

# Stop and Smell the Rosés with your Vivajennz Wine Purse

ANN ARBOR, MI, UNITED STATES, October 10, 2014 /EINPresswire.com/ -- The soccer mom demographic is redefining the entrepreneurial world, but today's woman doesn't head for the boardroom by traveling the path that her male counterparts have used. First she has to work her day job. Then she has to pick up her kids and take them to the game. Then she has to tend to housework, homework, and husband. Then she needs to make time for her friends. And if she's Jennifer Thomas-Goering, she has to spend some time in the basement. If that sounds like an unusual way to make it in the business world, it's time to dust the cobwebs off your outdated notions of what it takes to carve out your niche as a modern-day entrepreneur. All those journeys in vans delivering kids to school, the pool, parks, zoos, and of course the aforementioned soccer games gave Jennifer Thomas-Goering, a full-time anesthesiologist, wife of Patrick, and mother of two lively boys, Dayton and Lachlan, plenty of planning time. Who else but a woman with a busy household, a supportive circle of friends, and a love of purses, would come up with a thriving business that's now ready to leave the basement and enter the market, with the help of a [Kickstarter crowdfunding campaign](#)?

Women love their accessories, and with the Vivajennz wine purse, there's a little more to love. But instead of the boring catch-all—you know, the keys, the tissues, the Tic-Tacs--the Vivajennz brings something unique to the party.

This purse, with its decorative flower adornment, comes with a built-in reminder to stop and smell the roses. . .or rather, make that, sip the rosé. When you lift the flower, there's a beverage spigot underneath. The Vivajennz comes with two options; you can buy your favorite boxed wine to place in



the bag, or you can buy a refillable empty bladder with a spigot and have your favorite beverage ready to pour. The purse is insulated, holds three liters of liquid, and with the option of adding ice packs, allows you to keep your drinks at the perfect temperature. The woman who carries a Vivajennz can be counted on to bring the party with her, or as Thomas-Goering might say, "Take the fun wherever you go!"

Thomas-Goering's friends started out as her first customers, and now they've become part of [her product line](#). Meet Maizie, Sabiha, Sparty, Dian, Ellis, Heather, Devi, and about a dozen others



who aren't just the ladies with whom she shares her favorite drink—each purse is named for one of her friends. She's even designed a man-Vivajennz, The Patrick, named for her husband, who is a great motivator for her venture. Now that she has a popular product that's generating enthusiasm, Thomas-Goering has found that she can't keep up with the demand. She's designed her own line of purses to be manufactured, and she's eager to launch a nationwide campaign with a crowdfunding goal of bringing in \$20,000 by October 30.

There are no imitators; the Vivajennz is unique, and Thomas-Goering's challenge is to launch her product swiftly to avoid knock-off designs. Demand for the product means that when she's not at work, sharing home duties with Patrick, taking care of Lachlan and Dayton, or spending time with friends, she's either making more purses or attending trade shows to [display her concept](#). For the time being, the basement will continue to be her home manufacturing center, but as soon as the business is viable, Thomas-Goering's goal is to sell her wine purses in major stores.

There's another trait that today's woman brings to her business endeavors along with her career, family life, and friends, and that's dedication to a cause. For Thomas-Goering, that cause is autism. Not only does autism play a significant role in her life, but she also donates a percentage of her total sales to autism research. A woman this busy has earned a relaxing glass of wine at the end of her day, and with the Vivajennz, she doesn't have far to go to get it. Today's woman doesn't just accessorize, she accessorizes with attitude!

### About Vivajennz

The Vivajennz wine purse ([www.vivajennz.com](http://www.vivajennz.com)) is creator Jennifer Thomas-Goering's way of turning accessories into a party. As a full-time wife, mother, and anesthesiologist, Thomas-Goering follows the theme that life is what you make it, so you need to take the fun wherever you go. And with three liters of your favorite beverage inside the Vivajennz, and a beverage spigot outside, all anyone needs to do to get the party going is lift the flower on the front. The Vivajennz is the party that travels where you do, and with no need for a bottle opener or cooler, it's the latest way to accessorize and take along to summer picnics, the movies, outdoor festivals, even camping.

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