cool tote on your arm, you've got style in the bag



MEN

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FOR IMMEDIATE RELEASE:

TARGET'S RED HOT SHOP TO FEATURE OGDEN LITTLE

New York, August 2, 2004 – Ogden Little, designer of sporty chic bags, has partnered with Target's (NYSE: TGT) online Red Hot Shop to offer two of our most popular items: the Pink Dot Weekender and the Cosmetics Case. The Red Hot Shop is a specialty boutique that features items and brands that are "soon to be famous and almost too good to be true."

The Ogden Little Weekender is a roomy overnight bag made of Teflon™-protected cotton and nylon in a fun and feminine pink dot print. The Weekender's swooping leather corners add a powerful dose of feel-good energy to the bright pink print to make packing for a getaway almost as exciting as the trip itself. With the Weekender over your shoulder, you'll be smiling from your front door to your destination. The Weekender has a suggested retail price of \$350 and will be selling in the Red Hot Shop for \$99.

The Red Hot Shop will also be featuring a matching cosmetics case made of the same head-turning pink dot fabric, also specially treated with Teflon™ to resist water and stains. The cosmetics case packs a punch of good cheer in a little package that you can take everywhere. The cosmetics case has a suggested retail price of \$25 and will be available in the Red Hot Shop for \$14.99.

About Ogden Little

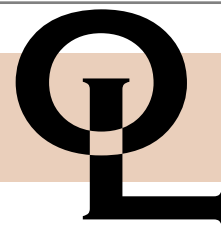
Ogden Little creates a line of bags with a bright new appeal. From messenger bags to briefcases, luggage to totes, OL bags are sleek, sporty, streamlined, with an easy cool. From the luxury of tweed and suede to the mod lines of Cordura™ and leather, the look is effortless chic. OL bags bring refined style wherever you take them, and they go everywhere – work, weekend, shopping, a city walk or a country stroll. Because we haven't forgotten elegance, but we're never less than modern.

Ogden Little bags are made in the USA and are sold at specialty boutiques and department stores from New York to Tokyo. The complete Ogden Little collection for men and women is available at <http://www.ogdenlittle.com>.

For more information, contact Joshua Paradise at Ogden Little, LTD at +1 (212) 947-3025 or joshua@ogdenlittle.com.

#

NEW FROM OGDEN LITTLE



Teflon™-protected Blue Dot Weekender with Leather Trim



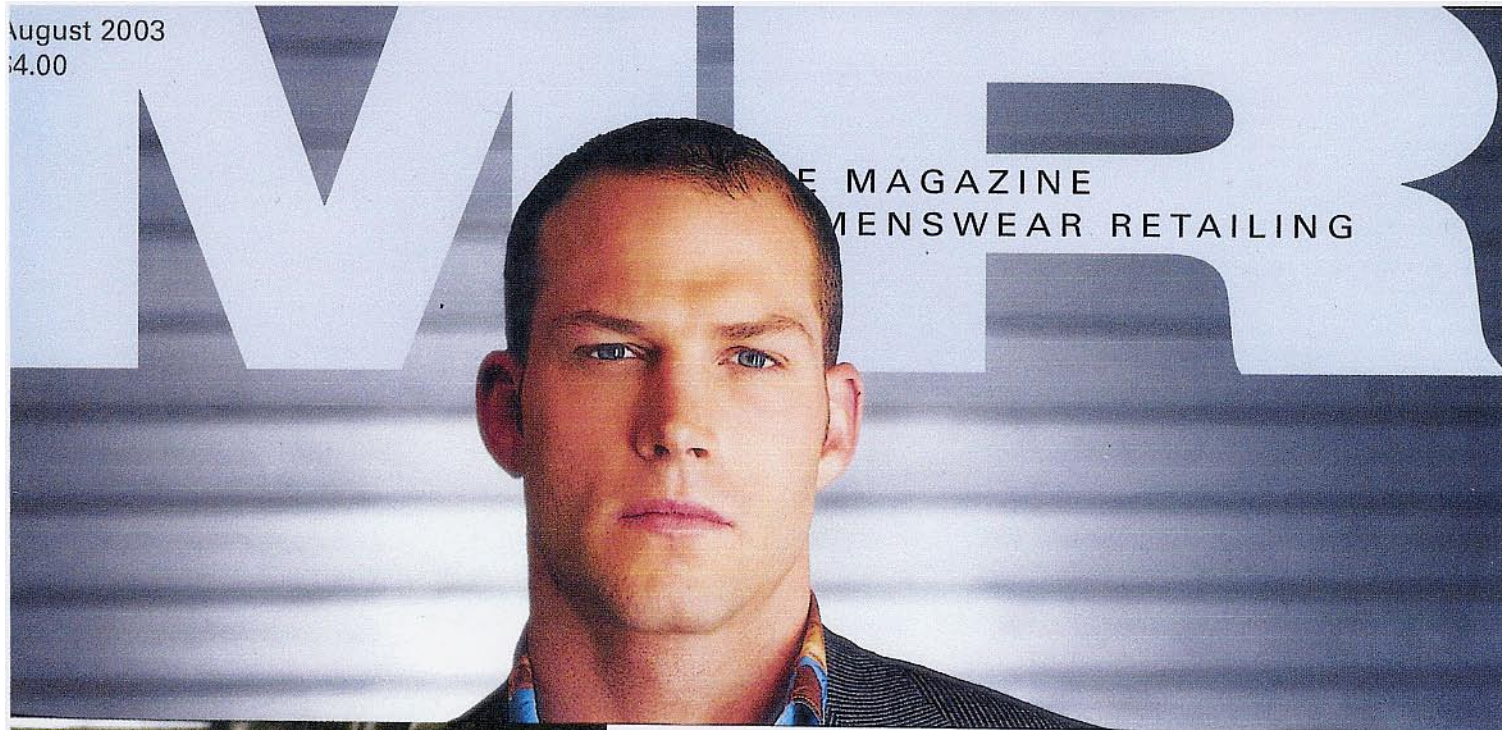
Ogden Little, a line of bags with a bright new appeal. From messenger bags and briefcases to totes and weekenders, OL bags are sleek, sporty, streamlined, with an easy cool. From the luxury of tweed and suede to the mod lines of Cordura and leather, the look is effortless chic. Our bags bring refined style wherever you take them, and they go everywhere — work, weekend, shopping, a city walk or a country stroll. Because we haven't forgotten elegance, but **we're never less than modern.**

