



FOR IMMEDIATE RELEASE

## Remington Announces New Collaboration with Jessie & James

**Lonoke, Arkansas – August 7, 2023** – [Remington Ammunition](#) has officially announced its latest licensing partnership with Jessie & James Handbags. The collaboration will bring forth an extensive line of concealed carry (CCW) bags, set to hit the market January 2024.

“Jessie & James represents an impressive line of CCW bags,” said Danny Evans, Remington’s Director of Global Licensing. “We’re proud to partner with this brand and company to create functional and reliable options that allow individuals to confidently carry.”

Inspired by the American Western folklore tale of the notorious bandit Jesse James, who was famously portrayed as an outlaw “for the people,” Jessie & James Handbags was founded to empower women with a tool for self-defense. The handbags offer customers a seamless and functional way to ensure personal protection.

Working in collaboration with Remington, Jessie & James Handbags will produce a premium line of both traditional and modern CCW handbags. The Remington branded models will encompass a range of styles, including crossbody, satchel, hobo, totes, backpacks, and luggage all equipped with a concealed pocket for carrying a firearm.

“Jessie & James Handbags is proud to work with Remington to produce a high end line of CCW handbags in traditional and modern styles under the Remington label,” said Mike Clark, Director of Jessie & James Handbags. “We intend to leverage our existing manufacturing base that produces millions of fashionable handbags every year to bring a new sense of style to the concealed carry market. We’re thrilled to introduce the new line at SHOT Show 2024.”

Remington, renowned for its top-performing ammunition, has long been trusted by firearms enthusiasts. Now, with the partnership with Jessie & James Handbags, Remington extends its commitment to providing reliable and safe options for concealed carry.

Remington is always seeking quality partners to represent the Remington brand in new product categories. Please contact Danny Evans at [danny.evans@remington.com](mailto:danny.evans@remington.com) with inquiries.

Find Remington ammunition at dealers nationwide and online. For more information on Remington ammunition and accessories, visit [www.remington.com](http://www.remington.com).

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### **About Remington**

From muskets to modern day, generations of hunters and shooters have trusted Remington ammunition and accessories. Loaded in Lonoke, Arkansas by American workers, our wide array of pioneering sporting and hunting ammunition promises to get the job done every time the trigger is pulled. At Remington, we're here for everyone who loads a round of ammo into a handgun, rifle, or shotgun.

Founded in 1816, Remington and America have fought and won wars, put food on millions of tables and brought countless generations together at the range and in the field. We are proud of every round that rolls off our factory line. A brand of outdoor sports and recreation company Vista Outdoor, Remington is bringing a renewed focus to ammunition, innovation, and quality – all while staying true to Remington's legendary heritage and stature as an American icon.