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FOR IMMEDIATE RELEASE:

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Becco Bags to Open New Flagship at Eton Chagrin Blvd

Debuts Elevated Travel-Inspired Collection

Woodmere, Ohio (March 3, 2026): Stark Enterprises is pleased to announce that Becco Bags, the Cleveland-born accessories brand redefining personalization through design, will open its newest retail location in the Atrium Shops at Eton Chagrin Boulevard the first week of April.

Founded by Cleveland local, Caitlin Osborne, Becco Bags has gained international recognition for its patent-pending interchangeable patch system, that has built a loyal following around the idea that a bag should evolve with its owner. Through collectible embroidered patches representing destinations, milestones, teams, and personal stories, each piece becomes a living collection — layered, curated, and entirely individual.

Alongside its signature Patch Bar - where guests customize their bags in store with collectable embroidered patches that can be swapped and layered to create a unique, personalized accessory — Becco will debut its elevated, travel-inspired collection. Featuring refined silhouettes, premium materials, and a more sophisticated palette, the new line reflects the brand's expansion into a broader lifestyle space, resonating with women, college students, and young professionals seeking accessories that tell a story.

As Becco continues to evolve, the brand is expanding beyond its original children's focus to connect with customers who value travel, personalization, and storytelling through design. The new store concept blends playful customization with polished, fashion-conscious styling — a balance that defines the brand's next chapter.

The momentum is global. In the United States, Becco products are sold on Saks.com, Bloomingdales.com, Maisonette.com, along with independent boutiques nationwide. Internationally, the brand has achieved notable success as the No. 1 selling children's accessory brand at Harrods for three consecutive years and operates pop-ups throughout the Middle East at Harvey Nichols, Bloomingdale's, Tryano, and Levels locations.

“Our vision has always been bigger than bags,” said Founder Caitlin Osborne. “Becco is about personalization with purpose — creating pieces that collect moments, celebrate individuality, and evolve alongside the women who carry them.”

Becco Bags will be located inside the Atrium Shops at Eton Chagrin Boulevard at 28601 Chagrin Blvd., Suite 820, across the hall from White Flower Cake Shop, placing the brand at the heart of one of Northeast Ohio's premier shopping destinations and within Eton's curated mix of fashion, lifestyle, and specialty retailers.

The Eton location marks a defining moment for the brand.

In addition to everyday shopping, the Becco Bags store will host private customization events, themed patch releases, and group experiences that allow guests to design their own bags in-store. These interactive offerings reinforce the brand's experiential approach to retail and create opportunities for community engagement throughout the year.

“We are thrilled to welcome Becco Bags to Eton Chagrin Boulevard,” said Stacie Schmidt, Vice President of Marketing at Stark Enterprises. “Their creative, interactive concept adds a fresh experiential retail element that aligns perfectly with Eton's mix of fashion, lifestyle, and family-friendly destinations.”

Grand opening celebration details will be announced in the coming weeks.

For more information about Becco Bags, visit www.beccobags.com or follow @beccobags on social media.



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ABOUT BECCO BAGS:

At the heart of every BECCO bag is the brand’s proprietary hook-and-loop system — a patented fabric panel that allows customers to endlessly customize their bags with collectible embroidered patches. Unlike traditional bags that are static, Becco bags are designed to evolve. Each patch represents a moment: a city visited, a milestone reached, a team supported, a birthday celebrated. Customers can design their bags in-store at Becco’s signature Patch Bar, swapping and layering patches to reflect their personal story. For more information, visit www.beccobags.com

ABOUT ETON CHAGRIN BOULEVARD

Eton Chagrin Blvd is Cleveland’s luxury fashion district- the place where authentic, one-of-a-kind boutiques and fine dining blend with national brands. The mixed-use property consists of 330,000 square feet of upscale retailers, specialty shops and exclusive dining, many of which are the only locations in the region. Special events, outdoor chessboards and an award-winning garden further add to the center’s unrivaled ambiance. For more information visit www.etonchagrinblvd.com.

ABOUT STARK ENTERPRISES

Stark Enterprises, headquartered in Cleveland, Ohio, is a full-service real estate development company with the highest level of expertise in acquisition, leasing, property management, construction, architectural design, landscape architecture, and marketing. For over 40 years, Stark Enterprises has been developing and managing generational assets that leave visitors with lasting impressions, balancing new urbanist principles and sustainability practices with economic viability. The nearly \$2 Billion portfolio spanning eight states consists of over 40 properties in retail, entertainment, office, residential, hotel, and student housing environments. Stark Enterprises properties are always managed with the company's long-term investment strategy in mind and are continually recognized by customers and industry leaders as among the most well operated and maintained in the nation. For more information, visit www.StarkEnterprises.com.