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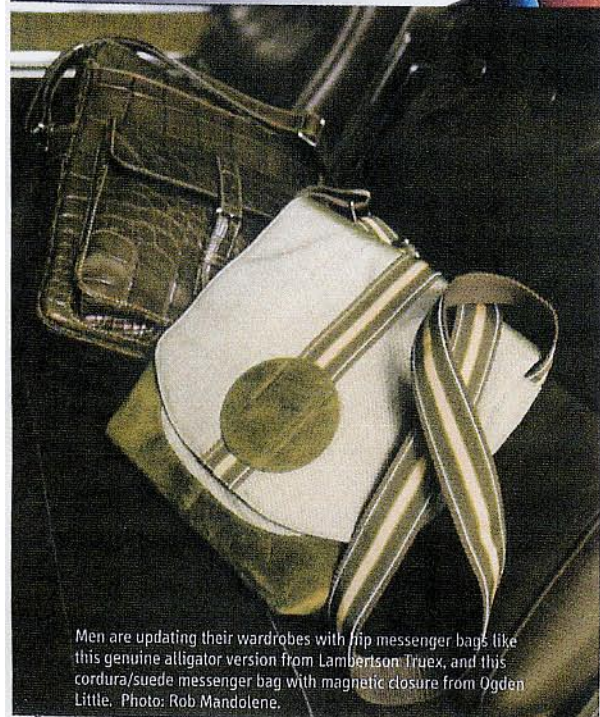
Ogden Little bags are available at
www.ogdenlittle.com



August 2003
\$4.00



THE MAGAZINE
OF MEN'SWEAR RETAILING



Men are updating their wardrobes with hip messenger bags like this genuine alligator version from Lambertson Truex, and this cordura/suede messenger bag with magnetic closure from Ogden Little. Photo: Rob Mandolene.

leathergoods

Slim Pickings

CAN "MANBAGS" AND
TECHNO ACCESSORIES JUMPSTART SALES?
BY KATERI LAMB

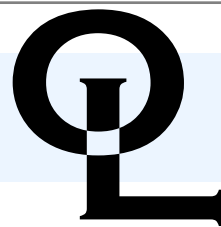
REMIXXED, REMASTERED

FEATURING PANTS ROUNDUP
AND ACCESSORIES REPORT



Ogden Little

AS SEEN IN



Messenger Bag in black ballistic nylon with black leather trim or orange Cordura™ with brown leather trim. Each with grosgrain ribbon trim, hidden magnetic closure, and interior pockets.

