

For Immediate Release:

New Flap, New Bag – tausche Bags Are Different Every Day

< *Berlin, Germany 2008* > A tausche bag is the perfect companion to survive today's diverse urban jungle. The "Forscherin" holds the latest paperback, the "Nomadin" fits a complete mobile office and with the "Schutzbefohlene" children go out with their parents and play. tausche bags come in nine sizes, ten body colours and various insets. Every inset provides a perfectly organised interior for various occasions. Therefore, the trendy shoulder bags could carry a laptop, photo equipment or even everything needed for a shopping trip with the kids. But the biggest twist lies in the eye of the beholder: switchable bag flaps with over a hundred of exciting themes to mix and match.



"New flap, new bag" is the clever concept of the Berlin based design label. Each tausche bag includes two different flaps. Additional bag flaps can be bought and fitted, suiting personal preference or time of the year. A zip cleverly connects the bag and the flap, which makes it easy to swop and change over and over again. Now, the tausche bag suits the new outfit, the occasion or it represents the current mood of the owner.

Nowadays, Berlin fans from all over the world can be spotted with the television tower, the city map or Berlin's area code +49 30 on their tausche bags. Sport fans can flap on icons with fitting colours and themes: there's the jogger running hand in hand with his dog in the morning or the ambitious golf player aiming for the goal. The flaps fully covered with summerlike flowers make the tausche bag owner ready to go out in style.

- MORE -

Different every day.

tausche

New Flap, New Bag – tausche Bags Are Different Every Day

A flap that found great recognition reflected the winter time in the city with good humour and clever elaborations: Matching a famous German poem by Christian Morgenstern, the black tausche flap showed three sparrows seeking comfort in the cold snow. No wonder that people get in contact as well, wearing their tausche bags in public.

tausche bags don't follow the classic collection patterns. New themes and designs are being added constantly as limited editions with usually around 30 to 60 pieces per design. Once, the designers turned a flap into a playing field for a game in the UK known as "nine men's morris". On occasion, they use textiles instead of synthetic material. And how do the Japanese say tausche? Just have a look – the answer can of course be found on a tausche flap. In addition, tausche offers ten different body colours to team up with the chosen flaps. Changing like the big city lights, every bag owner can shine in a different way day by day.

Another unique feature of the tausche bags are the exchangeable insets that fit the different bag models. They make sure that the inside is perfectly organised as well. The "Bürokrat" fits books, documents and calendars. Photo equipment can now be stored safe and easily inside the "Fotograf". The "Rabenvater" can bring along diapers, t-shirts and baby bottles needed for outings with the whole family. Last but not least, with the adequate "Rechner" inset, tausche bags are cleverly padded to hold the most important thing in today's business world – the laptop.

For all comfort-lovers carrying literally the weight of the world on their shoulders, the tausche bags can additionally be accessorised with the "Weichei". Strapping on this shoulder pad, even heavy loads can be transported with ease.

The innovative brains behind tausche are the designers Heiko Braun and Antje Strubelt from Berlin. In 2004, the first store opened in Berlin's most trendy neighborhood Prenzlauer Berg. Since then, further tausche stores came to the city of Stuttgart and even entered the Japanese market in Tokyo. "We wanted to do something that we'd enjoy and something profitable enough to at least feed our dog once in a while", the designers commented in an interview with the popular German business magazine "Brand Eins". Today, tausche is one of the leading brands of shoulder bags with exchangeable bag flaps and a distinctive, straightforward design.

- MORE -

Different every day.

tausche

New Flap, New Bag – tausche Bags Are Different Every Day

tausché bags are exclusively produced in Germany and don't just feed the designer's dog anymore: Within their growing business, they also employ four co-workers, six tailors and venture with business partners in Stuttgart and Tokyo.

Depending on the size, a bag (including two exchangeable flaps) costs between € 45.00 and € 139.00. Further flaps can be bought for € 15.00 to € 48,00 according to size, material and design. The handy insets can be acquired for € 25.00 to € 55.00.

Complementing the stores in Berlin, Stuttgart and Tokyo, tausché offers an online store (www.tausche.de), which is available in German, English and Japanese. This way, the trendy shoulder bags are available all over the world. By the way, a registration with the tausché newsletter comes with something very special: Every subscriber can take part in an annual flap design competition - and might one day realise that the person entering the subway carries his or her own design on a tausché bag throughout the city.

Contact:

tausché oHG
Heiko Braun, Antje Strubelt
Raumerstraße 8
10437 Berlin - Germany
phone +49 30 40301770
fax +49 30 40301771
e-mail info@tausché.de
web www.tausche.de

Press Contact:

Agentur für kreative PR
Barbara Schreiter
Teltower Damm 283
14167 Berlin - Germany
phone +49 30/ 772 23 63
fax +49 30/ 773 83 37
e-mail info@kreative-pr.de
web www.kreative-pr.de

Publish in print and online media free of charge. Please forward a copy to the agency. Thanks in advance.

###

Different every day.

tausché