

*thirty-one*<sup>TM</sup>



JUST BELIEVE

FALL 2012

## Hi Friends,

Just Believe. That's the theme of this Catalog, and it's a theme I hold near and dear to my heart. The reason I started Thirty-One nine years ago is because I believed in the amazing things women could accomplish if they were given the chance to own their own business. Still today we're a company that strongly believes in empowering women, and we take great pride in celebrating, encouraging and rewarding our Consultants for everything they do. The Senior Executive Directors featured throughout this Catalog

are perfect examples of women who changed their lives for the better with the help of Thirty-One. Thousands of other women across the country are doing the same.

Of course, in order for our Consultants to be successful, they need some great products to sell. And I truly believe this Catalog features some of our best products ever! This fall we're introducing a ton of new styles — 31, to be exact! — that will help you organize your life in a cool, fun way. We're also introducing 20 beautiful new prints and fabrics

This fall we're introducing a ton of new styles. 31, to be exact!

that'll add a little splash of color to your fall.

Plus, all of our most popular collections are bigger and better than ever. We've added more styles — and more colors — to our Spirit Collection, and we've also expanded our Retro Metro and UR U collections. With all these new additions, plus plenty of returning favorites, I just know you'll love this Catalog! And since this is the season

of giving, you'll also find some styles that will make great gifts for all your loved ones.

I'm so blessed to be able to share every moment

of this incredible journey with the entire Thirty-One family. If you love our products and think you'd like to be a part of our family, talk to your Consultant about this life-changing opportunity. You can be as successful as you want to be with Thirty-One — just believe in yourself. And we'll be right by your side, believing in you every step of the way.

*Cindy Monroe*

Founder and CEO, Cindy Monroe

thirty-one™

### THIRTY-ONE IS MORE THAN JUST A COMPANY.

We are people who believe in celebrating, encouraging and rewarding others for who they are. Through God's strength, we've built a family of individuals who feel women deserve to treat themselves and those around them to something special. Our commitment is to provide women with a fulfilling, enjoyable and rewarding experience one person at a time.

Products shown on front cover (left to right): Retro Metro Crossbody in Brown, Retro Metro Tote in Patchwork Paisley, Cindy Tote in Brown Corduroy.



Every Thirty-One style was designed with you in mind. They're all solutions that make your life a little easier. Check out a few of Cindy's favorite solution sets.

It's amazing what you can do when you believe ...



**SOLUTION #1**  
*Shopping for holiday gifts*  
**SIMPLE**

- A. LARGE UTILITY TOTE
- B. U R U SCARF
- C. PERFECT PARTY SET
- D. U R U LITTLES CARRY-ALL CADDY

**SOLUTION #2**  
*Making mornings less hectic*  
**EASY**

- E. SUPER ORGANIZING TOTE
- F. PICNIC THERMAL TOTE
- G. FLAT ROSETTE CLIP
- H. ORGANIZING UTILITY TOTE

**SOLUTION #3**  
*Being prepared for anything*  
**FUN**

- I. RETRO METRO WALLET
- J. TIMELESS MEMORY POUCHES
- K. ELITE RETRO METRO BAG
- L. RETRO METRO WEEKENDER
- M. SCARF



*The most used room in the house is often the smallest.*












OUR MUD ROOM IS ORGANIZED WITH

- LARGE UTILITY TOTES
- TIMELESS MEMORY POUCHES
- HANG-UP HOME ORGANIZER
- MINI UTILITY BINS



Special moments happen everywhere ... even in the mud room!



**A. HANG-UP HOME ORGANIZER**  | \$45 | 3458 | shown in Patchwork Paisley **B. MINI UTILITY BIN**  | \$22 | 3787 | shown in Patchwork Paisley; Say It Taupe, Embroidery Style 10, Lavender **C. TIMELESS MEMORY POUCHES**  | \$5 | 3885 | shown in Say It Taupe with Patchwork Paisley **D. LARGE UTILITY TOTE**  | \$35 | 3121 | shown in Patchwork Paisley, Embroidery Style 17, Brown; Say it Taupe, Embroidery Style 12, Brown **E. FLAT ROSETTE CLIP**  | \$5 | 3851 | shown in Plum **F. SUPER ORGANIZING TOTE**  | \$50 | 3893 | shown in Plum Stripe, Embroidery Style 10, Brown **G. FOLD N' FILE**  | \$25 | 3890 | shown in Say It Taupe **H. TOP-A-TOTE**  | \$10 | 4018 | shown in Brown **I. ORGANIZING UTILITY TOTE**  | \$30 | 3105 | shown in Patchwork Paisley, Embroidery Style 13, Oatmeal **J. SCARF**  | \$10 | 3012 | shown in Inspirations **K. OVERSIZED STORAGE ORGANIZER**  | \$30 | 3637 | shown in Grey Pin Dots



**THIRTY-ONE SOLUTIONS**

Five simple ways to organize your laundry or mud room



**#1 | IRON SUPPLEMENT**

Single Organizer — Keep your cool iron and a spray bottle together and easy to find. Sold on pg. 8.



**#2 | THE SPOT**

Double Organizer — All your detergents, stain removers and dryer sheets fit perfectly inside. Sold on pg. 8.



**#3 | CORNER POCKET**

Little's Carry-All Caddy — Great for collecting all the loose change, receipts and more you find when cleaning out pants pockets. Sold on pg. 7.



**#4 | WASTE NOT ...**

Mini Utility Bin — Keep one on the floor as a cute alternative to a waste basket.



**#5 | PET PROJECTS**

Organizing Utility Tote — Perfect for storing pet supplies like dog shampoo and brushes. Keep the whole family looking good!



*Always believe that something wonderful is about to happen.*

JUST BELIEVE



Girls' night in!  
Friendships are  
hand-crafted  
to last for  
generations.



- A. FOLD N' FILE** | \$25 | 3890 | shown in Black Pick Me Plaid **B. FLAT ROSETTE CLIP** | [K] | \$5 | 3851 | shown in Red **C. ZIPPER POUCH** [E][K] | \$15 | 3045 | shown in Black Pick Me Plaid, Embroidery Style 12, White **D. ORGANIZING UTILITY TOTE** [E][K] | \$30 | 3105 | shown in Organic Poppy, Embroidery Style 17, Black **E. TIMELESS MEMORY POUCHES** | \$5 | 3885 | shown in Organic Poppy with Black Pick Me Plaid **F. TOP-A-TOTE** [K] | \$10 | 4018 | shown in Black **G. LARGE UTILITY TOTE** [E][K] | \$35 | 3121 | shown in Organic Poppy, Embroidery Style 15, Red **H. CUP ORGANIZER** | *Booking Bonus* | \$10 value | 3985 | shown in Black Pick Me Plaid **I. ALL-IN-ONE ORGANIZER** [E] | \$20 | 3258 | shown in Black Pick Me Plaid, Embroidery Style 10, Red **J. LITTLES CARRY-ALL CADDY** [E] | \$12 | 3401 | shown in Organic Poppy **K. PERFECT PARTY SET** [E][T][B] | \$20 | *Hostess exclusive* | \$65 value | 3852 | shown in Black Pick Me Plaid **L. SUPER ORGANIZING TOTE** [E] | \$50 | 3893 | shown in Organic Poppy **M. LIL' EXPRESSIONS MINI ZIPPER POUCH** [WS] | \$12 | 3746 | shown in Inspirations, Natural w/ Grey, Embroidery Style 12, Red **N. TIMELESS BEAUTY BAG** [E][K] | \$25 | 3849 | shown in Black Pick Me Plaid, Embroidery Style 13, White



THIRTY-ONE SOLUTIONS

Customize your Large Utility Tote to fit your on-the-go lifestyle!



#1 YOU'RE COVERED

Use a Top-A-Tote to cover the Large Utility Tote so whatever you're carrying around in the back of your trunk stays secured neatly inside.



#2 DOUBLE PLAY

A Double Thermal Organizer keeps three 6-packs cold, and a Single Thermal Organizer keeps the hot dogs and hamburgers warm. Fit it all in a Large Utility Tote and you're ready to tailgate!



#3 THREE'S COMPANY

Fit three Single Organizers inside a Large Utility Tote so each of the kids can have a tote to themselves for that weekend day trip.

*This is such a fitting solution.*



The sweetest ingredient in cookies is the time we spend making them together.



only \$50 WHEN YOU HOST A PARTY



- A. SINGLE ORGANIZER [E] | \$15 | 3622 | shown in Printed Parisian Pop
- B. TOP-A-TOTE [K] | \$10 | 4018 | shown in Black
- C. LARGE UTILITY TOTE [E] [K] | \$35 | 3121 | shown in Printed Parisian Pop, Embroidery Style 10, Red
- D. VARSITY SCARF [K] | \$10 | 4013 | shown in Red Polka Dot
- E. DOUBLE ORGANIZER [E] | \$25 | 4021 | shown in Printed Parisian Pop
- F. FLAT ROSETTE CLIP [K] | \$5 | 3851 | shown in Red
- G. EXPAND-A-TOTE DAY EXTENDER [SS] | \$50 | 3612 | shown in Printed Parisian Pop
- H. SHOULDER STRAP | \$10 | 3422 | shown in Black
- I. MAKING MEMORIES THERMAL [T] [A] | \$50 | *Hostess exclusive* | value \$129 | 3786 | shown in Black Parisian Pop
- J. MINI ZIPPER POUCH [E2] [WS] | \$12 | 3013 | shown in Red Parisian Pop, Embroidery Style 30, Black
- K. PICNIC THERMAL TOTE [E] [T] [A] | \$35 | 3034 | shown in Black Parisian Pop, Embroidery Style 15, Aqua
- L. ORGANIZING UTILITY TOTE [E] [K] | \$30 | 3105 | shown in Red Parisian Pop, Embroidery Style 17, Black
- M. THERMAL ZIPPER POUCH [T] | \$15 | 4060 | shown in Gifts For All
- N. SMALL RECTANGLE BASKET LINER [E] | \$19 | 3101 | shown in Black Parisian Pop
- O. SMALL RECTANGLE BASKET | \$35 | 3021
- P. MINI UTILITY BIN [E] | \$22 | 3787 | shown in Black Parisian Pop, Embroidery Style 17, Red



*Warm up your kitchen  
and your family traditions  
with these solutions.*

OUR KITCHEN BAKING GIFT STATION IS PACKED WITH

- ORGANIZING UTILITY TOTE
- THERMAL ZIPPER POUCH
- SMALL RECTANGLE BASKET & LINER
- MINI UTILITY BIN



**Angie  
Bailey**

SENIOR EXECUTIVE  
DIRECTOR

JOINED MARCH 2007  
ADVANCE, NC

**Believe you can run a successful  
business on your schedule**

When I joined Thirty-One, I just wanted to get some products at a discount. I never planned to run a business. But once I saw how fun and easy it was to make some extra shopping money, I was hooked!



Money is what most women are drawn to because we want to help our families, but the sisterhood is a major bonus. The ladies in this company are like none other! God has led each of us here, and I feel truly blessed that He chose me to walk alongside them in this incredible journey!

And the best part of it all is that I get to be my own boss! This is my business – I control it and can take it as far as I want. What a liberating feeling! Plus, I decide what days and what hours I want to work, I can be there for my family whenever they need me, and I can take as many shopping trips as I want without having to be back within the hour! Even better – it's all so much FUN!



