# Heroes star Hayden Panettiere selected as the new face of Dooney & Bourke

*by Bend_Weekly_News_Sources*

NEW YORK - Continuing with the mega successful introduction of his trend collection over the past five years, designer Peter Dooney introduces a new collection targeted to today's young consumer with the introduction of The Hayden Bag.

To symbolize the spirit of the collection, Dooney & Bourke has collaborated with actress Hayden Panettiere, currently starring in NBC's hit show Heroes, as this season's guest designer for their upcoming national ad campaign. The campaign is set to debut in December.

As a Dooney & Bourke face, Panettiere follows in the footsteps of leading ladies Mischa Barton, Lindsay Lohan and Emma Roberts. For the current season, Panettiere began by describing what she envisioned: a large leather shoulder bag with puffy pleats, a buckle closure and great style. In Dooney & Bourke's design studio in Florence, Italy, Peter Dooney along with the design team, were able to transform Hayden's ideas into the limited edition Hayden Bag (retail $500).

The collections featured in the Hayden advertising campaign promise to be the hottest new handbags this holiday season. The bags are scheduled to hit Dooney & Bourke retail boutiques by the end of the year. They will also be available at department stores such as Bloomingdale's, Lord & Taylor, Macy's, and Nordstrom and online at www.dooney.com.

For thirty years, Dooney & Bourke has built their reputation as a leader in the accessories market with their commitment to superior materials, expert craftsmanship, and classic styling.