

For Immediate Release:

tausche Means Change New Premium Collection In Leather

<Berlin, Germany, 2008> A good concept is always based on a great idea. Concepts are even greater when they are open for variation. In the case of tausche, each bag comes with two flaps. Additional ones can be bought to mix and match personal preference. But since "tausche means change", customers can now decide on the fabric as well. Usually, most tausche shoulder bags are produced with new tarpaulin. The premium collection is made of genuine cowhide from Italy. Purists with a weakness for noble materials can henceforth give their bags a new face on a daily basis.



tausche bags are different every day. With the new leather collection, tausche adds even more variation to its multifaceted range of products. Each tausche leather bag comes with a pure leather flap made of the same piece of leather. Concerning the second flap, the customer is spoilt for choice. The future bag owner can decide on further elegant leather flaps in different colours. Additionally, there's a choice of beautifully designed bag flaps. For this purpose, the tausche designers created ten different artworks. These special flaps range from limited editions to unique single peaces. A combination with flaps from the original tausche collection (polyester, cloth or felt) is also possible. tausche designers Heiko Braun and Antje Strubelt are looking forward to discover the cross-overs that tausche enthusiasts create when mixing the existing designs with the new leather edition.

- MORE -

Different every day.

tausche

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The new tausche leather bags come in three sizes with up to five different body colours to choose from. Larger bags can be equipped with different insets, making sure that the inside is perfectly organised. The biggest leather bag is called "Nomadin" and easily holds a document folder and a 15" laptop. The "Nachtschwärmerin" is the smallest bag from this collection, designed for a glamorous appearance when going out at night.

Depending on the size, the tausche leather bags (including two exchangeable flaps) cost between € 198,00 and € 349,00. Additional flaps can be bought from € 13,00 to € 48,00 according to size, material and design. tausche stores are located in Berlin (Raumerstraße 8), Stuttgart (Eberhardstraße 51) and Tokyo, but the bags can be purchased via the internet (www.tausche.de) from all over the world.

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About tausche:

"New flap, new bag" is the clever concept of the Berlin based design label. tausche bags have a distinctive, straightforward design and are exclusively produced in Germany. Heiko Braun and Antje Strubelt have opened their first store in Berlin in the year 2004. Since then, tausche internationalised and is located in Stuttgart and Tokyo as well, with more stores to come. tausche is one of the leading brands for shoulder bags with various sizes and over a hundred of exchangeable flaps.

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