Booking  
BONUS  
Page 45

- A. ALL-IN-ONE ORGANIZER** [E] | \$20 | 3258 | *shown in Grey Pin Dots, Embroidery Style 17, Turquoise*
- B. LIL' EXPRESSIONS TOTE** [45] | \$45 | 3416 | *shown in Life's a Hoot, Natural w/ Brown, Printed Style 15, Turquoise*
- C. ICON COIN PURSE** [WS] | \$15 | 3400 | *shown in Owl*
- D. THERMAL MINI ZIPPER POUCH** [WS][T] | \$12 | 4059 | *shown in Life's A Hoot*
- E. LIL' EXPRESSIONS MINI ZIPPER POUCH** [WS] | \$12 | 3746 | *shown in Lil' Kid Expressions, Natural w/ Grey*
- F. DOUBLE PINCH COIN PURSE** | \$25 | 3572 | *shown in Say It Softly*
- G. ORGANIZING UTILITY TOTE** [E][K] | \$30 | 3105 | *shown in Say It Taupe*
- H. CUP ORGANIZER** | *Booking Bonus* | \$10 value | 3985 | *shown in Say It Softly*
- I. SUPER ORGANIZING TOTE** [E] | \$50 | 3893 | *shown in Grey Pin Dots, Embroidery Style 13, Brown*
- J. SMALL ROSETTE CLIP** [5] | \$5 | 3353 | *shown in Turquoise*
- K. ZIPPER POUCH** [E][K] | \$15 | 3045 | *shown in Minty Chip*
- L. SHOULDER STRAP** [10] | \$10 | 3422 | *shown in Brown*
- M. EXPAND-A-TOTE DAY EXTENDER** [SS] | \$50 | 3612 | *shown in Minty Chip*
- N. DOUBLE ORGANIZER** [E] | \$25 | 4021 | *shown in Grey Pin Dots*
- O. LARGE UTILITY TOTE** [E][K] | \$35 | 3121 | *shown in Minty Chip, Embroidery Style 15, Turquoise*
- P. ABOUT TOWN BLANKET** [E] | \$39 | 3244 | *shown in Minty Chip*
- Q. SINGLE THERMAL ORGANIZER** [T][Q] | \$25 | 4020 | *shown in Grey Pin Dots*



*Warm family fun,  
even with a chill in the air.*

OUR FAMILY PACKED UP FOR THE DAY WITH

- LARGE UTILITY TOTE
- DOUBLE ORGANIZER
- SINGLE THERMAL ORGANIZER
- ABOUT TOWN BLANKET

*Make today a day you  
will remember forever.*



**You've got Spirit!**  
**This fall, show that Spirit**  
**in more ways than ever!**

**NEW! Now you can Icon-It!**  
 Pick your favorite icon and add a name  
 or fun phrase to go along with it!



BASEBALL



BASKETBALL



CROWN



FLOWER



FOOTBALL



SOCCER BALL



VOLLEYBALL



Check out the new Lil' Expressions Spirit outfits!

**A. RETRO METRO BAG** [E][M][K] | \$55 | 3218 | shown in Spirit Grey, Embroidery Style 17, Orange, Icon-It Football; Spirit Navy, Embroidery Style 10, Orange **B. LARGE UTILITY TOTE** [E][M][K] | \$35 | 3121 | shown in Spirit Navy, Embroidery Style 17, White; Spirit Grey, Embroidery Style 17, Navy; Spirit Grey, Embroidery Style 17, Golden Yellow, Icon-It Soccer Ball **C. VARSITY SCARF** [K] | \$10 4013 | shown in Green Houndstooth; Green Polka Dot **D. ABOUT TOWN BLANKET** [E][M] | \$39 | 3244 | shown in Spirit Navy, Embroidery Style 15, White **E. ORGANIZING UTILITY TOTE** [E][M][K] | \$30 | 3105 | shown in Spirit Grey, Embroidery Style 17, Navy **F. LIL' EXPRESSIONS TOTE** | \$45 | 3416 | shown in Lil' Kid Expressions, Natural w/ Grey **G. PICNIC THERMAL TOTE** [E][M][T][Q] | \$35 | 3034 | shown in Spirit Navy, Embroidery Style 17, White; Spirit Grey, Embroidery Style 17, Navy, Icon-It Baseball

**HOW TO ORDER ICON-IT EMBROIDERY**

Any style marked with a [M] in the Shopping Guide can be personalized with your favorite Icon-It symbol. For only \$10, you can get an Icon-It symbol with embroidery\* to go along with it! Just select thread colors for your Icon-It symbol and embroidery and you're all set! \*All Icon-It symbols will be paired with embroidery.

*NEW Lil' Expressions Spirit outfits.*

SEE MORE ON PAGE 43

Is your school part of Collegiate Spirit?

VISIT US ONLINE

[THIRTYONEGIFTS.COM/SPIRIT](http://THIRTYONEGIFTS.COM/SPIRIT)

FOR A LIST OF ALL AVAILABLE SCHOOLS AND OTHER IMPORTANT DETAILS.



**A. LARGE UTILITY TOTE** [E][M][K] | \$35 | 3121 | shown in Spirit Black, The Ohio State University® Patch, Embroidery Style 10, White; Spirit Grey, Embroidery Style 10, Red; Spirit Maroon, Arizona State University® Patch, Embroidery Style 17, Golden Yellow **B. ABOUT TOWN BLANKET** [E][M] | \$39 | 3244 | shown in Spirit Grey, The Ohio State University® Patch; Spirit Navy, University of Illinois™ Patch **C. RETRO METRO BAG** [E][M][K] | \$55 | 3218 | both shown in Spirit Grey, one w/ LSU® Patch, Embroidery Style 10, Golden Yellow **D. ORGANIZING UTILITY TOTE** [E][M][K] | \$30 | 3105 | shown in Spirit Black, The Ohio State University® Patch, Embroidery Style 17, Red; Spirit Grey, University of Illinois™ Patch, Embroidery Style 10, Navy **E. CINCH SAC** [E][M][K] | \$20 | 3039 | shown in Spirit Black, The Ohio State University® Patch, Embroidery Style 17, Platinum; Spirit Purple, LSU® Patch, Embroidery Style 10, White; Spirit Black, Arizona State University® Patch, Style 10, Maroon **F. VARSITY SCARF** [K] | \$10 | 4013 | shown in Red Houndstooth; Red Polka Dot; Purple Polka Dot; Golden Cheer; Golden Polka Dot; Black Cheer; Orange Houndstooth **G. PICNIC THERMAL TOTE** [E][M][T][B] | \$35 | 3034 | shown in Spirit Black, Embroidery Style 17, Red; Spirit Grey, Arizona State University® Patch, Embroidery Style 17, Black; Spirit Black, United States Military Academy® Patch, Embroidery Style 10, White **H. LIL' EXPRESSIONS MINI ZIPPER POUCH** [WS] | \$12 | 3746 | Shown in Lil' Kid Expressions in Natural w/ Grey



# Introducing **NEW!** collegiate patches and team phrases!

Mix two Varsity Scarves to maximize your school spirit!



Team phrases, thread colors and product colors are selected by each college. Check out [thirtyonegifts.com/spirit](http://thirtyonegifts.com/spirit) for a complete list of available options.



No better friend for the game than the About Town Blanket.



**HOW TO ORDER COLLEGIATE EMBROIDERY:** All styles in the Spirit Collection are available to be personalized with a collegiate patch and a licensed school phrase for just \$15! All you have to do is select your school and your favorite approved phrase\* and you'll be showing your team pride in no time! All Spirit styles ordered with a collegiate patch will include a "C" at the end of their regular, four-digit item number. Check out the Spirit styles in the Shopping Guide for more information.

\*Any style with a collegiate patch must also be personalized with an approved school phrase in font style 10 or 17. The only exception is the About Town Blanket, which can be personalized with a collegiate patch, but not with both a collegiate patch and a school phrase. **PLEASE NOTE** As required by our agreement with each college partner, any style personalized with a collegiate patch is not eligible for any special promotion, discount or Hostess reward.



**EASY WAYS TO SHOW YOU'VE GOT SPIRIT!**

**FIRST**

Choose any of these popular Spirit styles in any Spirit color



Picnic Thermal Tote



Retro Metro Bag



Organizing Utility Tote



Cinch Sac



About Town Blanket



Large Utility Tote

**THEN**

Add personalization to make it your own

**EMBROIDERY**

Add embroidery for just \$7

**ICON-IT**

Add Icon-It and embroidery for just \$10

**COLLEGIATE**

Or go all out and choose your favorite collegiate patch and team phrase for only \$15\*

T M A

Theresa  
McKeon

SENIOR EXECUTIVE  
DIRECTOR

JOINED FEBRUARY 2008  
WHITSETT, NC

Believe that you can be the person  
you're meant to be.

Four years ago I was encouraged by my doctors to leave my full-time teaching position. I have severe asthma, which makes working a regimented 9-to-5 job difficult. The flexibility Thirty-One offers is extremely important — not only does it let me work on getting healthy, but it also lets me travel with my husband and spend more time with him.



I love being able to contribute to our household financially, but I also love finally being able to give back. Before Thirty-One, I didn't have anything to give except for my time and my heart, and while I'm sure those were appreciated, it's nice to be able to help people financially as well.

Just as important as the money and the flexibility are all the connections I'm making. When I see other women who have the same self-doubt I had when I first started, I love encouraging them to push through it and persevere. Over the past four years, Thirty-One has helped me grow into the person I'm meant to be, and I want other women to experience just how amazing that feels.

thirty-one THERMALS



Thermals! For every reason.



- A. PERFECT PARTY SET** [E][T][B] | \$20 | *Hostess exclusive* | \$65 value | 3852 | shown in Say It Taupe
- B. THERMAL TOTE** [E][K][T] | \$18 | 3000 | shown in Plum Stripe; Life's A Hoot, Embroidery Style 30, Limeade; Organic Poppy
- C. CINCH-IT-UP THERMAL TOTE** [T] | \$24 | 3785 | shown in Patchwork Paisley; Black Happy Dot; I Can-Ikat
- D. MARKET THERMAL TOTE** [E][T][B] | \$45 | 3464 | shown in Minty Chip; Black Happy Dot; Black Pick Me Plaid, Embroidery Style 10, Red
- E. THERMAL MINI ZIPPER POUCH** [WS][T] | \$12 | 4059 | shown in Life's A Hoot; I Can-Ikat
- F. LIL' EXPRESSIONS TOTE** | \$45 | 3416 | shown in Life's A Hoot, Natural w/ Brown, Printed Style 15, Turquoise
- G. THERMAL ZIPPER POUCH** [T] | \$15 | 4060 | shown in Inspirations
- H. PICNIC THERMAL TOTE** [E][T][B] | \$35 | 3034 | shown in Spirit Black, Embroidery Style 10, Royal Blue; Organic Poppy, Embroidery Style 15, Black



1+1+1=  
**FAMILY FUN**  
Solutions

*The next time your family goes apple picking, bring plenty of juice boxes and sandwiches so those fresh apples can be part of a nutritious, yummy meal!*

**For every season.**

*Avoid the drive-thru during your lunch break with perfectly prepared meals kept fresh and close at hand.*



1+1+1=  
**9 TO FIVER**  
Solutions



1+1+1=  
**WEEKENDER**  
Solutions

*This season you'll be carrying food and drinks to and from a lot of holiday parties. Bring it all with style and ease!*



## Our Retro Metro Collection makes city



*Wherever you go, go with all your heart.*

*New styles, new prints and a brand new surprise ... the Retro Metro Collection has it all this fall! Every Retro Metro style now includes an interior patch that features a unique inspirational saying. You'll be organized, stylish and inspired all at the same time!*



*trips slicker and country miles smoother.*



- A. ZIPPER POUCH** [E][K] | \$15 | 3045 | shown in Plum Corduroy, Embroidery Style 12, Oatmeal **B. PINCH-TOP WRISTLET** | *Booking Bonus* | \$20 value | 4028 | shown in Patchwork Paisley **C. RETRO METRO WEEKENDER** [E][SS] | \$78 | 3780 | shown in Patchwork Paisley, Embroidery Style 15, Seaweed **D. RETRO METRO WALLET** [WS] | \$25 | 3869 | shown in Say It Taupe **E. TIMELESS WRISTLET** [K] | \$25 | 3847 | shown in Patchwork Paisley **F. SCARF** | \$10 | 3012 | shown in Lavender Pick Me Plaid; Inspirations **G. WRISTLET KEY FOB** | \$5 | 3514 | shown in Inspirations **H. ELITE RETRO METRO BAG** [E] | \$60 | 4084 | shown in Brown Corduroy, Embroidery Style 15, Powder Pink **I. RETRO METRO TOTE** [E] | \$62 | 3873 | shown in Grey Pin Dots, Embroidery Style 10, Brown; Patchwork Paisley **J. RETRO METRO BAG** [E][K] | \$55 | 3218 | shown in Say It Taupe **K. FLAT ROSETTE CLIP** [K] | \$5 | 3851 | shown in Plum **L. RETRO METRO CROSSBODY** [E] | \$35 | 3972 | shown in Brown



**THIRTY-ONE SOLUTIONS**

*Five must-have accessories for every purse.*



**#1 | MINI ZIPPER POUCH**

*Use it as a purse within a purse to hold all those little essentials like your keys and lip gloss.*



**#2 | FLAT ROSETTE CLIP**

*A little splash of color goes a long way in completing a perfect look.*



**#3 | TIMELESS WALLET**

*A coordinating wallet is a necessity inside everyone's favorite purse.*



**#4 | THERMAL MINI ZIPPER POUCH**

*If you're carrying makeup or medicine you want to keep cool, the Thermal Mini Zipper Pouch is perfect for you!*



**#5 | INSPIRATIONS SCARF**

*Featuring more than 60 inspirational sayings, this is one Scarf that will make you feel just as good as you look.*

*Believe in casual styling for a night out*



*The Organista has 4 zippers, 5 card slots, 6 pockets and a place for everything you need. Try one at a Thirty-One party.*

- A. MINI ZIPPER POUCH** [E][K][WS] | \$12 | 3013 | shown in Patchwork Paisley **B. ORGANIZING SHOULDER BAG** [E] | \$45 | 3165 | shown in Dark Denim, Embroidery Style 13, White **C. SOFT WALLET** [WS] | \$22 | 3003 | shown in Brown Quilted Pick Me Plaid **D. MEDIUM PURSE** [E] | \$65 | 3063 | shown in Grey Brushed Twill, Embroidery Style 13, Aqua **E. SCARF** | \$10 | 3012 | shown in Inspirations; Lavender Pick Me Plaid **F. ORGANISTA CROSSBODY** [E] | \$50 | 3990 | shown in Grey Pin Dots, Embroidery Style 15, Aqua **G. LEATHER MEDIUM PURSE WITH SCARF** | \$130 | 3870 | shown in Brown **H. FOLD-AND-GO ORGANIZER W/ NOTEPAD** | \$25 | 3090 | shown in Patchwork Paisley **I. ELITE RETRO METRO BAG** [E] | \$60 | 4084 | shown in Brown Corduroy, Embroidery Style 15, Powder Pink **J. RETRO METRO WALLET** [WS] | \$25 | 3869 | shown in Dark Denim **K. MANICURE NAIL FILE** | \$2 | 3009 | shown in Plum Stripe **L. SKIRT PURSE** | \$45 | 3196 | shown in Brown **M. FITTED PURSE SKIRT** [E] | \$15 | 3047 | shown in Brown Corduroy **N. TIMELESS WRISTLET** [K] | \$25 | 3847 | shown in Say It Softly **O. CASUAL CARGO PURSE** [E] | \$65 | 3616 | shown in Say It Taupe, Embroidery Style 73, Brown **P. FLAT ROSETTE CLIP** [K] | \$5 | 3851 | shown in Plum

on the town or a day running errands.



