



Media Contact:
Russ Young
770-500-9284

russyoung@mimisworldusa.com

MIMISWORLD USA UNVEILS DISTRIBUTION PORTAL TO MARKET ITS LUXURY HANDBAGS - DIAMOND DEVI COLLECTION

Never before concept in women's fashion accessories showcasing talents of Indian artisans now featured on mimisworldusa.com

October 4, 2006 -- Mimisworld USA announces the launch of its distributor portal featuring its line of luxury handbags - Diamond Devi Collection. Never before has the fashion world seen a collection that expresses a woman's personality and spirit through art of symbolism. Crafted in rare, butter-soft leather, every handbag features an icon - a symbol of a woman's special quality. Each icon has been hand-painted in 22K gold, embellished with genuine diamond and the entire collection is completed with original 18K gold-plated fittings. Diamond Devi Collection sets a new trend, bringing mysticism and a touch of diverse culture, elegance and class.

"The comprehensive distribution portal will provide quality service to fashion boutiques, specialty stores as well as our market representatives," says Russ Young, Business Consultant for Mimisworld USA Inc. "Business partners and potential customers can place orders online from any geographical location and the technology will ensure speed and accuracy on information relating to orders, inventory, shipments and other transactional elements."

Inspired by the many wondrous forms of the Indian Devis, the Sanskrit word for "Goddess", 4 personal icons or Devis have been artistically created for this collection. Each Icon is a reflection of a woman's inner beauty - LOVE & COMPASSION, WISDOM & CREATIVITY, COURAGE & CONFIDENCE, FREEDOM OF SPIRIT & INTUITION. Designed for every occasion, reflecting every mood of a woman, the collection displays more sophisticated and mature trend in feminine style. It not only makes a personal fashion statement but also highlights a woman's individuality.

Available in 6 styles, including totes, handbags and evening purses, the collection blends functionality with versatility, bringing luxury to everyday life. Mimisworld USA's commitment to quality is supported by a 3-year warranty on the gold painting, the diamond and the gold-plated fittings. Mimisworld USA also offers a gold-plated lotus charm as a gift.

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 to the world market.

For more information visit www.mimisworldusa.com