

By Sarah Meyer

Mobile Edge released the Cutebug line of bags, hipsters and clutches - all designed by Maddie Powers - a few months back and we got one in for review recently.

The Cutebug Hipster has the iconic trademark of the line but will it measure up to its peer's quality wise? Can a bag that is so slim really be useful to a notebook owner?

Design and Aesthetics



The Mobile Edge Cutebug Hipster by Maddie Powers comes in pink and burgundy with black accents and hardware. The company says it will soon be releasing black and green versions and already have a sample picture up on the website.

All the burgundy sections of the bag seem to be made out of velvet like material and the front of the bag has Maddie Powers' trademark "pulp magazine images from the 40s and 50s" along with the text "ideal Love magazine" and "Believe My Heart." In the bottom corner there is a Cutebug logo.

If you flip open the magnetic front flap, there is a medium sized zippered pocket, an id/business card holder and three pen/pencil pockets. You can fit a thin wallet, cell phone, a digital camera, MP3 player, etc. in the medium sized pocket. On the inside of the flap there is a clear id pocket.

The bulk of the bag is dedicated to carrying a 14.1" notebook and comes with a removable pink neoprene sleeve. The sleeve is pretty typical with a soft inside lining to prevent scratching.

There is one large zippered pocket on the inside of the bag but will only fit a thin paper notebook while the laptop is inside the bag.

The back of the bag is completely covered in that same burgundy velour material as the front and there is another large zippered pocket. It could be used to hold a paper notebook or other slim accessories.



The shoulder strap is not removable but the soft non-slip padding is, if you're not a padding kind of person.

Using the bag

The Cutebug Hipster and all the products in the Maddie Powers line are for a specific kind of person. They are trendy but border on kitschy, although not so much in quality, as the hipster seems very well made.

I could also see where this bag could lose some followers because a lack of storage for additional items. Having said that, if you buy a hipster or other somewhat small bag then you should realize it's not made to carry your three extra power bricks and portable speakers.

I felt the Cutebug Hipster offered a good amount of security for a notebook between the neoprene sleeve with its soft inner lining and the additional padding in the hipster.



I enjoyed the soft padding shoulder strap and the velvet material on the back of the bag; for sure, the Cutebug Hipster was comfortable to wear.

Conclusion

The Mobile Edge Cutebug Hipster by Maddie Powers is a uniquely designed bag made for people who want to carry around their notebook and not much else.

Pricing and Availability

The Mobile Edge Cutebug Hipster by Maddie Powers can be purchased via the **Mobile Edge Website** or authorized retailers. The Cutebug Hipster is being sold for \$69.99.