

For immediate release

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Go Animal With Your Shopping and Lifestyle Accessories In 2010

Take your animal print look to a whole new level this Spring by matching your accessories with your outfits, not just on special occasions, but at the supermarket checkout and whilst doing your daily job and routine chores too.

Eco-friendly debutantes, just getting to grips with life in environmentally-friendly land, can make their transition to bag-for-life usage, as an alternative to nasty plastic bags, without any loss of style if they choose a Fizbag.

With animal print on garments of every kind, opting to extend the look to one's everyday accessories makes perfect sense. Fizbag – the fashion-conscious girl's bag-in-a-pouch - can satisfy animal instincts in various ways.

The Original Fizbag Peacock range boasts bags Zebra (black and white stripes), Pink Giraffe (fuchsia pink with giraffe print) and cobalt blue Snakeskin. Each is bold and eye-catching, whilst also being strong, high quality and long-lasting and available as either a hand-held or shoulder bag.

Each Fizbag fits neatly inside a dinky, matching pouch sized just 11cm x 6cm, but expands to a size of 35cm x 40 cm when the popper stud fastening is undone and the Fizbag taken out. The whole thing weighs just 30g, making it easy to keep inside a handbag of any size, whilst memory creases make it child's play to get back into the pouch.

Moving up to a cavernous unfolded size of 45cm x 40cm puts a consumer in the Fizbag Big Shopper zone. Here, they can again go for Zebra and Pink Giraffe styles, which both come as Velcro fastened, folded down bags sized 14cm x 14cm when not in use.

Two Big Shoppers should carry the average family's weekly shop and are again strong and durable, but easy to fold.

Finally, the animal print look can be completed through the acquisition of a Lulu Fizpouch – another zebra print accessory.

The Fizpouch is the quickest route towards organising the contents of your handbag that you will ever find, being a 22cm x 14cm organiser, with five outer pockets and two exterior pen holders, plus two internal compartments and a zipped pocket.

Slipping items such as mobile phone, Blackberry, sunglasses, credit card holder and cosmetic mirror into the pockets makes them easy to find when needed, whilst keys and cosmetics can be stashed inside and kept safe by closing the popper stud.

The Lulu zebra-striped Fizpouch comes in canvas material with a water-resistant coating, whilst the polyester lining is a bright pink fuchsia colour. Two semi-circular metal handles allow the Fizpouch to be lifted out and moved between handbags, taking all the bother out of transferring handbag contents over to a new bag.

An Original Fizbag costs £4.10, with free postage and packing for four or more, so buying several for personal use, or for friends and family, makes great sense.

A Fizbag Big Shopper costs £4.95 and the Zebra Fizpouch costs £17.95. Different styles and colours are available for all three products.

All can be bought online at www.fizbag.com

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