



ANGELIA BRONSON

In the Bag

Attention, all you accessory-loving gals who break the piggy bank in the name of having a trendy, chic bag to prance around Vegas with: Now there is a company that's willing to *lend* you all those often-unattainable items for a nominal fee so you can impress your friends. All That Bags specializes in renting authentic designer handbags, and is based right here in Vegas.

According to founder and CEO Angelia Bronson, the sensible woman wants to carry the high-end bags but doesn't want to spend the big bucks associated with owning them. "Many women resort to designer knockoffs and spend hundreds for poor quality that is easily noticed by the average fashion consumer. With All That Bags, women can carry high-priced bags for much less than they spend on knockoffs," without any serious commitment or investment to boot, she says. That means women get the chance to carry Prada, Gucci, Fendi and Chloé. In fact, they can carry a different bag—the same five-figure bag that's on the arm of their favorite celebrity—every month if they choose.

Bronson, who is currently being tagged one of Vegas' new genius entrepreneurs, moved from Chicago to Vegas to get away from the Windy City weather. What she found was a town ripe with opportunity. "Las Vegas is synonymous with glitz and glamour, and there is always an exciting event going on in this city. Having a business like All That Bags enables any woman to carry the same bag to an event that you might see on the red carpet in Hollywood, on Rodeo Drive in Beverly Hills or on Fifth Avenue in New York," Bronson explains.

As for her own taste in bags? Let's just say she probably needs a company like her own to keep up. "I love the feel of carrying high-end bags: the supple leather, the detail, the multiple styles, the quality and the sheer creativity designers put into these bags. I also have a much greater love for designer shoes for the same reasons. They just seem to make you stand a bit taller," Bronson points out. So if you've been looking for that chic Gucci bag, visit Bronson's website, Allthatbags.com, and place an order. Your bag is waiting.

—Humberto Guida

JUST THE FACTS

Favorite hangout?: "Fashion Show mall and the new boutiques at the Palazzo."

Guilty pleasure?: "Christian Louboutin shoes."

One thing you can't live without: "My wonderful dogs, Marley and Shakespeare."

Biggest self-indulgence?: "A luxurious spa day."

Most peculiar thing you own: "A voodoo doll. It's a symbol of insight and wisdom."

Favorite designers: "Prada, Dolce & Gabbana, Betsey Johnson and Chanel."

POST-PRODUCTION BY BRYAN HAINER. HAIR BY BRANDON HALL. MAKEUP BY HOMA SAFAR. SHOT AT BODY ENGLISH AT THE HARD ROCK HOTEL & CASINO.

PHOTOGRAPH BY TOMAS MUSCIONICO