

The Last Makeup Bag You'll Ever Buy

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in [Gotta Have!, Makeup, Trend Alert](#)

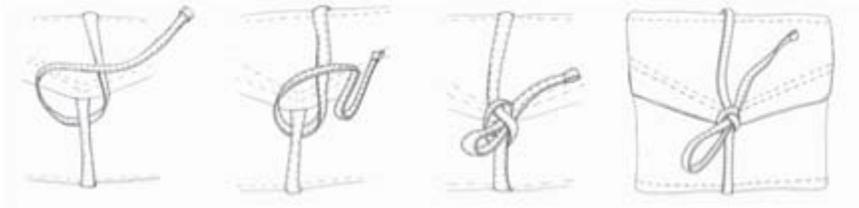


There are things a gal expects to *never* find a perfect version of — from jeans that fit like a glove to the perfect man (insert dramatic sigh here) to an all-encompassing makeup organizer. Alas these things are about as elusive as unicorns, leprechauns, and husbands who beg to do laundry. While the first two might continue to be tough to find, I'm about to blow your beauty-loving world, makeup mavens, as I've discovered the makeup bag of all makeup bags.

In times past, if you found a makeup organizer that was big enough for all your makeup it was typically hard-sided (making it awkward to travel with) and, well, quite unsightly (read: ugly). And if you were lucky enough to find a soft-sided makeup bag that was attractive inevitably it was too small or didn't have enough compartments. Well are you sitting down for this? Allow me turn you on to the [Hold Me Bag](#) — a makeup organizer that has finally changed the inefficient, bulky, never-quite-right, looks-like-grandma's makeup bag, once and for all.

The beauty 411: First, banish everything you know about typical makeup bags (there's no Velcro, metal clasps, or hard-sided plastic on this lush organizer). The inspiration for this killer organizer? The creators of the Hold Me Bag (cleverly named, as it can "hold" a boatload of makeup) got fed up with not being able to find a worthy makeup organizer and decided to fill the void. (Insert cheers here!) So their quest to create the perfect bag began and the end product was a makeup organizer that can hold (and organize) your cosmetics, brushes, tools — all while being able to "see" them. (This last one is a biggie as most of us are visual and if we can't see what we have we forget we have it. No ~~man~~, err, eyeliner left behind!) The finished creation? A smart, pretty n' plush, makeup bag that will streamline your daily makeup routine.

Why you'll love it: First, let's talk texture. The exterior of this much-needed innovative makeup organizer is made of "Knew Suede" which is a high-performance fabric that even Iron Man couldn't easily tear up. To boot, this fabric makes it super easy to clean (so the most stubborn makeup spills/smudges can be quickly wiped away). The vinyl-like interior is equally as impressive and offered in a variety of sassy [patterns](#). The bag itself was fashioned after a schoolgirl's book-bag and has a wrap-around self-tie that's as easy to tie and untie as snapping your fingers (so long Velcro, magnets, metal clasps, and all other annoying closures).



The adjustable tie also allows for different depths of storage (whether lightly packed or packed to the gills). To me, this is one of the **most** innovative parts of the Hold Me Bag, as past bags have never allowed for adjustability. Even more impressive? The size and depth and endless compartments. The Hold Me Bag measures 10" H x 7" W x 2" D closed and extends to 22" W fully opened (think of the size of a PEOPLE Magazine). Think next generation of makeup organization, beauty mavens, as this bag provides expansive storage.



Spaciousness + lots of compartments = a must for the perfect makeup bag!



This bag is so deep I swear I could use it as an overnight garment bag!

Now let's talk price tag. This ultra plush organizer bag retails for \$59 — and while that might sound a smidge pricey, keep in mind it's 100% hand made right here in the good 'ole USA (in other words: it's not your typical made-in-Taiwan product that will undoubtedly fall apart in 12 months). A makeup bag that will last as long my 20-years-and-running soap opera? Yes, please! You can find these plush bags on Hold Me Bag's [website](#) as well as Amazon. Whether you're a makeup artist, a makeup junkie (like myself), or simply someone who has been searching high and low for the perfect makeup organizer that's easy to use day-to-day as well as travel with, the hunt is over. On behalf of all makeup users everywhere, thank you, Hold Me Bag, for a long awaited, much needed cosmetics organizer that finally delivers.

Now, if only someone could create the perfect portable closet for our countless clothes and endless accessories, we could start a revolution...

Happy organizing, makeup enthusiasts!



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