G.

H.



I.

J.

K.



L.

M.

N.

E.

O.

P.

*Believe that elegance, and everything*





*you need, is always within reach.*



**A. ORGANIZING SHOULDER BAG** [EB] | \$45 | 3165 | shown in Black Pick Me Plaid, Embroidery Style 42, White **B. SKIRT PURSE** | \$45 | 3196 | shown in Black **C. FITTED PURSE SKIRT** [E] | \$15 | 3047 | shown in Red; I Can-Ikat **D. TIMELESS WRISTLET** [K] | \$25 | 3847 | shown in Black Pick Me Plaid; Red Polka Dot **E. CASUAL CARGO PURSE** [E] | \$65 | 3616 | shown in Black **F. FLAT ROSETTE CLIP** [X] | \$5 | 3851 | shown in Red; Black **G. DOUBLE PINCH COIN PURSE** | \$25 | 3572 | shown in Black Pick Me Plaid **H. ORGANISTA CROSSBODY** [E] | \$50 | 3990 | shown in Black Corduroy, Embroidery Style 12, Platinum **I. SOFT WALLET** [WS] | \$22 | 3003 | shown in Black Parisian Pop **J. MEDIUM PURSE** [E] | \$65 | 3063 | shown in Black Pick Me Plaid, Embroidery Style 70, Platinum **K. TIMELESS WALLET** [WS] | \$40 | 3595 | shown in Black Quilted Pick Me Plaid **L. SCARF** | \$10 | 3012 | shown in Red Organic Poppy



**THIRTY-ONE SOLUTIONS**

*A purse that's as versatile as you are. Buy just one Skirt Purse, then get a different Fitted Skirt for every occasion.*



**GREY BRUSHED TWILL**

*Complete your chic, elegant look for date night with your husband.*



**RED**

*Red is eye-catching while you're out on the town during a night with your friends.*



**DARK DENIM**

*Perfect for that casual, comfortable weekend day with the family.*



**I CAN-IKAT**

*This colorful print matches just about any outfit, and it's perfect for a day spent at the mall or running errands.*



*Find all our Lil' Expressions and other fun stationery options on page 27.*

*It's the littlest expressions that make the biggest impressions.*

**Lil'**  
Expressions

*Express yourself in more ways than ever this fall! Our classic Lil' Expressions line is back with new outfits — including “Spirit” outfits perfect for football season — plus you now have tons of other great options to personalize your Lil' Expressions Tote or Mini Zipper Pouch for just an additional \$7. NEW for fall are Lil' Snow Expressions, Icon-It, Inspirations, Life's a Hoot and Patchwork Paisley Letter. See page 43 for all of the details.*



- A. LIL' EXPRESSIONS TOTE** | \$45 | 3416 | *shown in Lil' Kid Expressions, Natural w/ Brown; Lil' Snow Expressions, Natural w/ Brown; Icon-It Soccer Ball, Natural w/ Grey*
- B. LIL' EXPRESSIONS MINI ZIPPER POUCH** | \$12 | 3746 | *shown in Inspirations, Natural w/ Grey; Life's a Hoot, Natural w/ Brown; Patchwork Paisley Letter, Natural w/ Brown*



Together we're making a difference, one person at a time.

See more great stationery options available on page 27!



Giving back is a hugely important part of who we are, and it's why we created Thirty-One Gives earlier this year. Through this initiative, for every URU exclusive style purchased, we'll donate a portion of the purchase price to a charity that supports and empowers women and girls across the country.

- A. CINCH SAC** [E][K] | \$20 | 3039 | shown in Spirit Grey, Embroidery Style 10, Hot Pink **B. U R U LITTLES CARRY-ALL CADDY** [E] | \$12 | 4056 | shown in Pink Parisian Pop, Embroidery Style 74, Brown **C. U R U COSMETIC BAG** [E] | \$30 | 4106 | shown in Pink Parisian Pop **D. U R U MINI WRISTLET** [E] | \$17 | 4017 | shown in Pink Parisian Pop **E. ALL-IN-ONE ORGANIZER** [E] | \$20 | 3258 | shown in Grey Pin Dots, Embroidery Style 17, Hot Pink **F. BLANKET BUDDY** [E] | \$50 | 3343 | shown in Grey **G. U R U SCARF** | \$10 | 4074 | shown in Pink Polka Dot **H. U R U CINCH SAC** [E] | \$20 | 4016 | shown in Pink Parisian Pop **I. RUFFLE WRISTLET** | Booking Bonus | \$23 value | 4105 | shown in Grey **J. U R U THERMAL TOTE** [E][T] | \$18 | 3828 | shown in Pink Parisian Pop **K. NOTE CARDS W/ ENVELOPES** | \$20 | 4683 | Set of 20. Shown in U R U

Gifts for the girls

Show your appreciation for all those who teach our little ones.

Gifts for teacher



You'll touch their hearts with gifts this personal.

Top 5 stocking stuffers

Hang these holiday favorites by the chimney with ease.



- A. RETRO METRO TOTE** [E] | \$62 | 3873 | shown in Black Happy Dot, Embroidery Style 17, Hot Pink **B. LIL' EXPRESSIONS MINI ZIPPER POUCH** [WS] | \$12 | 3746 | shown in Lil' Kid Expressions, Natural w/ Grey; Lil' Kid Expressions, Natural w/ Brown **C. LITTLES CARRY-ALL CADDY** [E] | \$12 | 3401 | shown in Gifts For All, Embroidery Style 15, Black **D. MINI UTILITY BIN** [E] | \$22 | 3787 | shown in Black Parisian Pop **E. ZIPPER POUCH** [E][K] | \$15 | 3045 | shown in Red Parisian Pop, Embroidery Style 15, Black **F. TIMELESS WALLET** [WS] | \$40 | 3595 | shown in Black Quilted Pick Me Plaid **G. WRISTLET STRAP** [E] | \$5 | 3606 | shown in Black **H. DOUBLE PINCH COIN PURSE** [E] | \$25 | 3572 | shown in Say It Softly **I. THIRTY-ONE SHUFFLE** [E] | \$5 | 4051 | shown in Black Pick Me Plaid **J. THERMAL MINI ZIPPER POUCH** [WS][T] | \$12 | 4059 | shown in I Can-Ikat **K. ICON COIN PURSE** [E] | \$15 | 3400 | shown in Snowman **L. LARGE UTILITY TOTE** [E][K] | \$35 | 3121 | shown in Camo, Embroidery Style 10, Brown **M. CINCH SAC** [E][K] | \$20 | 3039 | Shown in Camo, Embroidery Style 10, Orange



*Stationery makes a great gift, too!*

*Personalized stationery for any occasion.*



Lil' Snow Expressions



Gifts For All



URU

*Personalize both the front and the inside!*



R.

*Now available with a checkbox before every name! Plus, check out all the Lil' Expressions outfits you can choose from on pg. 43.*



P.



Q.

**N. CELEBRATE CARD SET** | \$31 | 3794 | *Set of 31 cards and envelopes* **O. NOTE CARDS W/ ENVELOPES** | \$20 | 4683 | *Set of 20. Available in Lil' Kid Expressions, Lil' Snow Expressions, Gifts For All or URU. Lil' Expressions: add a phrase (1 line, 35 character limit) or names (12 character limit per name). Gifts For All: 2 lines, 20 character limit per line. URU: (front) 2 lines, 20 character limit per line; (inside) 1 line, 20 character limit. P. ADDRESS LABELS | \$5 | 4685 | *Sheet of 30. Available in Gifts For All; 3 lines, 25 character limit per line* **Q. GIFT TAGS** | \$5 | 4686 | *Sheet of 10. Available in Gifts For All. Cannot be personalized.* **R. LIL' EXPRESSIONS NOTEPAD** | \$20 | 4684 | *50 pages. Available in Lil' Kid Expressions or Lil' Snow Expressions. Top of notepad: 3 lines, 35 character limit per line; bottom of notepad: phrase (1 line, 35 character limit) or names (12 character limit per name). Checkboxes are optional in front of names.**



*Holly  
McMillan*

SENIOR EXECUTIVE  
DIRECTOR

JOINED SEPT. 2007  
MYRTLE BEACH, SC

**Believe that you never have to compromise family for a career.**

Before joining Thirty-One, I was a vice president for a corporation, working long hours that stretched into most every night and weekend. I was never home, but my paycheck helped keep us afloat. Now, thanks to Thirty-One, I'm making double what I used to make, plus my husband and children get the best of me, too! I no longer have to compromise my family for my career. I plan my shows around my family's activities so I never have to miss their special events.



Anyone who knows me will attest to the fact that I am a passionate person, and I am so hyped up on Thirty-One it almost hurts! I love the company, the products, the leadership and the mission. I love that I am part of something bigger than myself, something that will let me fly as high as I dare to go.

Thirty-One has provided the flexibility, freedom and financial gains that I always dreamed of. They say if you love what you do, you'll never work another day in your life, and that certainly applies to me!



**Jeanine Pittman**

SENIOR EXECUTIVE DIRECTOR

JOINED DEC. 2007  
BEAVER, PA

**Believe that you can help your husband reach his dreams.**

As a stay-at-home mother to four children, I waited until they had grown up before getting a job. I found a part-time job I really liked, but there was something inside me telling me I needed more. I was tired of being told exactly when I was going to work and how much money I was going to make. God planted that thought inside me, and then He led me to Thirty-One. That was five years ago, and sometimes I still can't believe I've made it this far!



Because I joined later in life, my goals have always been a lot different than most Consultants. I wanted to earn enough money so that my husband could retire early — and last year he did just that, retiring at the age of 59! Now we can spend more time together and also see our children and nine grandchildren more often!

The mission here is to “celebrate, encourage and reward” people, and we do that for everyone — Consultants, Hostesses and Customers. That’s what sets us apart from other companies. We truly believe in our mission, and we live by it every day!

thirty-one™ TOTES



Our totes carry everything you need to make new memories that will last a lifetime.



- A. RETRO METRO TOTE** [E] | \$62 | 3873 | *shown in Grey Pin Dots, Embroidery Style 10, Lime Green* **B. SCARF** | \$10 | 3012 | *shown in Lavender Pick Me Plaid* **C. TIMELESS WALLET** [WS] | \$40 | 3595 | *shown in Black Quilted Pick Me Plaid*
- D. FLAT ROSETTE CLIP** [K] | \$5 | 3851 | *shown in Plum* **E. CINDY TOTE** [E][SS] | \$69 | 3057 | *shown in Black Corduroy; Brown Corduroy, Embroidery Style 10, Hot Pink* **F. CINCH SAC** [E][K] | \$20 | 3039 | *shown in Patchwork Paisley*
- G. LIL' EXPRESSIONS MINI ZIPPER POUCH** [WS] | \$12 | 3746 | *shown in Patchwork Paisley Letter, Natural w/ Brown, Print Style 10, Brown* **H. ZIPPER POUCH** [E][K] | \$15 | 3045 | *shown in Plum Corduroy, Embroidery Style 15, White*
- I. ORGANIZING PACK** [E] | \$40 | *Hostess exclusive* | \$120 value | 3984 | *shown in Say it Taupe* **J. RETRO METRO WEEKENDER** [E][SS] | \$78 | 3780 | *shown in Say it Taupe, Embroidery Style 31, Purple* **K. ROLLING TOTE** [E] | \$75 | *Hostess exclusive* | \$185 value | 3330 | *shown in Say it Taupe* **L. SHOULDER STRAP** | \$10 | 3422 | *shown in Brown*
- M. STRAP WRAP** | \$10 | 4073 | *shown in Patchwork Paisley*



*Coming home for the holidays always makes you feel like staying home forever.*

BE PRESENT



only  
**\$75**  
WHEN YOU HOST  
A PARTY

K.

