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While working on the launch of the Geek Squad brand for Best Buy, Tracy Dyer noticed the women in focus groups she led were always asking why there were no effective and stylish laptop bags for women. Tracy took this unmet need to different vendors, but no one listened. So great was her commitment to this opportunity, she ventured out on her own to design fashionable, functional, fun laptop bags just for women. Her father Dr. Wayne W. Dyer and his teachings played a big part in deciding to leave the corporate world and start Urban Junket. While watching him speak to a few thousand people, he

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Featured Guest



Tracy Dyer

Tracy Dyer is the founder and chief bag lady at Urban Junket—a handbag and laptop bag design company whose goal is to combine inspired and unique styling with everyday functionality.

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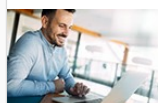
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