

Purses with a purpose



FILE (2)

Excited silent auction winners check out with their handbag treasures following the 2014 Old Bags Luncheon. This year's event, featuring more than 300 new and pristine, previously-loved designer handbags, will be held at 10:30 a.m., Thursday, at The Ritz-Carlton Golf Resort.

OLD BAGS LUNCHEON A 'FUN-RAISER' FOR DOMESTIC VIOLENCE SHELTER

By Alexi C. Cardona
Staff

There is a unique satisfaction to bringing home a brand new bag. Bringing home old bags isn't bad, either. Especially when they're designer purses being auctioned for a good cause.

It's almost time to place bids on new and gently used handbags at the 2016 Old Bags Luncheon.

The event takes place at 10:30 a.m. Thursday, March 24, at the Ritz-Carlton Golf Resort and benefits the Shelter for Abused Women and Children.

"Every woman loves fashion, fun and handbags, so obviously 'Old Bags' has a great following, but in addition to being a great girlfriend experience, the focus is raising funds to support The Shelter's mission to empower survivors of domestic abuse," said Kirsten Ferrara, the event chair.

Held every other year, the luncheon is a high-energy event featuring a fashion show, lunch and a spirited auction of more than 300 new and "previously-loved" designer bags donated by area retailers and local women.

The highlight will be a runway fashion show by Saks Fifth Avenue, featuring the 2016 collection by Akris & Akris Punto.

Ferrara calls the event a fun-raiser, a party dropped in a fundraiser.

"We work very hard to make sure that each one of our guests have a smile from ear to ear, that they are intrigued with our assortment of handbags and experience a 'girlie' good time, which really we don't get the opportunity to have often in our hectic, responsibility-driven lives," she said.

Showcase tables will display hundreds of handbags and accessories from designers like Chanel, Gucci, Louis Vuitton, Kate Spade, Fendi and Alexander McQueen.

Tickets are \$350. Sponsorship packages start at \$1,000.

This year, bidders can make their offers from virtually anywhere. Bids can be made via cellphone using a mobile fundraising program called Qtego. All bags can be viewed on the Internet prior to the auction, but bids can only be made the day of. To register or for more information, see naplesshelter.org/oldbags.

In 2014, the luncheon raised more than \$250,000 for the shelter.

The Old Bags Luncheon was founded in Palm Beach in 1999 and has grown to become a successful fundraiser for prominent charities nationwide.



A model walks the runway during the 2014 Old Bags Luncheon Fashion Show, presented by Saks Fifth Avenue. This year's show will feature the Spring/Summer Collection by Akris and Akris Punto.

Let's Talk!

The Naples Daily News provides speakers at no cost to service clubs, schools, senior centers, and other groups in the local area directly to you through our Speakers Bureau.

Our speakers offer insights on a broad range of topics including media and publishing, advertising, digital, marketing, politics and regional topics and issues.

BOOKING A SPEAKER IS EASY!

Just fill out the speaker request form at www.NaplesNews.com/Speakers at least six weeks prior to your engagement*.



Bill Barker
President and Publisher



Manny Garcia
Editor



Shawna Devlin
VP of Advertising



Robin Lankton
Marketing Director



Allen Bartlett
Editorial & Opinion Editor



Brent Blackledge
Pulitzer Prize Winning Investigative Editor



Penny Fisher
Associate Editor



Jay Schlichter
Collier Citizen Editor

Naples Daily News
NaplesNews.com

*Speaking engagements are made based on the speaker's availability.



Jigsha Desai
Digital Director



Tim Aten
In the Know Columnist



TJ Boone
Advertising Director, Marco Office