

# GLASGOW HOUSEWIFE GERRY IS UNLIKELY FASHION HERO AND UK HANDBAG QUEEN

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A mum of three working from a back bedroom in Glasgow has rocked London's fashion world by selling exclusive designer handbags (<http://www.bagnificent.co.uk>) at credit-crunch friendly discount prices.

Gerry Campbell, 41, ships designer and fashion handbags from overseas and sells them through her online store [www.bagnificent.co.uk](http://www.bagnificent.co.uk) at a fraction of High Street prices.

Former accountant Gerry launched the business last year and has just added LOVED - a range of pre-owned designer bags to meet growing demand from customers.

She quit her career as a high flying management accountant when her first son was born in 1996 but decided it was time to return to work last year with her youngest safely in school.

But after 12 years away from the office environment she decided she would rather spend her time balancing her own books than someone else's.

Gerry said: "I love fashion, particularly shoes, so my first thought was to sell those but then I realised I'd end up keeping all the stock for myself so it had to be handbags."

Gerry began importing designer and fashion bags from Italy and selling them to friends and family. As the business grew she decided to launch online.

She said: "We had a family brainstorming session with my kids and their cousins to think of a name for the brand. Everyone shouted out suggestions from Bagalicious to Bagalooloo, Bagamama to Bagnificent. In the end we plumped for Bagnificent (<http://www.bagnificent.co.uk>).

"Our website at [www.bagnificent.co.uk](http://www.bagnificent.co.uk) has been getting plenty of traffic and we are looking to further extend our range. I couldn't be happier."

Gerry's heavily discount prices have caused quite a stir in fashion circles and have already led to her site being featured in several magazines such as Elle and Cosmo.

Bagnificent's "Loved" range went on sale recently alongside the existing range of imported designer handbags.

The range has quickly proven a hit with buyers looking to recycle their old bags and pick up another exclusive bag at an affordable price.

Delighted Gerry said: "I had always wondered what ladies did with their old handbags when they wanted a new one. Now there's no need to throw away your old bag – we will sell them for you and give you 65% of the cash.

"A few customers have mentioned cash being a little tight and I think with the current economic outlook

shoppers are generally looking for a good deal.

“Selling your old bag is environmentally friendly and it lets ladies raise some cash to help buy their next bag.

“With a pre-owned bag the customer gets to own something expensive and exclusive but at a fraction of the price they would pay if it were a new purchase from a High Street store.”

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Further information, images, and additional quotes are available by contacting Steve McComish at Pressman Public Relations on 0115 9648214 or 07932 313458, email [steve@pressmanpr.co.uk](mailto:steve@pressmanpr.co.uk) or visit [www.pressmanpr.co.uk](http://www.pressmanpr.co.uk).