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**WHAT:** CUSP by Neiman Marcus launches an exclusive Rebecca Minkoff scarlet red "Elle" handbag in two sizes - mini and medium - with a limited number signed by Minkoff. The product will be available exclusively through Pinterest. Blogger, Bryanboy, a friend of Minkoff's named the bag after his grandmother, Elle.

**WHEN:** The exclusive scarlet red "Elle" handbags will be available for pre-sale through the Neiman Marcus Pinterest page from July 30 to August 12.

**WHERE:** The exclusive pins will appear on Neiman Marcus' Pinterest board, The Art of Handbags - <http://pinterest.com/neimanmarcus/the-art-of-handbags/>

**WHAT** In addition, Neiman Marcus' Fashion Director Ken Downing will host a Google + hangout on August 13<sup>th</sup> at 1pm et with designer Rebecca Minkoff, blogger Bryanboy and Bag Snob's Tina Craig.

**ELSE:** Please visit Neiman Marcus Short Hills August 14<sup>th</sup>, when Rebecca Minkoff and Bryanboy will be making a personal appearance. On September 18<sup>th</sup>, Minkoff will be at Neiman Marcus Northpark, Dallas.

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