

ACCESSORIES

DECEMBER 2005/\$4.00



Best Item,
p. 24



Best New
Hotel &
Restaurant,
p. 35



Best "New"
Black,
p. 39

THE BEST OF 2005



Best Showroom Pets, p. 13



Best TV
Fashion
Coverage,
p. 27

ACCESSORIES

December 2005

magazine

THE BEST OF 2005

MOST DISCREET ACCESSORIES

MIAMICA'S TAMPON CASES

Far better than trying to conceal tampons in one's sleeve or pocket, Miamica offers a clever, tongue-in-cheic approach to dealing with that proverbial time of the month. Founder Devra Bender Miller found inspiration to launch such a line out of sheer necessity. "It bothered me that we had fashionable cases for our sunglasses, money, lipstick, cell phones and iPods," she recalls, "but nothing for the one item that women carry with them for at least 100 days a year! We needed something that held enough product to last throughout the entire work/school day, and was discreet yet trendy."

After creating the product and distributing it under Shalom International, a new tagline was born: P.M.S. — Period Meets Style. As the collection evolved, Miamica added an embroidered grouping to the line, complete with such witty sayings as "PMS Princess," "Don't Cramp My Style" and "Need Chocolate." Today, department and specialty stores, as well as drug chains, order the cases as must-have impulse items.

Beyond just tampon cases, however, Miamica is broadening its horizons into far cases for hair care tools and eyeglasses along with travel accessories. Overall, says Miller, "The strength of the Miamica collection lies in our ability to think 'outside the box,' and in this case, it was literally outside the tampon box." Call 800-624-4826, ext. 234, or go to Miamica.com.