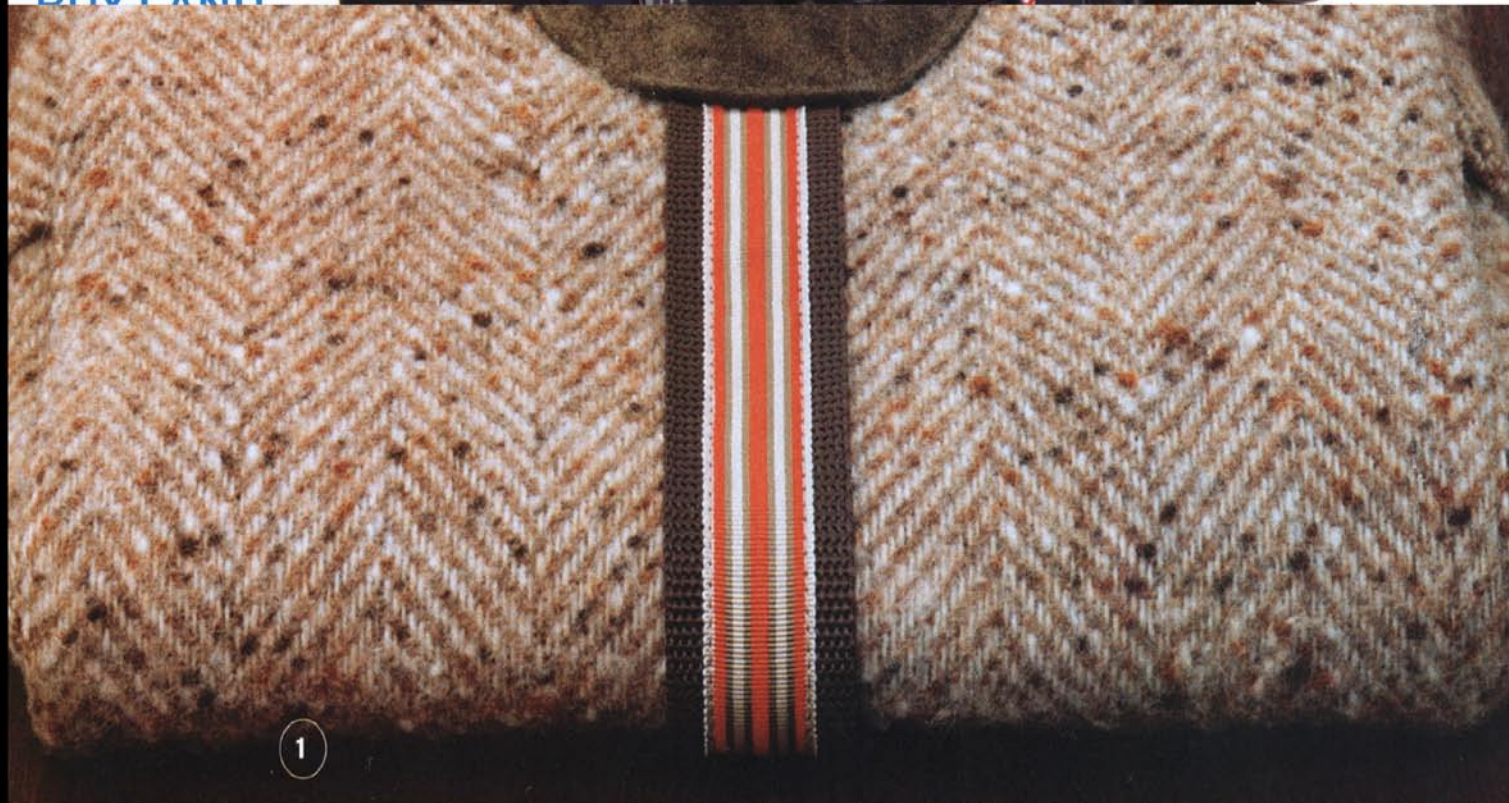
FLIP IT! FOR THE ULTIMATE MEN'S STYLE GUIDE

DECEMBER 04/JANUARY 05

complex

BUY.COLLECT.OBSESS.

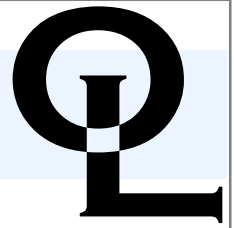
**WINTER
SUCKS!**
**20 WAYS TO
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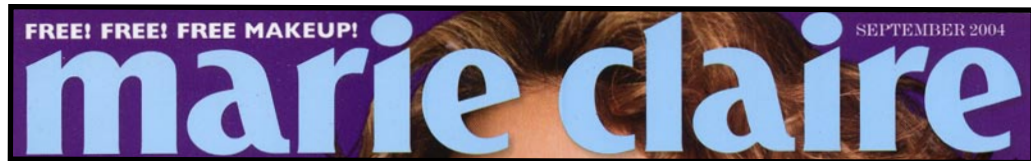
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LEA MEATWAD WINKY WRIGHT AARON MCGRUDER BRYAN SINGER SUGE KNIGHT

Ogden Little

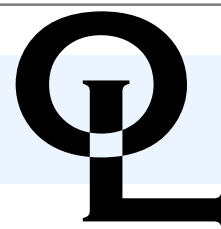


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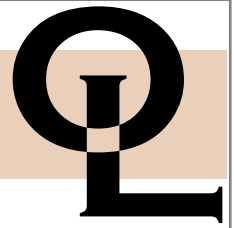
Envelope Clutches in lambskin and leather

Ogden Little



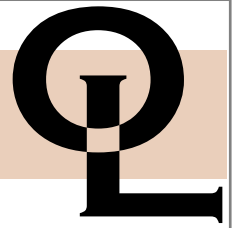
Bowling Bag — Forest Green Tweed with Distressed Brown Leather

NEW FROM OGDEN LITTLE



Teflon™-protected Beach Bags

NEW FROM OGDEN LITTLE

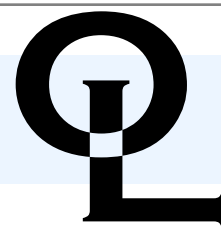


Briefcase in red Cordura™ nylon with brown leather and grosgrain trim

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AS SEEN IN



Teflon™-protected Pink Dot Weekender

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TEFLON-PROTECTION RESISTS WATER AND STAINS