B.

L.

M.

J.



Sometimes the smallest things are what matter the most.

Stay neat and tangle-free when you travel by keeping your flat iron's cord in this special pocket!



- A. TIMELESS BEAUTY BAG** [E][K] | \$25 | 3849 | shown in Plum Stripe; Organic Poppy, Embroidery Style 10, Red
- B. COSMETIC BAG** [E] | \$30 | 3071 | shown in Patchwork Paisley, Embroidery Style 15, Seaweed; Black Pick Me Plaid, Embroidery Style 12, Turquoise
- C. MANICURE NAIL FILE** | \$2 | 3009 | shown in Plum Stripe; Organic Poppy
- D. FLAT IRON CASE** | \$22 | 3167 | shown in Patchwork Paisley
- E. FLAT ROSETTE CLIP** [K] | \$5 | 3851 | shown in Plum
- F. SMALL ROSETTE CLIP** | \$5 | 3353 | shown in Inspirations; Turquoise
- G. FOLD-AND-GO ORGANIZER W/ NOTEPAD** | \$25 | 3090 | shown in Say It Taupe; Organic Poppy
- H. DOUBLE PINCH COIN PURSE** | \$25 | 3572 | shown in Black Pick Me Plaid
- I. TIMELESS MEMORY POUCHES** \$5 | 3885 | shown in Organic Poppy with Black Pick Me Plaid
- J. TIMELESS WRISTLET** [K] | \$25 | 3847 | shown in I Can-Ikat





*Dana Elder*

SENIOR EXECUTIVE  
DIRECTOR

JOINED OCT. 2007  
NATHALIE, VA

**Believe you can have 'mommy and son' day every week**

In May 2010 I found out my teaching position was being eliminated due to budget cuts. I didn't know how we were going to get by, but God did. After praying and praying about what to do, my prayers were answered when I got a promotion with Thirty-One. From that point on, I knew I could make more than enough while working from home.



It's incredible to be part of a faith-based company that's changing women's lives every day, and it's also incredible to have so much freedom! I make my own schedule and choose when I want to work. I'm able to take every Friday off for a "mommy and son" day where we can drive around, eat lunch together and enjoy some time to ourselves.

Before losing my teaching job, I never imagined being a stay-at-home mom — it's just not something I dreamed about doing. But now I can't imagine NOT doing it! Sometimes I ask myself, "Why me? What did I do to deserve all this?" It's all been truly amazing.



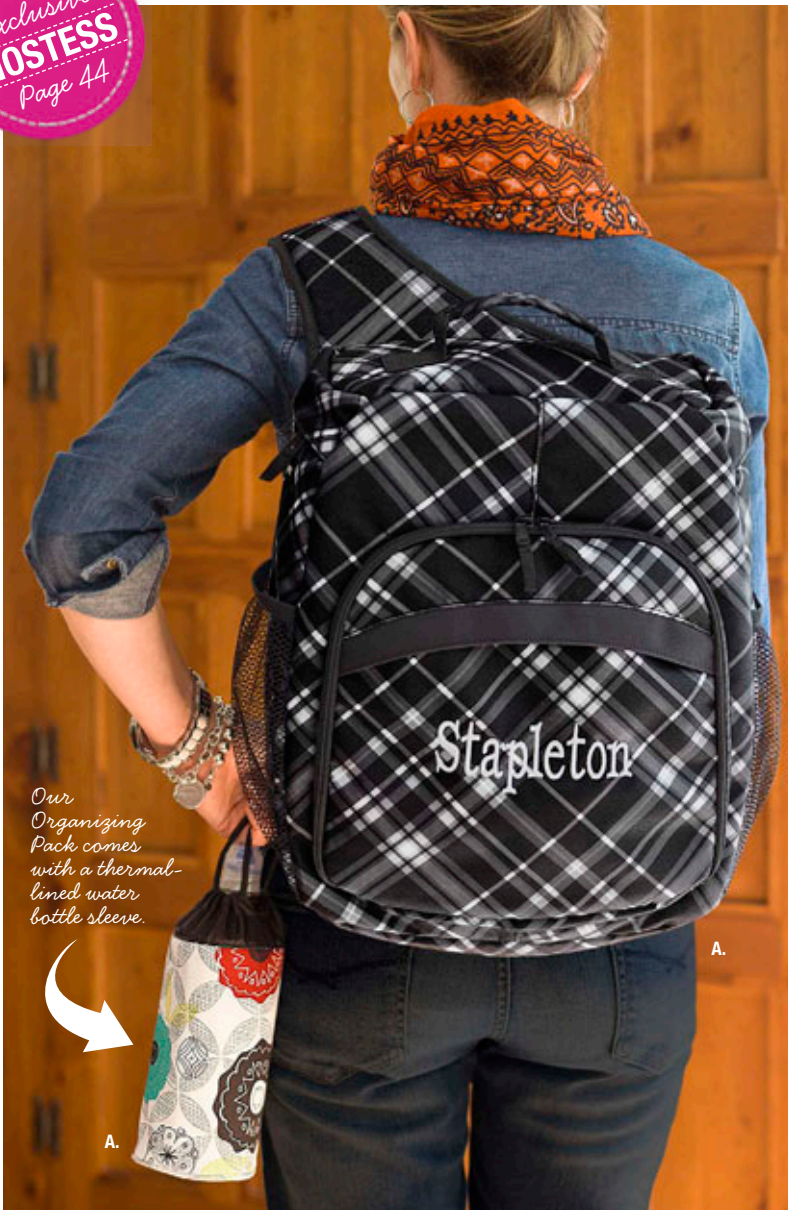
*"It's so much fun to invite family and friends over in a no-pressure environment. We all love to shop, and it's great to just shop at our leisure and try on different products, seeing the different fabrics and prints, plus all the personalization options. And by the end of the night, I'm thinking, 'Oh my goodness, I can't believe how many things I'm getting for free.'"*

**SHARON CARTER,  
A HOSTESS IN WINSTON-SALEM, NC**

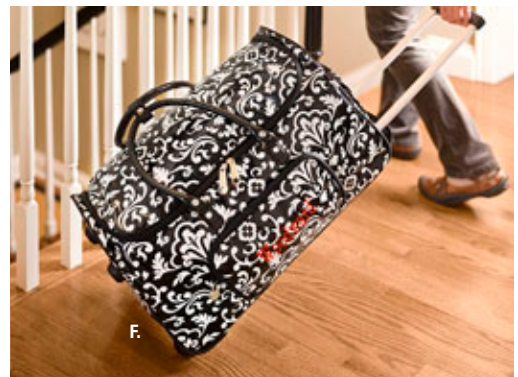




Exclusive  
**HOSTESS**  
Page 44



Our Organizing Pack comes with a thermal-lined water bottle sleeve.



## Host a Thirty-One party and the benefits really add up ... to free products, free time and to friendships that last forever.

- + You can earn free products!
- + Buy as many as three items at half-price!
- + Get Hostess Exclusive products available only to you!
- + Earn a special *Booking Bonus* for attending any party that's booked at yours!
- + The bigger your party, the better your rewards! See page 44 for details.



**A. ORGANIZING PACK** [E] | \$40 | \$120 value | 3984 | shown in Say It Taupe, Embroidery Style 10, Brown; Black Pick Me Plaid, Embroidery Style 10, White  
**B. PERFECT PARTY SET** [E] [T] [C] | \$20 | \$65 value | 3852 | shown in Say It Taupe  
**C. INSPIRATION CASE** [E] | \$15 | \$38 value | 4032 | shown in Grey Pin Dots, Printed Parisian Pop  
**D. JERSEY BLANKET** [E] | \$20 | \$60 value | 3292 | shown in Heather Grey, Embroidery Style 10, Black  
**E. MAKING MEMORIES THERMAL** [T] [C] | \$50 | \$129 value | 3786 | shown in Black Pick Me Plaid  
**F. ROLLING TOTE** [E] | \$75 | \$185 value | 3330 | shown in Black Parisian Pop, Embroidery Style 10, Red  
**G. CHECKBOOK COVER** | *Booking Bonus* | \$10 value | 3887 | shown in Organic Poppy

# Utility

## TABLE OF CONTENTS

UTILITY..... PG. 34-35  
 THERMALS .....PG. 36  
 TOTES..... PG. 37-38  
 HOME.....PG. 38  
 PURSES..... PG. 39-40  
 WALLETS.....PG. 40  
 ACCESSORY BAGS.....PG. 41  
 ACCESSORIES.....PG. 42  
 LIL' EXPRESSIONS.....PG. 43  
 HOSTESS..... PG. 44-45  
 BOOKING BONUS.....PG. 45  
 ENROLLMENT KIT.....PG.45  
 PERSONALIZATION GUIDE..... PG. 46-47

### PRODUCT KEY \*

- K** Item is in the Enrollment Kit
- SS** Shoulder Strap (sold separately)
- WS** Wristlet Strap (sold separately)
- T** Thermal lining keeps hot items hot and cool items cold
- Water-resistant thermal lining

*Thirty-One Gives U R U Collection. For every purchase made, we'll donate a portion of the purchase price to a nonprofit organization dedicated to the empowerment of women and girls.*

### EMBROIDERY \*

- E** Characters are 1.5" to 2" tall, max. 12 characters on one line or 8 characters on two lines. Anything with standard E throughout the Catalog denotes standard embroidery guidelines.
- E1** Characters are 1.5" to 2" tall, max. 12 characters on one line.
- E2** Characters are 0.5" to 3" tall, 3 character limit, embroidery size will not exceed 3" wide.
- E3** Characters are 1.5" to 2" tall, max. 2 lines; 7 character max. each line, embroidery size will not exceed 3" wide.
- +I** Available to be personalized with an Icon-It symbol and embroidery.

### LASER ETCHING\*

- LE** Available in font styles 10, 13 and 17; 12 character max. Font style 30 has a 3 character max.
- LE2** Laser Etching: All font styles have a 3 character max.

\*See page 46-47 for personalization details and ordering information.

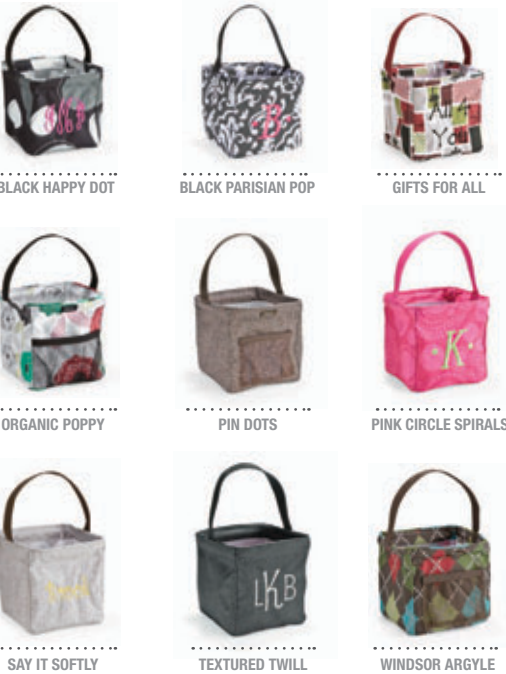
## ALL-IN-ONE ORGANIZER | \$20 | 3258 | PG. 07 | 2 exterior mesh pockets. Approx. 8"H x 12"W x 6.5"D



## EXPAND-A-TOTE DAY EXTENDER | \$50 | 3612 | PG. 08 | Lobster claw and d-ring for Shoulder Strap attachment; unzip middle to expand tote; interior hanging pocket; interior zipper pocket. Approx. 20.75"H x 17"W x 8.5"D



## LITTLES CARRY-ALL CADDY | \$12 | 3401 | PG. 07 Mesh exterior pocket. Approx. 6"H x 5.5"W x 5.5"D



## U R U LITTLES CARRY-ALL CADDY | \$12 | 4056 | PG. 02

Mesh exterior pocket. Approx. 6"H x 5.5"W x 5.5"D



## MINI UTILITY BIN | \$22 | 3787 | PG. 05 Approx. 10"H x 8"W x 8"D



## OVERSIZED STORAGE ORGANIZER

\$30 | 3637 | PG. 05 | Clear PVC window; 2 side handles; zipper closure. Approx. 8"H x 27"W x 18"D



BLACK PICK ME PLAID



GREY PIN DOTS



*Time to walk those summer shoes into storage? Our Oversized Storage Organizer is the perfect solution.*



## LARGE UTILITY TOTE [E][K] | \$35 | 3121 | PG. 03 | Approx. 11.75"H x 21.5"W x 10"D

\*To order a Spirit style with Collegiate licensing, add a "C" at the end of the item number | 3121C



NEW ways to make your Large Utility Tote better than ever! Check out how to use our new Top-A-Tote, Single Organizers and Double Organizers on page 8.

