

Press Release

Relaunch.

Web Relaunch: auntsanduncles.de offers new platform for the beautiful and charming.

May 18th, 2009 – that is the day. The bag label aunts&uncles located in Issum realized their Web Relaunch.

For the first time in a new design the site gleames with many new pieces of information in a fresh aunts&uncles look. Next to the updated collection area you find most of all new categories informing about the beautiful and interesting things to know about the day-to-day life of the label and on the products.

Under 'news' aunts&uncles will now report on new collections, interesting impressions along the way, and beautiful things from the true life of the bag label. There is background information on the label, care tips for each bag as well as a press area. A guest book is inviting for praise and criticism.

The highlight of the collection site is a direct commend function for each individual bag. Questions and suggestion on the model are passed on directly to the designer of the collections:

“The relaunch offers more possibilities for our users to discover our label. Important for us is an authentic market presence, which is also functionally elaborated like our products. We did it with this new appearance”, reports Angelika Scheurer.

The comprehensive relaunch represents the further development of the former inside label aunts&uncles towards a firmly established player in the market, with an international community of fans already.

“At least once per week we receive e-mails with short stories on our bags, the last were from Sweden, Australia and Switzerland. We want to retell these stories.”, states Sven Scheurer managing director of aunts&uncles.

The accessible website will be further developed and be translated into English and French shortly.

Background information

The aunts&uncles GmbH&Co. KG located in Issum was founded in 2004 after the founders Sven and Angelika Scheurer had already positioned the brand aunts&uncles at the market successfully with now four collections for men and women.

The company designs and produces bags made of high-quality materials. The speciality: each bag is handmade and a unique copy. The bags become more beautiful the longer they are used, they develop their character through upcoming traces of usage. Next to high quality requirements the focus is on functionality and practicability. aunts&uncles products unite a timeless style with innovative and individual design.

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