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Stay Hip with HipPurse

by Liz Keller  
EDGE Boston Contributor  
Tuesday Nov 20, 2007



"Courage" from Hippurse (Source:www.hippurse.com)

It can't be argued that we have no less than a zillion choices when it comes to accessories designed to put our, well, crap in when we are out and about. It's a beautiful thing, all this freedom of choice, and yet completely overwhelming at the same time. Just when you think you have the perfect

bag, someone walks by with one a little more perfect than you just must have! Well, I am happy to tell you that there is an option out there that will make you feel organized and virtuous without having to give up your amazing sense of style. What could be better?

What I speak of is HipPurse. Don't panic. I know it sounds alarmingly like a fanny pack, but it's not... or not quite. The HipPurse has the same benefit of the fanny pack, meaning it's a hands-free way to carry stuff around, but there is one important difference. The HipPurse actually has style, and they are priced so reasonably, you can buy one for any occasion!

HipPurse was created by one of four sisters who was desperate for an easy way to carry things without hefting a bag that was always getting lost in the shuffle. The feedback was that women wanted a bag that was compact and easy to use, but also stayed attached to their bodies (hey, it works for heads, right?). The one sister grabbed the three other sisters and they went to work. They created the HipPurse, which attaches to the body, but not with a belt. Phew! It actually has an inconspicuous clip that you can tuck into your waistband, belt, back pocket, wherever, and it will stay put and look great!

Remember I said you would feel virtuous too? The sisters of HipPurse decided to create a product that would help build awareness for young girls. It's fashion combined with a message of positive self-esteem. "The goal is to assist in



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teaching young girls self-protection and to have them engage in the pledge to protect their bodies at this critical, young age." The "Courage" bag is a HipPurse adorned with heart-shaped jewels that all young girls will love, and it includes a Certificate of Strength and a Power Badge. Each contains motivational messages that will inspire the young girl and allow them to have fun at the same time. It's what they are calling part of the "Hands off" Collection, helping young girls realize that they don't have to tolerate abusive relationships.

Besides the Hands Off Courage bag, there are several others that you can check out on the website. Prices range from \$20-45, and you can order easily online. Lucky you, they are offering a 15% discount for EDGE readers! Just enter coupon code Hip563 when placing your order and save, save, save.

Check out [www.hippurse.com](http://www.hippurse.com) as soon as you can. They make great gifts for the up and coming holidays, and of course you should buy for yourself too. Goes without saying...

*Liz Keller is a freelance writer and is currently at home with her young daughter. She does marketing writing for multiple publishing companies as well as a book and chick flick review for a women's paper based in Albany, NY.*

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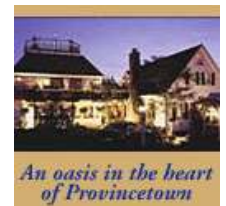
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