## SINGLE ORGANIZER [E][K] | \$15 | 3622 | PG. 08

Zipper closure.  
Approx. 10.75"H x 9"W x 6.5"D



## SINGLE THERMAL ORGANIZER [T][K] | \$25 | 4020 | PG. 10

Water-resistant thermal lining; zipper closure.  
Approx. 10.75"H x 9"W x 6.5"D



## DOUBLE ORGANIZER [E][K] | \$25 | 4021 | PG. 08

Zipper closure.  
Approx. 10.75"H x 13"W x 9"D



## DOUBLE THERMAL ORGANIZER [T][K] | \$35 | 4022 | PG. 08

Water-resistant thermal lining; zipper closure.  
Approx. 10.75"H x 13"W x 9"D



## TOP-A-TOTE [K] | \$10 | 4018 | PG. 05 | Clear PVC window; slots for handles to slide through; sized to fit Large Utility Tote. Approx. 2"H x 22"W x 10.5"D



## SUPER ORGANIZING TOTE [E][K] | \$50 | 3893 | PG. 03

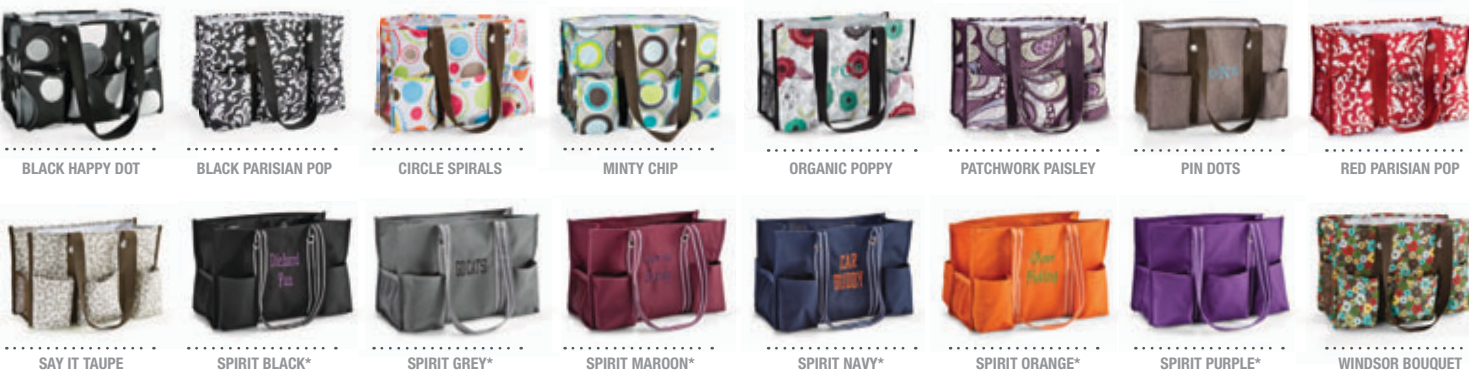
5 exterior pockets; 2 mesh side pockets; zipper closure.  
Approx. 14"H x 19.5"W x 7.5"D



Did you catch that? It has a zipper closure!

## ORGANIZING UTILITY TOTE [E][K] | \$30 | 3105 | PG. 03 | 5 exterior patch pockets; 2 mesh pockets with elastic top at sides. Approx. 10.25"H x 15.5"W x 6.5"D

\*To order a Spirit style with Collegiate licensing, add a "C" at the end of the item number | 3105C



# Thermals

**CINCH-IT-UP THERMAL TOTE** [T] \$24 | 3785 | PG. 16 | *Silver thermal lining; drawstring closure. Approx. 10.5"H x 9.5"W x 5.25"D*



BLACK HAPPY DOT



BLACK PAISLEY PARADE



CIRCLE SPIRALS



I CAN-KAT



LOTSA DOTS



MINTY CHIP



PATCHWORK PAISLEY



RED PARISIAN POP

**MARKET THERMAL TOTE** [E][K][T] [L] \$45 | 3464 | PG. 16 | *Exterior pocket; water-resistant thermal lining; zipper closure. Approx. 13.75"H x 17.5"W x 8.75"D*



BLACK HAPPY DOT



BLACK PICK ME PLAID



CIRCLE SPIRALS



MINTY CHIP



WINDSOR BOUQUET

**PICNIC THERMAL TOTE** [E][K][T] [L] \$35 | 3034 | \$35 | PG. 03 *Exterior pocket; zipper closure; includes detachable strap; water-resistant thermal lining. Approx. 13"H x 11"W x 6"D*  
*\*To order a Spirit style with Collegiate licensing, add a "C" at the end of the item number | 3034C*



BLACK PARISIAN POP



CIRCLE SPIRALS



MINTY CHIP



ORGANIC POPPY



SAY IT TAUPE



SPIRIT BLACK\*



SPIRIT GREY\*



SPIRIT MAROON\*



SPIRIT NAVY\*



SPIRIT ORANGE\*



SPIRIT PURPLE\*



WINDSOR ARGYLE

**THERMAL TOTE** [E][K][T] [L] \$18 | 3000 | PG. 16 | *Exterior pocket; zipper closure; silver thermal lining. Approx. 9.5"H x 14"W x 4.5"D*



AWESOME BLOSSOM



BAKER'S DOZEN



BLACK



BLACK HAPPY DOT



BLACK PARISIAN POP



BOTANICAL LACE



BROWN PARISIAN POP



CIRCLE SPIRALS



CUPCAKES



FLORAL CELEBRATION



HARVEST FLORAL



HERRINGBONE SPOT



LIFE'S A HOOT



ORGANIC POPPY



PAINTED SNAKESKIN



PINK CIRCLE SPIRALS



PLUM STRIPE



SAY IT TAUPE



WINDSOR BOUQUET



PINK PARISIAN POP

**URU THERMAL TOTE**  
 [E][K][T] [L] \$18 | 3828 | PG. 25 | *Exterior pocket; zipper closure; silver thermal lining. Approx. 9.5"H x 14"W x 4.5"D*



## CINCH SAC E K | \$20 | 3039 | PG. 15 | Drawstring closure; exterior zipper pocket. Approx. 18.5"H x 14.5"W

\*To order a Spirit style with Collegiate licensing, add a "C" at the end of the item number | 3039C



BLACK HAPPY DOT

BLACK PICK ME PLAID

CAMO

CIRCLE SPIRALS

MINTY CHIP

PATCHWORK PAISLEY

PINK CIRCLE SPIRALS

SAY IT TAUPE

SPIRIT BLACK\*

SPIRIT GREY\*

SPIRIT MAROON\*

SPIRIT NAVY\*

SPIRIT ORANGE\*

SPIRIT PURPLE\*

## CINDY TOTE E K SS | \$69 | 3057 | PG. 28

2 exterior side pockets; interior zipper pocket and 3 flat pockets; zipper closure; interior d-ring and lobster claw for Shoulder Strap attachment. Approx. 14"H x 15"W x 5"D



BLACK CORDUROY

BLACK PICK ME PLAID

BROWN CORDUROY

GREY BRUSHED TWILL

Named after our Founder & CEO Cindy Monroe, this is one of our most popular styles!

## RUFFLE CINCH SAC

\$25 | 3711 | Drawstring closure; back exterior zipper pocket. Approx. 18.5"H x 14.5"W



BLACK

## U R U CINCH SAC

E K | \$20 | 4016 | PG. 25  
Approx. 18.5"H x 14.5"W



PINK PARISIAN POP



## LIL' EXPRESSIONS TOTE

\$45 | 3416 | PG. 10 Interior flat pocket; interior lobster claw; magnetic snap closure; personalization not included in price – see all options on page 43. Approx. 13"H x 11.5"W x 6.5"D



NATURAL W/ BROWN

NATURAL W/ GREY

Express yourself in more ways than ever this fall! Check out page 43 for all the NEW Lil' Expressions options.

## RETRO METRO TOTE E K | \$62 | 3873 | PG. 19

2 exterior side pockets; interior zipper pocket; 3 pencil pockets; 1 flat pocket; interior lobster claw; tie closure. Approx. 14"H x 14.75"W x 5"D



BLACK HAPPY DOT

GREY PIN DOTS

PATCHWORK PAISLEY

## UPPERCLASSMAN BACKPACK E K | \$39 | 3577

Large compartment w/ padded laptop case; additional large zipper closure compartment; 3 small zipper pockets and one w/ flat pocket, 2 pencil pockets, zipper pocket; 2 side mesh pockets. Approx. 18.75"H x 12.75"W x 5.25"D



BLACK

BOTANICAL LACE

HERRINGBONE SPOT

# Totes (cont.)

## RETRO METRO WEEKENDER [E][M][SS] | \$78 | 3780 | PG. 03

Exterior flat pocket; large interior flat pocket with 2 small interior flat pockets and interior zipper pocket; zipper closure. Approx. 17.25"H x 21"W x 11"D



BLACK HAPPY DOT



PATCHWORK PAISLEY



SAY IT TAUPE



TAUPE

## XXL EVERYDAY TOTE [E][M] | \$65 | 3448

Exterior flat pocket; interior hanging pocket w/ zipper pocket; interior lobster claw; folds into square w/ snap closure. Approx. 16.75"H x 24.5"W x 11"D



CIRCLE SPIRALS



WINDSOR ARGYLE

## XXXI MESSENGER BAG [LE] | \$49 | 3584

Padded laptop case; interior zipper pocket; 2 flat pockets; 3 pencil pockets; flap closure w/ hidden magnetic snaps; 2 magnetic snap patch pockets; 2 side flat pockets; adjustable shoulder strap. Approx. 12"H x 16.5"W x 4.5"D



BLACK

## XXXI PROFESSIONAL TOTE [LE] | \$69 | 3583

Leather trim; padded laptop case; interior zipper pocket; 2 flat pockets; 3 pencil pockets; 2 side flat pockets; zipper closure; includes detachable shoulder strap. Approx. 13"H x 18"W x 5"D



BLACK

# Home

## ABOUT TOWN BLANKET [E][M] | \$39 | 3244 | PG. 10

Hook-and-loop fastener; nylon exterior; fleece interior. Approx. 60"L x 38"W

\*To order a Spirit style with Collegiate licensing, add a "C" at the end of the item number | 3244C



BLACK HAPPY DOT  
fleece color - grey



FLORAL CELEBRATION  
fleece color - blue



MINTY CHIP  
fleece color - turquoise



SAY IT TAUPE  
fleece color - taupe



SPIRIT BLACK\*  
fleece color - black



SPIRIT GREY\*  
fleece color - grey



SPIRIT MAROON\*  
fleece color - maroon



SPIRIT NAVY\*  
fleece color - navy



SPIRIT ORANGE\*  
fleece color - orange



SPIRIT PURPLE\*  
fleece color - purple



WINDSOR BOUQUET  
fleece color - red

Perfect for any family picnic or for taking to the big game.

## FOLD N' FILE [E][M] | \$25 | 3890 | PG. 05

2 exterior mesh pockets; 2 cutout round handles; collapsible for easy storage. Approx. 10"H x 12.25"W x 6.5"D



BLACK PICK ME PLAID



SAY IT TAUPE

## HANG-UP HOME ORGANIZER [E] | \$45 | 3458 | PG. 05

(books not included) 2 clear notecard sleeves; 2 large clear pockets; 4 pockets w/ clear ID slots; holds 3 markers; 1 dry-erase marker included. Approx. 42"H x 22.5"W



BLACK PICK ME PLAID



PATCHWORK PAISLEY



SAY IT TAUPE

## SMALL MAGAZINE BASKET [LE] | \$32 | 3019

Handle can be personalized with laser etching (one-line only). Approx. 16.5"L x 9.5"W x 6.5"D



Personalize the handle with laser etching!

## SMALL RECTANGLE BASKET [LE] | \$35 | 3021 | PG. 08

Approx. 15"L x 8"W x 7"D



## SMALL RECTANGLE BASKET LINER [LE] | \$19 | 3101 | PG. 08

Sized to fit Small Rectangle Basket. Liners and baskets sold separately.



