**WABI CREATIONS, LLC**

**PLANNING FOR A**

**HANDBAG COUTURE (CUSTOM DESIGN) AKA “BUILD A BAG” PARTY**

Happy New Year. I offer you this overview of the proposed handbag couture aka “build a bag” party for your review and consideration. Many of my friends, family, clients and colleagues are finding this opportunity to be great fun by bringing together their own friends, family, clients and colleagues and enjoying the opportunity to create their very own unique “one of a kind” Wabi Creations handbag.

* **Who is involved?** You the host, your invited guests, and me, Susan Ziel, the creator of the handbags.
* **What is involved?** The process is simple and designed just for you and your guests.

1. **Date and Time**. In order to schedule the party, you, as the host, would work together with your guests to set a date for the party that also works for my schedule. Doodle polls and online Evite invitations are often helpful in agreeing on the date, making invitations and collecting RSVPs.
2. **Location/Online Option**. You and I will decide the best place to host the party. We can either meet at my home, with close proximity to my studio and inventory, or I can travel to your home, office or other selected location for the event. If I travel, I always bring a representative supply of my current handbag inventory and a range of fabrics, trims, buttons and “bling” for your guests to browse during the event. I am also finding the online Facetime or Zoom party works very well if we all don’t live nearby.
3. **Handbag Design Ideas.** As part of the invitation, you and your guests will receive an online link to two of my Wabi Creations’ Dropbox folders.
   1. The first folder contains over 200 handbag photos which provide examples of my work. There are many styles. Tote, cross body, clutch, shoulder bag, mobile office bag.
   2. The second folder contains photos of various fabric selections in my current inventory. These photos often help in choosing a particular fabric type or color for your handbag. Designer and decorator fabrics, cottons and linens, silk, cork fabric from Portugal, so much more.
   3. These photos are very helpful and guests often find a particular bag, style, fabric or otherwise which helps them in making their selections at the party.
4. **Handbag Design Selection.** Please note that the purpose of this party is to have a good time and to learn more about Wabi Creations and my handbag couture. There are no expectations that you or your guests are obligated to purchase a handbag at any time. That said, if there is an interest in making a handbag selection, I will work with you and your guests to confirm the specific style, dimensions, fabric, strap, etc. You and your guests will also have the opportunity to browse my inventory and select a decorative button, brooch or other “bling”, a bit of silk, beaded or woven trim, or perhaps the option of adding your grandmother’s favorite brooch or lapel pin. All of these choices are confirmed in a follow up customer email.
5. **Price.** Most handbags range in price from $95 (small cross body) to $225 (large tote made with expensive fabric), depending on the size of the bag, the choice of fabric and the particular trims, buttons and other adornments that are added. **As the party’s host, you would receive a special 20 percent “Host” discount on any and all purchases made during the event.**
6. **Gift Certificate Option**. Some hosts arrange this party in order to “gift” handbags as part of a holiday or other special event, using the gift certificate option. The gift amount is paid in advance and applied to the final cost of the handbag and any USPS postage costs.
7. **Payment.** Payment is collected at the time of the purchase of the handbag or the gift certificates. I am very flexible and accept cash, personal check or credit card.
8. **Orders.**  Once the handbag design process is done, my work usually takes approximately 2-3 weeks, assuming I don’t have to do a special order of fabric, for example.
9. **Delivery**. If you and your guests reside in the Minneapolis-Saint Paul area, I prefer to hand deliver the handbags. If necessary, I rely on the USPS and postage costs range from $10 (small cross body) to $20 (large tote) which includes insurance and tracking.

To learn more about Wabi Creations, please feel free to visit my website which will be updated to 2020 specifications in the coming months. Photos of my recent work are also available on my social media sites listed below.

Questions or other follow up, please give me a call, text or email. I look forward to talking with you very soon about next steps. Thanks in advance for your interest in my handbag couture efforts.

Susan E. Ziel, Wabi Creations, LLC

317.796.5678

[seziel@gmail.com](mailto:seziel@gmail.com)

<http://www.wabicreations.com>

Instagram: @wabicreations

Facebook: @wabicreations

Twitter: @wabicreations