

For Immediate Release



Just In Time For The Holidays! SERU Launches Its Limited Edition, High Quality Leather Handbags!

SERU
...an expression of you

December 5th, 2011 –Toronto, ON: Shop no further. SERU, an online ladies handbag boutique, has launched www.seru.ca just in time for the holidays! SERU has a collection of 100% hand-crafted, limited edition, high quality leather handbags!! Reflective of the discerning taste of founder Amrin Huq, SERU handbags do not compromise on style, beauty, uniqueness, exclusivity or craftsmanship.



Lucerne



Amsterdam



Lusaka



Santorini

SERU has a diverse selection of handbags that compliment the individual style of today's modern woman. Whether you need a handbag for everyday use, a night out with your girlfriends, a date with that special someone, or a classy formal evening event, SERU has a bag for every occasion.

SERU's *Evening Glamour* collection includes among others, an exquisitely crafted metallic leather hand-woven clutch (*Lucerne*); a classy soft leather shimmery clutch decorated with a gorgeous crystal flower (*Amsterdam*); an incredibly unique basket weave clutch (*Lusaka*); and a timeless classic with a round, crystal-embedded handle, decorated with a crystal flower (*Santorini*).

SERU's *Everyday Chic* collection ranges from a beautiful quilted and embroidered shopping tote with side zippers (*Cannes*) to the fascinating and unique appliqué work on a large tote (*Bali*), the eye catching suede leather satchel with embroidery and metal embellishments (*Toronto*), and the fun and whimsical, multi-coloured, mixed leather interwoven handbag (*New York*).

SERU handbags have quality, durability and functionality, and each of these styles is limited edition. SERU does not make more than **150 handbags per style**.

So why should you buy SERU? There are 7 billion people in this world, out of which approximately 3.5 billion are women - ONLY 150 will carry any of these styles. That is what makes SERU exclusive!! See the entire SERU collection at www.seru.ca.



<http://on.fb.me/tpQ9Rt>



<http://twitter.com/#!/SeruShop>

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Cannes



Bali



Toronto



New York

If you would like more information please contact the Parmjit Parmar, Montana Ridge at T: 416-750-0966 or email: Parmjit@montanaridge.com. High resolution photos are available on request.