BLACK PARISIAN POP



GREY PIN DOTS



# Purses

## CASUAL CARGO PURSE | \$65 | 3616 | PG. 20

2 exterior flat pockets with magnetic snap closure; interior zipper pocket, 1 flat pocket and 2 elastic side pockets; zipper closure. Approx. 13"H x 14"W x 6"D



BLACK



BLACK HAPPY DOT



GREY BRUSHED TWILL



SAY IT TAUPE

## 5TH AVENUE \$125 | 3329

Leather trim; center compartment w/ zipper closure and 2 interior flat pockets; side compartment w/ magnetic snap closure and interior zipper pocket; side compartment w/ magnetic snap closure and 2 flat pockets.. Approx. 11.5"H x 15.5"W x 5"D



BLACK QUILTED POPPY



BROWN PARISIAN POP

## LEATHER MEDIUM PURSE W/ SCARF

\$130 | 3870 | PG. 20

Two exterior flat pockets; one large exterior pocket with magnetic snap closure; one interior zipper pocket; three interior flat pockets; comes with exclusive scarf; comes in duster bag for protection. Approx. 13"H x 13.5"W x 5"D



BLACK



BROWN

## MEDIUM PURSE

| \$65 | 3063 | PG. 20

Two exterior flat pockets; one large exterior pocket with magnetic snap closure; one interior zipper pocket; three interior flat pockets. Approx. 13"H x 13.5"W x 5"D



BLACK PICK ME PLAID



GREY BRUSHED TWILL

## ORGANISTA CROSSBODY

| \$50 | 3990 | PG. 20 |

Front flat pocket; interior zipper pocket; extra zipper compartment w/ snap closure; back compartment with zipper pocket, 4 card slots and ID slot; adjustable shoulder strap. Approx. 9.5"H x 7.75"W x 2"D

*This cute new style is perfect for the "Organista" in all of us!*



BLACK CORDUROY



BROWN QUILTED PICK ME PLAID



GREY PIN DOTS

## ORGANIZING SHOULDER BAG

| \$45 | 3165 | PG. 20 | 1 exterior back flat pocket, 2 exterior front pockets (1 w/ zip closure) 1 interior zipper pocket and 2 interior flat pockets; adjustable shoulder strap; zipper closure. Approx. 11.5"H x 9.25"W x 1.25"D



BLACK QUILTED PICK ME PLAID



DARK DENIM



GREY BRUSHED TWILL

*Just grab it and go for hands-free access wherever you're heading!*



BLACK PICK ME PLAID



BROWN QUILTED PICK ME PLAID

## SKIRT PURSE \$45 | 3196 | PG. 20

Choose print skirt from item no. 3047 (below). Each purse includes: interior zipper pocket; cell phone pocket; zipper closure; includes one free skirt. Approx. 9"H x 13.5"W x 3.5"D

*Changing your look is a snap with this versatile Skirt Purse! Get one purse, then get as many different Skirts as you'd like to go with it. Have a new look for every season without spending all that extra money!*



BLACK



BROWN

## FITTED PURSE SKIRT | \$15 | 3047 | PG. 20 (Skirt Purse body not included) Approx. 9"H x 14.25"W x 3.5"D



BLACK CORDUROY



BLACK PARISIAN POP



BLACK PICK ME PLAID



BROWN CORDUROY



DARK DENIM



GREY BRUSHED TWILL



I CAN-IKAT



SAY IT TAUPE



RED



WINDSOR ARGYLE

# Purses (cont.)

## RETRO METRO CROSSBODY

**E** **K** | \$35 | 3972 | PG. 19 | Exterior pocket; interior zipper pocket and 2 flat pockets; embroidery details on side; strap length can be adjusted; snap closure. Approx. 11"H x 9.5"W x 2"D



BLACK



BROWN

## RETRO METRO BAG **E** **K** | \$55 | 3218 | PG. 19

2 exterior side pockets; interior zipper pocket and 2 flat pockets. Approx. 14"H x 10"W x 7"D  
\*To order a Spirit style with Collegiate licensing, add a "C" at the end of the item number | 3218C



BLACK HAPPY DOT



HERRINGBONE SPOT



ORGANIC POPPY



SAY IT TAUPE



SPIRIT BLACK\*



SPIRIT GREY\*



SPIRIT MAROON\*



SPIRIT NAVY\*



SPIRIT ORANGE\*



SPIRIT PURPLE\*



WINDSOR BOUQUET

*It's a classic! This casual bag is perfect for using as a purse, diaper bag or school bag.*

## ELITE RETRO METRO BAG

**E** **K** | \$60 | 4084 | PG. 03 | 2 exterior side pockets with special embroidery; interior zipper pocket and 2 flat pockets. Approx. 14"H x 10"W x 7"D



BLACK CORDUROY



BROWN CORDUROY

# Wallets

## LEATHER BI-FOLD WALLET

**LE** | \$20 | 3587 | 2 bill slots; 8 card slots; removable card holder w/ 2 clear PVC ID slots. Approx. 4.5"H x 3.75"W



BLACK

## LEATHER MONEY CLIP WALLET

**LE** | \$16 | 3605 | Exterior magnetic closure to hold bills; 4 card slots; side flat pocket. Approx. 4.25"H x 2.88"W x .125"D



BLACK

## RETRO METRO WALLET **WS** | \$25 | 3869 | PG. 03

Exterior zipper pocket; 12 card slots; clear PVC ID slot; 2 bill slots; interior zipper compartment; snap closure. Approx. 4"H x 7"W



SAY IT TAUPE



BLACK HAPPY DOT



DARK DENIM

## SOFT WALLET **WS** | \$22 | 3003 | PG. 20

Exterior zipper pocket; 11 card slots; clear PVC ID slot; 4 bill slots; zip-around closure. Approx. 4.25"H x 7"W



BLACK PARISIAN POP



BLACK PICK ME PLAID



BROWN QUILTED PICK ME PLAID



ORGANIC POPPY



WINDSOR BOUQUET

*With 11 card slots, there is no shortage of space.*

## TIMELESS WALLET **WS** | \$40 | 3595 | PG. 23

9 card slots; clear PVC ID slot; 2 bill slots; interior pen holder; 2 exterior and 2 interior zipper pockets; snap closure. Approx. 4.75"H x 7.5"W



BLACK QUILTED PICK ME PLAID



BROWN CORDUROY



GREY BRUSHED TWILL



# Accessory Bags

## COSMETIC BAG [E][K] | \$30 | 3071 | PG. 30

Exterior zipper pocket; interior zipper pocket; wipeable clear PVC lining; zipper closure. Approx. 9.5"H x 12"W x 4"D



BLACK HAPPY DOT



BLACK PICK ME PLAID



FLORAL CELEBRATION



PATCHWORK PAISLEY



SAY IT TAUPE



WINDSOR BOUQUET

## U R U COSMETIC BAG [E][K] | \$30 | 4106 | PG. 25

Approx. 9.5"H x 12"W x 4"D



PINK PARISIAN POP

## DOUBLE PINCH COIN PURSE \$25 | 3572 | PG. 10

One main coin purse with another small interior coin purse; interior flat pocket. Approx. 4.5"H x 4.5"W x 1"D



BLACK PICK ME PLAID



SAY IT SOFTLY

## ICON COIN PURSE [WS] | \$15 | 3400 | PG. 10

Exterior lobster claw; zipper closure. Approx. (Elephant) 4"H x 5"W, (Owl) 4.75"H x 4.75"D, (Snowman) 4.5"H x 7.5"W



ELEPHANT



OWL



SNOWMAN

## MENS ESSENTIALS CASE [E] | \$16 | 3396

Exterior zipper pocket; zipper closure. Approx. 6"H x 11"W x 4.5"D



BLACK

## LIL' EXPRESSIONS MINI ZIPPER POUCH [WS] | \$12 | 3746 | PG. 07

Zipper closure; d-ring; personalization not included - see all options page 43. Approx. 5.5"H x 7"W x 1.5"D



NATURAL W/ BROWN



NATURAL W/ GREY

## MINI ZIPPER POUCH [E][K][WS] | \$12 | 3013 | PG. 08

Zipper closure; d-ring. Approx. 5.5"H x 7"W x 1.5"D



BLACK PICK ME PLAID



CIRCLE SPIRALS



FLORAL CELEBRATION



PATCHWORK PAISLEY



RED PARISIAN POP



SAY IT SOFTLY



WINDSOR ARGYLE

## U R U MINI WRISTLET [E][K] | \$17 | 4017 | PG. 25

Wristlet strap included. Approx. 5.5"H x 7.5"W x 1.5"D



PINK PARISIAN POP

## ZIPPER POUCH [E][K][K] | \$15 | 3045 | PG. 07

Zipper closure; laminated interior. Approx. 9"H x 12.25"W x 2.5"D



BLACK HAPPY DOT



BLACK PICK ME PLAID



MINTY CHIP



ORGANIC POPPY



PLUM CORDUROY



RED PARISIAN POP



WINDSOR BOUQUET

## THERMAL MINI ZIPPER POUCH [T][WS] | \$12 | 4059 | PG. 10

Interior silver thermal lining; zipper closure; d-ring. Approx. 5.5"H x 7"W x 1.5"D



BLACK HAPPY DOT



I CAN-IKAT



LIFE'S A HOOT

## THERMAL ZIPPER POUCH [T] | \$15 | 4060 | PG. 08

Interior silver thermal lining; zipper closure. Approx. 9"H x 12.25"W x 2.5"D



BLACK PICK ME PLAID



GIFTS FOR ALL



INSPIRATIONS

## TIMELESS BEAUTY BAG [E][K][K] | \$25 | 3849 | PG. 07

Exterior handle with plastic buckle; 3 interior clear PVC zipper pockets; 6 brush holders; snap closure. Approx. 24.25"H x 11"W (open)



BLACK PICK ME PLAID



ORGANIC POPPY



PLUM STRIPE

## TIMELESS MEMORY POUCHES \$5 | 3885 | PG. 07

Set of 2 pouches (one small and one large); drawstring closure. Approx. 15.75"H x 13.5"W (large); 7.75"H x 6.75"W (small)



ORGANIC POPPY W/ BLACK PICK ME PLAID



RED PARISIAN POP W/ BLACK PARISIAN POP



SAY IT TAUPE W/ PATCHWORK PAISLEY

## TIMELESS WRISTLET [K] | \$25 | 3847 | PG. 19

Exterior smartphone pocket with book and loop closure; exterior clear PVC ID window; 4 card slots; 2 interior flat pockets; 1 interior zipper pocket; comes with detachable Wristlet Strap; zipper closure. Approx. 5.25"H x 3"W x 1"D



BLACK PICK ME PLAID



PATCHWORK PAISLEY



RED POLKA DOT



SAY IT SOFTLY



I CAN-IKAT

# Accessories

## BLANKET BUDDY

E | \$50 | 3343 | PG. 25

Includes plush bear and blanket. Embroidery available on blanket only. Approx. 34"L x 34"W (blanket); 17.25"H x 8"W (buddy)



GREY

## FLAT IRON CASE

\$22 | 3167 | PG. 30

Exterior elastic pocket; silver thermal lining; hook-and-loop closure. Approx. 14.5"H x 5"W



BLACK HAPPY DOT



BLACK PICK ME PLAID



ORGANIC POPPY



PATCHWORK PAISLEY

## FOLD-AND-GO ORGANIZER W/ NOTEPAD

\$25 | 3090 | PG. 20 | Interior PVC pocket with zipper;

interior pocket w/ elastic top opening; elastic notepad straps; elastic band closure; includes 5.5"W x 8.5"H 50-page notepad. Approx. 9"W x 6"L (closed).



BLACK PICK ME PLAID



ORGANIC POPPY



PATCHWORK PAISLEY



SAY IT TAUPE

## MANICURE NAIL FILE

\$2 | 3009 | PG. 20 | Approx. 6"L x 1"W



BLACK PICK ME PLAID



LIFE'S A HOOT



ORGANIC POPPY



PLUM STRIPE



WINDSOR ARGYLE

## FLAT ROSETTE CLIP

E | \$5 | 3851 | PG. 03

Textured georgette; back pin and clip. Approx. 3" diameter



BLACK



PLUM



RED

## SHOULDER STRAP

\$10 | 3422 | PG. 08

Lobster claw and d-ring; cotton webbing.

Approx. 1.5"W x adjustable 29" to 54"L



BLACK



BROWN

## STRAP WRAP

\$10 | 4073 | PG. 28

Double-sided coordinating prints on each side; one pocket;

fits over most camera straps and our Shoulder Strap.

Approx. 30"L x 3.25"W



PATCHWORK PAISLEY



BLACK PICK ME PLAID

Our new Strap Wrap is the perfect way to dress up the traditional Shoulder Strap.

Perfect for your camera strap! Includes a pocket for a lens cap!

