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Elaine Turner Nashville Boutique to host “Martinis & Team Martina,” Spring Launch Party, March 7 Benefiting TJ Martell & Team Martina

February 21, 2013 - Elaine Turner, the Texas-based luxury handbag and shoe brand, hosts “Martinis & Team Martina,” a spring 2013 launch party in its Nashville based boutique in The Mall at Green Hills on Thursday, March 7, from 6-8 p.m. Refreshments will be provided by Jonathan’s Grille.

“Martinis & Team Martina” features a glimpse at Elaine’s spring 2013 collection, which was inspired by a journey through exotic African destinations, blending bold colors, graphic prints and innovative fabrics. As a benefit for Team Martina through the T.J. Martell Foundation, Elaine Turner will donate 20% of proceeds from sales that evening to breast cancer research.

“I’m honored to partner with Team Martina and the T.J. Martell Foundation and support a cause that is so near and dear to my heart,” Turner says. “I’m so happy to be a part of the Nashville community and participating with such a valuable organization and I want everyone to enjoy themselves at the party. Having fun and giving back are two of my most important philosophies--in life and in business.”

The hostess committee for “Martinis & Team Martina” includes Sheila Jones-Team Martina, Cindy Lovelace-T.J. Martell Foundation, and Tracy Weaver-Director of Martina McBride Fan Relations.

Team Martina is a group of Martina McBride fan club members who came together to fundraise for breast cancer research after being inspired by Martina’s song, “I’m Gonna Love You Through It”. Some members of Team Martina are survivors and were featured in the song video. In partnership with the T.J. Martell Foundation, the group began fundraising last Fall to establish a breast cancer research grant in the name of Martina McBride at the Vanderbilt-Ingram Cancer Center in Nashville. More than \$42,000 has been raised to date. For more information, visit www.tjmartell.org.

Among the destinations that inspired Elaine’s spring line is Cape Town. “Cape Town is classic and contemporary. It’s electric, hot and so right now,” she said. The electric vibe is seen in the bold coral hues used in the laser cut collection. The Bella Clutch, Angelina Minaudiere, Layla Clutch, Candice Tote and Paige Ballet Flat all reflect the energy Elaine drew from Cape Town.

Elaine Turner’s flagship stores include CityCentre and Rice Village, Houston; Alamo Heights, San Antonio; and Market Street, The Woodlands. Her collection also is carried in Neiman Marcus and specialty boutiques worldwide.

Elaine Turner launched her company in 2000, and her handbag and shoe collections have been featured on The Today Show and in InStyle, People, Lucky, Coastal Living, O The Oprah Magazine, Real Simple, and more. To stay connected with Elaine Turner, follow her on Twitter @ElaineTurner, on Instagram @Elaine_Turner and on Facebook at Elaine Turner Designs.

Elaine Turner Nashville is located at 2126 Abbott Martin Road in The Mall at Green Hills. Contact the store by calling 615-292-5155 or emailing ET5@elaineturner.com. For more information, visit www.elaineturner.com.

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