



**CATCHING UP WITH THE BUZZ, dbCHRONICLE™ BY DIANA BROUSSARD
GAINS MEDIA TRACTION PRIOR TO OFFICIAL MARKET ANNOUNCEMENT**

Known for Her Signature “NATE NECKLACE” Broussard introduces the First Wave of TechLuxe in a Personalized LCD Screen Handbag, the dbChronicle™ bag.

(Tuesday, September 1, 2015 – New York, New York) - With thousands of tech gadgets on the market, it's time for creators of stylized accessory design and luxury items to bring innovation to the forefront. Catering to the world-wide women's market of fashion accessories and combining high end design with technology, Diana Broussard has created the **dbCHRONICLE™** bag. Broussard, best known for her “NATE NECKLACE,” is utilizing that same signature plexiglass chain design as the shoulder strap to her new black resin rectangular shaped LCD screen handbag, The **dbCHRONICLE™**.

Broussard explains: “I am excited to introduce the first wave of TechLuxe in a form of a resin handbag with an LCD video screen. The idea is to radically bring technology to fashion, introducing creative beauty within a functional classically designed bag. There is a rise in consumption of video creations. This design adds a new dimension to self-expression by introducing motion to fashion with videos.”

The handbag is made of Broussard's signature resin (plexiglass) with an LCD screen that plays either the downloaded Diana Broussard (db) aspirational video or two videos of the consumer's choice to personalize the bag in order to coordinate with her outfit, mood, or special event. The video can be played with or without audio depending on the occasion. Just think, even a cool fly girl could play her favorite music video, (flashback to ghetto blasters on the city streets) or a young entrepreneur presenting her newest brand marketing video or an opera fan playing her favorite aria, **all this in a high ‘TechLuxe’ bag**. The visual video possibilities are endless.

Broussard took an important step in the development of the hand bag; she created a video exclusively for the limited edition bag, which she defines as an art piece. The cutting-edge and lyrical motion-graphics were designed by Giovanni Locantore of Rome, Italy. The music, ‘optimism’ is by Pulitzer Prize winning American composer David Lang. Lang's music is informed by modernism, minimalism, and rock - and can perhaps be best described as post-minimalist or totalist. The composition ‘optimism’ is performed by So Percussion, (*Published by Red Poppy Music, from the album “The Woodmans: Music From the Film,” Courtesy of Cantaloupe Music*).

At a retail price of \$1,950.00 and currently taking pre-orders directly from her website, Broussard is ecstatic about the early buzz surrounding her new bag. FASHIONNOTES calls it “*The FashTech It Bag of F/W15*” and FORBES/TECH's Broussard interview headline reads, “*At Last, a Wearable You Will Want to Wear.*” Developing the bag over the past six months, the result is a simple, sleek, stylish and inventive design. Broussard shares, “The first response from customers has been I have never seen anything like this. I want one!”

Broussard was designing luxury products for years for Klein, Dior and Gucci before deciding to put her own name on her designs. She was one of the first designers to open a high end luxury boutique shop in the West Village on Christopher Street, when all the other luxury designers were claiming their stake on Bleecker Street.

The Diana Broussard shop altered the look and feel of the once bohemian style block. Keeping with her sophisticated yet rebel like sense of style, she brings unique accessories to women. Her accessories are helping already fabulous women stand out, even more. That's Broussard's calling card and clientele.

However as much as Broussard loves making women feel special, this is her passion project. The name of the bag the **dbCHRONICLE**(™) bag and chronicle is a word related to video. It also brings to mind the futuristic science fiction writers' work of old-school Ray Bradbury's, "The Martian Chronicles," and new school Haruki Murakami's "The Wind-up Bird Chronicles".

Here are a few facts about the dbCHRONICLE(™).

- New term Broussard refers to when discussing the bag: **TechLuxe** (technology mixed with luxury item)
- **dbCHRONICLE**(™): Rectangular shaped resin handbag with an LCD video screen
- The handbag comes with a USB cable to connect the bag to a PC/laptop in order to add/remove the videos; (a personalized handbag video player)
- The same cable can be used for recharging the battery with the electric switch
- The resolution is 480 x 800
- The battery lasts for 90-120 minutes
- When the video is turned "off," the screen is black which matches the color of the beautiful resin bag with Diana Broussard's signature black resin chain strap. (The strap can also be removed to carry the bag as a clutch)
- The bag is not waterproof but it is lined in Nappa leather
- The bag weighs 0.89 kg



Diana Broussard

The Limited Edition dbCHRONICLE(™)



Diana Broussard

The Limited Edition dbCHRONICLE(™)

[Video link: Watch](#)

About Diana Broussard: After working for luxury goods companies including Calvin Klein, Christian Dior, and Gucci, **Diana Broussard** started her own line under her name. For the chic, urban female, Broussard creates her collections with the finest materials coupled with intricate, unexpected detailing and a sincere respect for Italian craftsmanship. Broussard is not solely a shoe designer, but also designs gems in plexiglass and metals in her jewelry collection, and db Intimo lingerie in silk. The Diana Broussard name stands for uniquely designed aesthetically pleasing shoes, accessories and garments that are elegant classics that can be worn for the everyday. The Diana Broussard boutique opened in 2007.

About KeyMedia Public Relations: KeyMedia Public Relations is a New York City Based Public Relations and Production Company with a Focus on the Performing Arts, Health & Wellness and Non-Profits. Its owner, Denise Marsa, is an award winning international recording artist, producer and songwriter.

For more info about Diana Broussard and to pre-order dbCHRONICLE(™): www.DianaBroussard.com / <http://diana-broussard.squarespace.com/db-just-in/db-chronicle-pre-order>

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