

Press Release

Accessories.

aunts&uncles complements collections by matching accessories.

20. March 2009, Offenbach. At this year's International Leather Goods Fair (ILM) Winter Styles 2009 the bag brand aunts&uncles is going to present their new accessories, the key rings, to the expert public for the first time.

Piece by piece to luck. Those who have found their favourite bag already have now the opportunity to further rummage.

aunts&uncles expand their portfolio by an accessory with a lot of attention to details: the key rings.

The individual key tags made of leather consist of an oval, grained main ring with five small key rings and two snap hooks. Similar to the bag collection the key rings are available in the adequate colours: pebble, dark chocolate and Hunter dark brown.

Each tag is equipped with an additional gadget and bears a surprise in it.

"Heather Coin" keeps a rainy day fund, Emily Pouch offers space for secret utensils, "Walter Loop" safely adheres himself, "Paula Pigtail" bewitches and "Freddy Keyhole" carries his keyhole always with him.

The clou: each key ring carries a key to a secret lock and opens an unknown door for its owner. Who finds the door can be happy.

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 six 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 upcomming 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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aunts & uncles



crafted with care

Key-Rings Fall/Winter 2009

- ① **Heather Coin-2003** pebble -06 (wie Abb.), dark chocolate -23, hunter dark brown -02
- ② **Emily Pouch-2004** pebble -06, dark chocolate -23 (wie Abb.), hunter dark brown -02
- ③ **Paula Pigtail-2005** pebble -06 (wie Abb.), dark chocolate -23
- ④ **Freddy Keyhole-2001** pebble -06, dark chocolate -23, hunter dark brown -02 (wie Abb.)
- ⑤ **Walter Loop-2002** pebble -06, dark chocolate -23 (wie Abb.), hunter dark brown -02