



For Immediate Release

**ECO FRIENDLY & FABULOUSLY FUN HANDBAGS LAUNCHED IN SINGAPORE
BY BEN & BEAR**

(Singapore – 14 April 2009) Earth Day is celebrated on the 22nd April every year with the intention to inspire awareness and appreciation for the Earth's environment. To coincide with this year's celebration Ben & Bear, an eco-focused lifestyle design company, has launched their range of eco-friendly and fabulously fun fashion handbags in Singapore, to highlight the importance of recycling existing materials in the challenge to protect and save our environment. Ben & Bear eco handbags are being sold exclusively at the second floor boutique Quintessential in Pacific Plaza, Scotts Road.

Ben & Bear sources and uses existing, old inner tubes of tyres, second hand clothes and belts found in Bangkok markets to create their eco handbags. Every bag is individually designed using a one-off material and belt combination to find the best match of colours, textures and patterns and is therefore 100% bespoke - each bag reflecting their own unique personality and shows the true meaning of transformation of the old into the new.

Raewyn du Toit, Ben & Bear's Owner and Designer, commented, *"I have always had a yearning to create, but wanted to create something that would inspire people, challenge myself and not cause harm to our earth. My inspiration came from two sources. One was the quote - "There will come a time when you believe everything is finished. Yet that will be the beginning," and secondly the Litema design practice of the Basothu tribe in South Africa where the artists' use their natural surroundings as inspiration for their art. The idea for the eco bags was then born – use existing materials in our surroundings and give them a new life through the power of creativity and transformation."*

To further highlight and inspire the power of transformation, Ben & Bear is inviting new owners of their eco bags to write the story of something they have transformed in their life or in the life of another, and email it to them before the 30th June 2009, together with a photo of them and their eco bag. The winner will be given the fabulous prize of a 5N/6D Life Change Program in Chiang Mai, Thailand, run by The Life Change People from the UK (www.thelifechangepeople.co.uk), and includes accommodation in the small 5*, luxurious and unique colonial noble-house Puripunn Baby Grand Boutique Hotel (www.puripunn.com)

Ben & Bear Eco Bags Exclusively Sold at -
Quintessential, #02-01 Pacific Plaza
9 Scotts Road, Singapore

Transformation Story Competition Contact Details – raewyn@benandbear.com for more information

- Ends -

ben & bear

Media Contact

Raewyn du Toit (Ms)

Owner and Designer, Ben & Bear

Mob: +65 9457 4073

Email: raewyn@benandbear.com

www.benandbear.com



Messenger Bag, which comes with its own separate computer sleeve inside



2 handle handbag



Sling bags