## THIRTY-ONE SHUFFLE

\$5 | 4051 | PG. 26

Contains standard-sized deck of cards with an inspirational saying on each card.



BLACK PICK ME PLAID

## SMALL ROSETTE CLIP

\$5 | 3353 | PG. 10

Textured georgette and lace; back pin and clip. Approx. 3.5"



INSPIRATIONS



PINK



TURQUOISE

## WRISTLET STRAP

\$5 | 3606 | PG. 26 |

Lobster claw and O-ring. Approx. 6"L



BLACK



BROWN

## SCARF

\$10 | 3012 | PG. 03

100% cotton printed scarf. Approx. 48"L x 6"W



INSPIRATIONS



LAVENDER PICK ME PLAID



RED ORGANIC POPPY

## VARSITY SCARF

E | \$10 | 4013 | PG. 08

Available in Black, Golden, Green, Orange, Purple and Red. 100% cotton. Approx. 48"L x 6"W



CHEER



HOUNDSTOOTH



POLKA DOT



## U R U SCARF

\$10 | 4074 | PG. 03

100% cotton printed scarf;

Approx. 48"L x 6"W



PINK POLKA DOT

## WRISTLET KEY FOB

\$5 | 3514 | PG. 19 | Approx. 6.5"H x 1"W



BLACK PICK ME PLAID



GREY PIN DOTS



INSPIRATIONS



PIN DOTS



SAY IT SOFTLY



WINDSOR BOUQUET



# Lil' Expressions Personalization Guide

A. LIL' EXPRESSIONS MINI ZIPPER POUCH | \$12 | 3746 | PG. 07 — Approx. 5.5"H x 7"W x 1.5"D B. LIL' EXPRESSIONS TOTE | \$45 | 3416 | PG. 10 — Approx. 13"H x 11.5"W x 6.5"D

Express yourself in more ways than ever this fall! Our classic Lil' Expressions line is back with new outfits — including "Spirit" outfits perfect for football season — plus you now have tons of other great options to personalize your Lil' Expressions Tote or Mini Zipper Pouch for just an additional \$7. NEW for fall are Lil' Snow Expressions, Icon-It, Life's A Hoot, Inspirations and Patchwork Paisley Letter.

## STEP 1: SELECT YOUR ITEM

Lil' Expressions Tote or Mini Zipper Pouch (Natural w/ Brown or Natural w/ Grey).

## STEP 2: PERSONALIZE IT!

Pick face, hair & color; clothes and pets, or choose one of our other fun personalization options.



## LIL' KID EXPRESSIONS - OPTION 1

<b>LIL' FACES</b> (with or without glasses)  Dark Light Medium	<b>LIL' HAIR FOR GIRLS</b>  Bald Bobbed Curly Long Ponytail	<b>LIL' HAIR FOR BOYS</b>  Bald Parted Messy Short	<b>LIL' HAIR COLORS</b> (black, blonde, brown or red) 
<b>LIL' CLOTHES FOR GIRLS</b> (Choose between Big or Lil' body)  Black Happy Dot Organic Poppy Heart w/ Pink Shorts Spirit Black Spirit Grey Spirit Maroon Spirit Navy Spirit Orange Spirit Purple	<b>LIL' CATS</b> (black, orange and grey) 		
<b>LIL' CLOTHES FOR BOYS</b> (Choose between Big or Lil' body)  Red Striped Tee w/ Cargo Pants White Tee w/ Camo Shorts Black Jersey Grey Jersey Maroon Jersey Navy Jersey Orange Jersey Purple Jersey	<b>LIL' DOGS</b> (small or large, in black, brown and yellow) 		

## LIL' SNOW EXPRESSIONS - OPTION 2

Choose between Big or Lil' Snow People



## ICON-IT - OPTION 3

Choose your favorite icon, then select a print color for the icon and a color for the text. 1 line, 12 character limit or 2 lines, 8 character limit. All font styles and print colors available, except white and oatmeal. See pg. 46-47 for all print color options. (Not available in white or oatmeal print colors.)



## INSPIRATIONS - OPTION 4

Personalize text above inspirational sayings. 1 line, 12 character limit. Font styles 10-19 available. All print colors available except white and oatmeal. See pg. 46-47 for all font and print color options. (Shown in Style 13, Red)

Jessica

Life is a gift. Inner beauty matters most.  
Proud to not follow the crowd.  
Wherever you go, go with all your heart.  
You matter. Stop. Listen. Rejoice.  
Today is a great day. Love to complete your life.  
Excellence is not a skill; it's an attitude.  
Hug longer. Every woman is beautiful.  
Have faith in yourself. Be the best you can be.  
Beauty comes in all shapes and sizes.  
Believe. Begin. Become.

## LIFE'S A HOOT - OPTION 5

Personalize text above owls. 1 line, 12 character limit. Font styles 10-19 available. All print colors available except for white and oatmeal. See pg. 46-47 for all font and print color options. (Shown in Style 15, Aqua)



Life's A Hoot

## PATCHWORK PAISLEY LETTER - OPTION 6

Choose one large letter, which will appear in Patchwork Paisley. Then choose personalization for text above the letter. 1 line, 12 character limit. Font styles 10-19 available. All print colors available except for white and oatmeal. The recommended print colors are brown, lavender and seaweed. See pg. 46-47 for all font and print color options. (Shown in Style 18, Brown)



**CHARACTER LIMITS: Lil' Kid Expressions** — Choose up to six kids or pets; personalize with names (12 character limit per name) or a phrase (1 line, 60 character limit on the Tote; 1 line, 45 character limit on the Mini Zipper Pouch); printed in black | **Lil' Snow Expressions** — Choose up to six snowmen or pets; personalize with names (12 character limit per name) or a phrase (1 line, 60 character limit on the Tote; 1 line, 45 character limit on the Mini Zipper Pouch); printed in black | **Icon-It** — 1 line, 12 character limit or 2 lines, 8 character limit per line; all fonts available; print in any color except for white and oatmeal | **Inspirations, Life's A Hoot and Patchwork Paisley Letter** — 1 line, 12 character max; fonts 10-19 available; print in any color except for white and oatmeal

## HOSTESS BENEFITS

### Here's how it works

- 1 **Book** Find a date that works for you and your Consultant, and put your party on the calendar!
- 2 **Host** Invite friends, family, co-workers, neighbors and more over for a FUN girls' night out.
- 3 **Shop** Find products that are both stylish and functional! They'll help simplify your life.
- 4 **Earn** Being a Hostess has a ton of rewards! The chart below shows what you can earn!

### Host a party. Earn a lot.

Party TOTAL	HOSTESS CREDIT	1/2-PRICE ITEMS	EXCLUSIVE ITEMS
\$1,300+	SEE BELOW*	3	3 FREE**
\$1,200-1,299	\$250	3	3 FREE**
\$1,100-1,199	\$225	2	2
\$1,000-1,099	\$200	2	2
\$900-999	\$150	2	2
\$800-899	\$125	2	2
\$700-799	\$110	2	2
\$600-699	\$100	2	2
\$500-599	\$90	2	2
\$400-499	\$55	1	1
\$300-399	\$40	1	1
\$200-299	\$25	1	1

\* For parties above \$1,300, earn \$20 in free products for every additional \$100 in party sales.

\*\* For parties over \$1,200, the Hostess can select three of the six Hostess Exclusive styles offered for free, selecting no more than one item per style. The six styles offered are Making Memories Thermal, Inspiration Case, Jersey Blanket, Organizing Pack, Perfect Party Set and Rolling Tote.

**PERSONALIZATION** Free personalization available on the Inspiration Case, Jersey Blanket, Organizing Pack, Perfect Party Set and Rolling Tote.

**COLLEGIATE LICENSED PRODUCTS** are not eligible to be earned for free or available for any discount through the Hostess Rewards program or any other special promotion. Any item featuring a collegiate patch must be purchased at its regular retail price.

NOTE: Qualifying party sales exclude shipping, tax and all Hostess Rewards.  
 • The value of Hostess free products and discounts cannot be applied to 1/2 price items.  
 • The Hostess pays 8% shipping on discounted products. • Hostess 1/2 price items with personalization will include the embroidery at half-price. • Hostess Rewards and Customer Specials cannot be combined. • Hostess credit may not be used toward purchase of monthly Customer Specials.

## HOSTESS EXCLUSIVES

### INSPIRATION CASE

☒ ☒ | \$15 | \$38 value | 4032 | PG. 33

Exterior snap pocket; exterior flat pocket; zip-around closure; 2 interior flat pockets w/ felt lining; interior zipper pocket; adjustable shoulder strap. Approx. 11"H x 8"W x 2"D



GREY PIN DOTS



PRINTED PARISIAN POP

### JERSEY BLANKET

☒ ☒ | \$20 | \$60 value | 3292 | PG. 33 |

Approx. 60"L x 55"W



HEATHER GREY



HEATHER OATMEAL

### MAKING MEMORIES THERMAL

☒ ☒ | \$50 | \$129 value | 3786 | PG. 08

Water-resistant thermal lining; zipper closure; ID pocket w/ card; front zipper pocket w/ water-resistant thermal lining; removable base support; telescoping handle. Approx. 14.25"H x 13.75"W x 15"D



BLACK PARISIAN POP



BLACK PICK ME PLAID



MINTY CHIP

### ORGANIZING PACK ☒ ☒ | \$40 | \$120 value | 3984 | PG. 28

Exterior zipper pocket; 2 side mesh pockets and a cell phone mesh pocket; front zipper entry with 2 zipper mesh pockets; top interior mesh pocket; laptop case, removable book and loop organizing compartments; includes printed, thermal-lined water bottle holder; padded single-shoulder strap; lobster claw; top zipper closure. Approx. 16"H x 13"W x 6.5"D

Includes thermal-lined water bottle holder.



BLACK PICK ME PLAID



SAY IT TAUPE



# Booking Bonus

# Enrollment Kit

## PERFECT PARTY SET

E T | \$20 | \$65 value | 3852 | PG. 03

Exterior zipper pocket, PVC ID window, expands to feature 2 thermal compartments sized to fit 9 x 13 pans; includes 2 serving spoons. Approx. 6"H x 16"W x 10"D (expanded)



BLACK PICK ME PLAID



SAY IT TAUPE

## ROLLING TOTE

E T | \$75 | \$185 value | 3330 | PG. 28

Clear coated canvas; removable front zipper pocket w/ carabiner lock; telescoping handle; side zipper pocket; interior zipper pocket and 2 interior elasticized pockets; zipper closure. Approx. 13"H x 22"W x 10"D



BLACK PARISIAN POP



SAY IT TAUPE

## HOSTESS BONUS



### FREE PRODUCTS WHEN A GUEST AT YOUR PARTY BOOKS ANOTHER PARTY

This fall, five great styles are available only as Booking Bonuses. Any time a guest at your party books her own party **and you attend**, you'll get to choose one of the five products shown below for FREE!

Offer valid September 1, 2012 – December 31, 2012. If the party is held after December 31, 2012, you'll receive the Booking Bonus available during that season.

### MINI ORGANIZER 3308 | \$16 value

6 exterior pockets. Approx. 7"H x 8"W x 4"D



BLACK HAPPY DOT



PATCHWORK PAISLEY



SAY IT TAUPE

### CHECKBOOK COVER 3887 | \$10 value | PG. 33

PVC ID window; clear protective sheet for writing duplicate checks; 2 exterior pen loops. Approx. 3.5"H x 6"W



ORGANIC POPPY



PLUM CORDUROY

### CUP ORGANIZER 3985 | \$10 value | PG. 07

2 exterior mesh pockets; 2 interior compartments; 3 pencil slots; back grommet for cords; felt lining; sized to fit standard car cup holders. Approx. 7"H x 2.25"W



BLACK PICK ME PLAID



SAY IT SOFTLY

### PINCH-TOP WRISTLET 4028 | \$20 value | PG. 19

Exterior zipper pocket; d-ring; includes detachable Wristlet Strap. Approx. 7.75"L x 4.5"W



BLACK PICK ME PLAID



PATCHWORK PAISLEY



SAY IT SOFTLY

### RUFFLE WRISTLET 4105 | \$23 value | PG. 25

Zipper closure; d-ring; includes detachable Wristlet Strap. Approx. 5.5"H x 7"W x 1.5"D



GREY



PLUM



### START YOUR BUSINESS OFF RIGHT WITH OUR \$99 ENROLLMENT KIT\*

Our Enrollment Kit – valued at more than \$300 – provides a dynamic assortment of coordinating products to give you a successful start to your business. You'll also receive helpful tools and support materials. You'll have everything you need to confidently share ideas at parties to help busy women organize their lives beautifully! The parties are fun and nearly effortless, and the rewards are unlimited! Use your commissions to pay off bills, save toward a vacation or build a future you only once imagined. **ASK YOUR CONSULTANT HOW** you can purchase an Enrollment Kit today. Don't wait to start your journey with Thirty-One!

