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**Purse Envy Syndrome (PES)**

**By Mary Helen Sanders**

A dictionary meaning of envy is "a feeling of discontent and resentment aroused by and in

conjunction with desire for the possessions or qualities of another." People have feelings of envy for many reasons. A new emerging form of envy is what I call Purse Envy Syndrome (PES). PES has taken on different facets for different people and taken on various meanings over the last several years. PES has been a male dominated syndrome, though few will admit to it. Men are fascinated with women's purses from the time they are boys. As boys they pull at their mom's purses for attention and sometimes search through the bags searching for the goodies she has stored inside. As they get older, they do the same process with their girlfriends and then their wives. They not only are fascinated with what she carries in her bag, but often ask for her to carry their items in the bag!

Men are not the only ones with PES. Women can have it too! In fact, they get it even worse than men! Women fantasize about carrying designer label purses or one's similar to celebrities. Who wouldn't want a Kate Spade, Louis Vuitton, Brighton, Coach, Gucci, Marc Jacobs, or Dooney and Bourke? Most women aren't lucky enough to be able to afford the designer labels, but lucky for us, there are very good replicas on the market. If you decide to splurge and buy an authentic designer purse, please buy it from a reputable source. Unfortunately, there are sellers that try to sell replicas as the real thing. There are many reputable sources for buying replicas as well. Replicas should not infringe on the rights on the authentic purse. They should in no way pass themselves off as the real thing.

Women comb through fashion magazines looking for what celebrities are wearing and what accessories they are wearing and carrying. Everyone wants to be able to sport the latest fashions. It seems that one of the best ways for us to do that is to watch the stars and try to mimic their style. It seems each star tries to make their own statement by wearing and carrying different designers, shapes and styles. So how do we keep pace? Again, we luck out! We don't have to keep pace. We choose the styles we like best and go with those.

Women also look to their friends and people they see at the mall or restaurants to find new trends. How many times have you seen someone with a purse and said to yourself, "I wish I knew where she got that purse?" Sometimes you may be brave enough to approach the woman and ask. You should not be afraid to ask someone where they got their purse—it's very flattering! Don't you love it when

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someone notices what you have on or the shoes or purse you are carrying? Most women are more than happy to tell you where they got their purse. If they won't tell you, try searching the internet—you may luck out and find it yourself!

Women fret about matching their shoes with their purse or finding the right purse to match an outfit. After all, the right purse makes the outfit complete! Rest assured, that in today's world, the purse no longer has to match the shoes! You can be wild and crazy, calm and sedate, conservative or classy—it's all about what makes you feel good about yourself that counts. Your purse says a lot about yourself, so use it to express the many nuances that make you YOU. Carry different purses for different occasions that allow you to show the many sides of you.

So, what is the answer to PES and how do you overcome it? There is no quick answer to this ongoing syndrome. Most men are not going to buy a purse—if they did, they are afraid they would be called a sissy. The man purse is gaining popularity in Europe and Australia, but not likely to gain popularity in

the US. Women will always want to look their best and have the latest fashions. PES is here to stay and most likely will grow to overwhelming proportions. My suggestion is to give in to the syndrome and go buy a purse!

Mary Helen & Ernie Sanders are current retailers of purses for the last 3 years. They spend numerous hours researching trends and styles for women. You can find the perfect purse for you at their website:

<http://www.igotyourbag.com>

### **The Purse - The One Accessory Women Just Can't Live Without**

**By Ken Wilson**

The purse or handbag as it is sometimes referred to is a small bag that is normally used as an accessory by women. These purses or bags are used to hold items such as wallets, keys, tissues, cell phones, makeup, keys, and other items that women just can't be without.

Available in many different shapes, sizes, and styles, the purse has become a must have accessory for all women. In addition to this purses have also become a fashion accessory with many designer labels now producing their own range of purses. These include Gucci and Louis Vutton, to name but a few. The purse can come in a wide range of materials and fabric including leather, animal fur, animal skin such as crocodile is also very popular, silk, and cotton. Small to medium sized purses with short handles that are designed only to be carried are referred to as clutch purses and these are very popular for night time use.

A coin purse is one that is just big enough to hold money and cards and this can be stored in larger purses. Whilst purses are normally only carried by women, there is an alternative for men, and this is the backpack. Many men and women carry these backpacks and they have become very popular in

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today's modern society.

For many women one purse is not enough and for many purses has become one of their many accessories. Different purses for different outfits and occasions are now very common and there are many women who may have up to ten or more purses in their possession.

Whether it's a designer label purse or one from the local high streets you can be sure that in today's fashion conscious world, every woman will own at least two or three purses and will always be on the lookout for the latest model to add to her collection.

Ken Wilson for

<http://www.purse-resource.com>



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