

April 2008

Inner Views

A look inside the lives of Pee Dee women



The Art of **SOWING**

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Potted pleasures

Lisa King shares the pleasures of container herb gardening,

PAGE 18

ALSO: Baggage You'll Want: M. Clifford Designs bring high-end handbags full circle,

PAGE 22



Martha Clifford

From the
kitchen
to the

Big Apple

Local designing woman turns countertop pursuit into high-end handbag business

Florence native Martha Clifford has channeled a passion for fashion into a burgeoning high-end handbag business — and her designs are catching the eye of fashionistas nationwide. On March 14, viewers of the TLC program “What Not to Wear” might have noticed Clifford’s Terrell bag featured as one of the new wardrobe accessories.

“I’m excited to be placing my bags in high-end boutiques in New York, California, North Carolina, South Carolina and Florida,” she said. “At a time in life when most people are looking forward to ending their work life, I decided to launch a handbag line. Always being creative and loving fashion, I did this despite skeptical looks from some friends and family.”

After years of owning and operating a successful catering business, Martha rekindled an interest in sewing to provide a creative outlet. Soon, she was creating handbags for herself, family and friends. When her kitchen counter no longer afforded ample space for the growing number of orders, she explored the idea of expanding her handbag business.

“When requests to purchase them began to overwhelm me, I decided to seek out a manufacturer in New York,” she said. “From there, M. Clifford Designs was born, and my handbags morphed into luxe leather and fabrics.”

Attention to detail and a look that implies “effortless chic,” make M. Clifford Designs a desirable addition to the discriminating woman’s wardrobe. From classic carry-alls to hobo designs, each handbag incorporates supple leathers and a functional design for keeping today’s woman organized in style.

THE MORGAN
These large hobos feature imported French fabric trimmed with metallic soft gold leather.



THE ANNA
(pictured above)
These roomy clutch handbags in Italian leather have detachable chain handles. Shown are black with silver crackle (top) and aqua.

THE MEGHANN (pictured on previous page) is made of Italian leather. M. Clifford designs feature interior signature red suede with cellphone, PDA, and large zippered pockets.

THE TERRELL (pictured below) This smart-looking tote in Italian leather was recently a featured fashion accessory selected as a wardrobe upgrade on the TLC program, “What Not to Wear.”



You can find M. Clifford Designs at Heyward & Hanna, 2001 Hoffmeyer Road, Shops at Seven Oaks in Florence.