**INCOME DISCLOSURE INFORMATION** The Consultant stories included in this Catalog are examples of these Consultants' experience with the Thirty-One Career Path. These stories should not be considered as guarantees or projections of your potential earnings or profits. Your success with Thirty-One results only from successful sales efforts. For more information about what you can expect to earn as a Thirty-One Consultant, please read our Income Disclosure Statement posted on the "Become a Consultant" page on [thirtyonegifts.com](http://thirtyonegifts.com).

\* Shipping & handling charges and taxes will also be charged. Residents of North Dakota are not required to purchase an Enrollment Kit.

## Ordering Info

**TAX AND SHIPPING** Contact your Consultant for shipping details and local sales tax.

**PERSONALIZATION** We are pleased to offer you the ability to personalize many of our products. Although we can fulfill most personalization requests, sometimes we can't because the word or phrase is "trademarked" or could harm our reputation. Please ask your Consultant for more information about our Personalization Guidelines. ■ Personalized items are non-returnable except for manufacturer defects. ■ Personalized orders cannot be changed once submitted. Please double-check your personalization. Lettering is case sensitive and will be personalized exactly as entered.

**COLOR** Colors are a representation only. Actual product design and color may vary slightly from the Catalog photos and in other printed materials.

**AVAILABILITY** All items subject to availability.

**SUGGESTIONS/QUESTIONS** For any other embroidery suggestions or questions, please contact your Consultant.

**ENROLLMENT KIT** Products included in Enrollment and StartSwell Kits are subject to change based on available inventory.

**EFFECTIVE SEPTEMBER 1, 2012 TO DECEMBER 31, 2012.**

# Personalization Guide



**Step 1: Choose your wording:** Personalize with a name, phrase, three initials or single initial. Refer to the information below for specific ordering details and limitations, based on font size and product.

**Step 2: Select your font style:** **FONT STYLES 10-19:** Order a name or phrase, in either uppercase or lowercase (Style 17 only available in uppercase). Uppercase letters will be 1.5" to 2" tall, with lowercase letters almost half the height of uppercase letters. Names in ALL CAPS will appear slightly smaller. Fonts with "curlz" or accents can create extra space between letters. Laser Etching may be as small as 0.4" tall, depending on product. Note: If you enter three initials, the middle initial will NOT be larger, and the order will be the same as you entered.

**FONT STYLES 30-39:** Order a three letter monogram, up to 3" tall. The middle letter is the last name (surname) initial, and it will be larger than the first and third letters. For example, enter the initials JDM if your name is Jane Marie Doe. If two initials are entered, they will be the same size. Uppercase letters only.

**FONT STYLES 40-49:** Order one to three large initials, up to 3" tall. Uppercase letters only.

**FONT STYLES 70-79:** Order a single large initial with dots on either side, up to 3" tall. Uppercase letters only.

STYLES 10-19	STYLES 30-39	STYLES 40-49	STYLES 70-79	AVAILABLE FONT LETTERS, NUMBERS AND SYMBOLS
Kristen style 10	JSM style 30	A style 40	•A• style 70	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ~!#\$%&-+=,./\:"'`'AAÇÈÉÍÑÓÚ àáçèéíñóú
Kristen style 12	JSM style 31	A style 42	•A• style 72	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ~!#\$%&-+=,./\;:"'`' AAÇÈÉÍÑÓÚ àáçèéíñóú
Kristen style 13		A style 43	•A• style 73	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 -!#\$%&-+=,./\;:"'`' AAÇÈÉÍÑÓÚ àáçèéíñóú
Kristen style 15		A style 44	•A• style 74	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ~!#\$%&-+=,./\;:"'`' AAÇÈÉÍÑÓÚ àáçèéíñóú
KRISTEN style 17		A style 47		ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 ~!#\$%&-+=,./\;:"'`' AAÇÈÉÍÑÓÚ
Kristen style 18	JSM style 38	A style 48	•A• style 78	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ~!#\$%&-+=,./\;:"'`' AAÇÈÉÍÑÓÚ àáçèéíñóú
Kristen style 19	JSM style 39	A style 49	•A• style 79	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ~!#\$%&-+=,./\;:"'`' AAÇÈÉÍÑÓÚ àáçèéíñóú
	JSM style 32			
	JSM style 33			

## Personalization Character Limits

**E** 12 CHARACTER LIMIT ON ONE LINE OR 8 CHARACTER LIMIT ON 2 LINES. Anything with standard E throughout the Catalog denotes standard embroidery and print guidelines.

**E1** 12 CHARACTER LIMIT ON ONE LINE. E1 Products: Small Rectangle Basket Liner 3101; Hang-Up Home Organizer 3458; Casual Cargo Purse 3616; Mimi Utility Bin 3787; Organista Crossbody 3990

**E2** 3 CHARACTER LIMIT ON ONE LINE. E2 Products: U R U Mini Wristlet 4017; Mini Zipper Pouch 3013

**E3** 7 CHARACTER LIMIT FOR EACH LINE. AVAILABLE ON ONE OR TWO LINES. E3 Products: Littles Carry-All Caddy 3401; Organizing Shoulder Bag 3163; Inspiration Case 4032; U R U Littles Carry-All Caddy 4056

**Please Note:** Personalization measurements are approximate. The sizes listed above may occasionally vary based on the selected font style, length of phrase or product.



**Step 3: Select your color:** Some fabric patterns have variations in print, so be sure to choose a color that will show up on ALL colors in a pattern, no matter where words or initials are placed.



*Lil' Expressions print colors are the same as these thread colors.*

## Thread Color Recommendations:

- AWESOME BLOSSOM**  
brown, hot pink, lemon yellow, oatmeal
- SPIRIT BLACK**  
goes great with your favorite team's color
- BLACK CORDUROY**  
burgundy, hot pink, lavender, oatmeal, platinum, turquoise
- BLACK HAPPY DOT**  
aqua, lemon yellow, burgundy, hot pink, raspberry, platinum
- BLACK PAISLEY PARADE**  
aqua, hot pink, lime green, platinum, raspberry, red
- BLACK PARISIAN POP**  
aqua, limeade, hot pink, raspberry, red, royal blue
- BLACK PICK ME PLAID**  
burgundy, hot pink, limeade, platinum, turquoise, white
- BLACK QUILTED PICK ME PLAID**  
burgundy, hot pink, limeade, platinum, turquoise, white
- BLACK QUILTED POPPY**  
aqua, hot pink, platinum, red
- BOTANICAL LACE**  
aqua, hot pink, limeade, raspberry, red
- BROWN CORDUROY**  
lavender, limeade, misty blue, oatmeal, powder pink, turquoise
- BROWN PARISIAN POP**  
hot pink, limeade, powder pink, red, turquoise
- BROWN QUILTED PICK ME PLAID**  
hot pink, lavender, limeade, oatmeal, platinum, turquoise
- CAMO**  
black, brown, hot pink, orange
- CIRCLE SPIRALS**  
aqua, lime green, brown, orange, hot pink
- DARK DENIM**  
burgundy, hot pink, misty blue, oatmeal, turquoise
- FLORAL CELEBRATION**  
aqua, lime green, navy, turquoise, white

- GIFTS FOR ALL**  
black, red, seaweed, white
- SPIRIT GREY**  
goes great with your favorite team's color
- GREY BRUSHED TWILL**  
brown, hot pink, lavender, limeade, turquoise
- GREY PIN DOTS**  
brown, hot pink, lemon yellow, limeade, oatmeal, turquoise
- HEATHER GREY**  
brown, hot pink, lavender, limeade, turquoise
- HEATHER OATMEAL**  
black, brown, hot pink, limeade, misty blue, raspberry
- HERRINGBONE SPOT**  
aqua, hot pink, limeade, raspberry, red
- I CAN-IKAT**  
black, burgundy, misty blue, oatmeal, platinum
- LIL' BLOSSOM**  
brown, hot pink, lemon yellow, oatmeal, white
- LIL' FEATHERS (LIFE'S A HOOT)**  
brown, lemon yellow, limeade, oatmeal, orange, turquoise
- LOTS A DOTS**  
aqua, brown, hot pink, lemon yellow, lime green, powder pink
- SPIRIT MAROON**  
goes great with your favorite team's color
- MINTY CHIP**  
brown, limeade, platinum, turquoise, white
- SPIRIT NAVY**  
goes great with your favorite team's color
- SPIRIT ORANGE**  
goes great with your favorite team's color
- ORGANIC POPPY**  
black, burgundy, limeade, platinum, turquoise
- PAINTED SNAKESKIN**  
aqua, black, brown, raspberry

- PATCHWORK PAISLEY**  
brown, lavender, oatmeal, seaweed
- PIN DOTS**  
brown, hot pink, lemon yellow, lime green, platinum, white
- PINK CIRCLE SPIRALS**  
black, brown, lime green, powder pink, platinum, white
- PINK PIN DOTS**  
black, brown, hot pink, platinum, powder pink, white
- PINK PIN DOTS (CUPCAKES)**  
aqua, brown, limeade, oatmeal, powder pink, white
- PLUM CORDUROY**  
lavender, oatmeal, raspberry
- PLUM STRIPE**  
brown, lavender, oatmeal, seaweed
- PRINTED PARISIAN POP**  
burgundy, hot pink, limeade, platinum, turquoise, white
- SPIRIT PURPLE**  
goes great with your favorite team's color
- RED**  
black, brown, oatmeal, platinum
- RED PARISIAN POP**  
black, brown, misty blue, oatmeal, platinum
- SAY IT SOFTLY**  
brown, hot pink, lavender, lemon yellow, limeade, turquoise
- SAY IT TAUPE**  
brown, hot pink, lavender, lemon yellow, limeade, turquoise
- SPRINKLES (BAKER'S DOZEN)**  
aqua, hot pink, lemon yellow, lime green, oatmeal, white
- TAUPE**  
black, brown, hot pink, limeade, misty blue, raspberry
- WINDSOR ARGYLE**  
burgundy, oatmeal, turquoise
- WINDSOR BOUQUET**  
burgundy, oatmeal, turquoise

## Laser Etching

**LE** 12 CHARACTER LIMIT ON ONE LINE.  
AVAILABLE IN FONT STYLES 10, 17 AND 30:  
Leather Money Clip Wallet 3605  
\*Mens Essentials Case 3396  
\*XXXI Messenger Bag 3584  
XXXI Professional Tote 3583

AVAILABLE IN FONT STYLES 10, 13, 17 AND 30:  
\*\*Small Magazine Basket (handle) 3019

**Tharrett**

Laser Etching Example on Small Magazine Basket handle (Laser Etching Style 10)

**LE2** 3 CHARACTER LIMIT ON ONE LINE.  
AVAILABLE IN FONT STYLES 10, 17 AND 30:  
Leather Bi-Fold Wallet 3587

## Please Note

**LASER ETCHING:** Font height will vary from 0.4" - 1.2" depending on the product

Laser Etching Personalization is ONE LINE ONLY - \$7 Personalization charge

Variations in personalization colors may occur

\* Will receive an XXXI logo for free if no other personalization is requested

\*\* Will receive a Thirty-One logo for free if no other personalization is requested

**OTHER PERSONALIZATION:** Items marked E, E1, E2 or E3 can be embroidered for an additional \$7

Items marked with an LE or LE2 can be Laser Etched for an additional \$7

Personalization for Lil' Expressions is available for an additional \$7

Personalization for Icon-It is available for an additional \$10

Personalization for Spirit Collegiate is available for an additional \$15

## Product Key

**+I** Available to be personalized with an Icon-It symbol and embroidery

**K** Item is in the Enrollment Kit

**SS** Shoulder Strap (sold separately)

**WS** Wristlet Strap (sold separately)

**T** Thermal lining keeps hot items hot and cool items cold

**Water** Water-resistant thermal lining

# Join the Thirty-One family.



You control your future with Thirty-One. Join today for only \$99\* and you'll get:

- An Enrollment Kit featuring functional products and business supplies valued at more than \$300
- Flexibility to set your own hours
- Support from the Home Office and your team to grow your business
- A chance to meet amazing women who could become lifelong friends
- A life-changing opportunity

Many thanks to all the Thirty-One Home Office models who helped bring this Catalog to life. To see the names of all those who appear, check out our online Catalog at [thirtyonegifts.com](http://thirtyonegifts.com).

Start your business for just \$99\*

"It's incredible to be part of a faith-based company that is changing women's lives every day!" - Dana Elder, Senior Executive Director

"This is my business - I control it and can take it as far as I want. Plus, I decide what days and what hours I want to work. What a liberating feeling!" - Angie Bailey, Senior Executive Director



\* See page 45 for details.