



NEWS RELEASE

FOR IMMEDIATE RELEASE

NEW STORE FEATURES EXCLUSIVE HAWAII-BORN ELISE TRAN BAGS

Lanai TRANSIT opens at Royal Hawaiian Center

WAIKĪKĪ – Elise Tran, a high-end purses brand born in Hawai'i, has just opened a new store, Lanai TRANSIT, at Royal Hawaiian Center. The 1,615-square-foot store is located on level one of Building A, between Cartier and FENDI.

The Elise Tran brand was created by BenTran who had been in the luxury brand business for more than 20 years. He designed bags for his daughter, Elise, who wanted every-day bags that were easy to use and suited her lifestyle. The lightweight, fashionable, durable bags quickly spread. Today it is popular with jet-setters, especially amongst the Asian markets.

“We are excited to bring this new brand to the Center,” said Marleen Akau, general manager for Royal Hawaiian Center. “A high-end brand born in Hawai'i adds diversity to the products that we can offer our customers. This is an opportunity for both visitors and kama'āina to support our local economy and buy Hawai'i.”

Each Elise Tran bag is designed to be practical, fashionable, light and functional. One of the best-selling Elise Tran bags is made with Teflon-coated dense nylon yarn and leather handles, which are tanned using traditional techniques used in Italy. Consisting of more than 100 parts, three times more than regular bags, Elise Tran bags are perfect for those who are looking to super-organize their purses. This especially suits those who travel often. Bags are made with more than 10 pockets while maintaining slim looks that still fit a water bottle, umbrella, travel guidebooks and more.

Lanai TRANSIT is open daily from 10:00 a.m. to 10:00 p.m. For further information, call the store at (808) 923-3380.

FREE PARKING: offer valid through January 31, 2010

Royal Hawaiian Center has the largest garage in the heart of Waikīkī with 10 levels of parking and more than 600 stalls located adjacent to the Sheraton Waikīkī Hotel. The Center's free parking promotion offers 4 hours of free parking with any restaurant validation and 2 hours free parking with any food court validation. LEVEL4 validations apply for \$5 parking after 10 p.m. Dining and entertainment validations can be combined with retail validations of \$2 for 2 hours. No minimum purchase is required for validation.

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MANAGED BY THE FESTIVAL COMPANIES

Royal Hawaiian Center, the premier shopping and entertainment destination in Waikīkī, consists of more than 310,000 square feet along a three-block stretch of Waikīkī's famed Kalākaua Avenue. A dynamic mix of 110 world-class retailers, restaurants and entertainment options are offered at the four-level Center. The Center is situated on more than six acres of prime real estate in Waikīkī and is owned by Kamehameha Schools. To learn more about the Center, visit www.RoyalHawaiianCenter.com.

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