

NEW DIAMOND DEVI COLLECTION BRINGS POWERFUL EASTERN MYSTICISM TO LUXURY HANDBAGS:

*Mimisworld USA offers original line on mimisworldusa.com
to create jobs for talented women artisans of India*

September 15, 2006 – Crafted in rare, butter-soft leather, hand-painted in 22k gold, emblazoned with a real diamond and completed with 18k gold plated fittings, the mystical, one-of-a-kind Diamond Devi Collection from Mimisworld USA aims to capture a piece of the \$7.7 billion handbag market while showcasing the talents of Indian artisans.

“The Diamond Devi Collection reflects on those special qualities of a woman – her potential for power and compassion, sensuality and refinement, vision and adventure,” said Russ Young, business consultant for Mimisworld USA, Inc. “These qualities truly make fashion a personal statement.”

Launching in September 2006, the luxury Diamond Devi Collection celebrates a new and yet ancient concept of inner self, based on the concept of personal icons or Devis, the Sanskrit word for “goddess.” Each handbag features the symbol of one of four Devis which represent each woman’s unique spirit and personality:

- **Durga:** the great warrior illustrates the strength and courage of a woman in action.
- **Mahakali:** the symbol of free spirit and imagination for the creative, adventurous woman.
- **Saraswati:** the embodiment of culture, wisdom and art for the refined and intellectual woman.
- **Tara:** representing the power of love and compassion, for the serene, peaceful and protective woman.

Collections from Mimisworld truly empower women globally, making personal fashion statement and helping impoverished women artisans of India. MIMISWORLD USA seeks to create a better standard of living for fine Indian craftswomen and their families by helping these artisans develop new skills and by creating a world market for their talents. By supporting the line, trendsetting women of style are also supporting diversity and multiculturalism.

Painting a handbag with 22-carat gold, using real diamonds and offering a three-year warranty and gold-plated Lotus charm gift from Mimisworld USA with every handbag are all unprecedented features, adding to the exclusivity of the line.



MIMISWORLD USA, Inc. is the exclusive distributor of some of the finest, most luxurious, elegant and exotic accessories available. Spear-headed by Kim Hamilton, Mimisworld USA Inc. is headquartered in Georgia. The company is committed to providing the highest quality products that focus on a unique sense of fashion and lifestyle. The timeless essence of Mimisworld accessories elevates them to the status of collectibles. A true believer and supporter of women's empowerment, Mimisworld USA helps impoverished women develop new skills and creates work opportunities for women artists by delivering exciting and timely products for the world market.

For more information, visit www.mimisworldusa.com

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