

Press news - **raumplus** purse hook

THE NEW LADIES' FAVORITE

We're not talking about »George« or »Brad« but women are nevertheless falling passionately in love – with the raumplus purse hook that premiered at the 2016 IMM. It is the perfect choice for ensuring that our beloved leather accessory doesn't get pulled out of shape or, worst case, damaged when stored. And the hook also makes for a tidy, well-organized closet. A truly fantastic helper, even if it does nothing but hang around all day.



raumplus listens to its female customers. And they kept on asking for a smart purse storage option that would safely protect different size and format purses and bags from kinks, scratches, and tears in the leather. Our development department got into the creative zone to solve this major storage issue with a smart closet accessory – the purse hook is a clever cross between a hanger and a specially shaped metal bracket.



It offers non-slip storage for purses, no matter what the material. All you have to do is hang the purse handle or shoulder strap over the right-angled hook attached to a clothes hanger top. The design allows the holder to be hung on your closet or interior system's clothes rail as well as also making it fast and easy to find the right purse to go with your outfit; get hold of it; and later put it back into the closet where it will be protected from scratches and dust.

Good organization that not only benefits the eye but also the closet, since there is no longer any risk of shelf surfaces being scratched as purses are pushed or pulled along them. It is therefore no surprise that the newcomer was already a firm favorite before the show ended, generating a record-breaking number of clicks when the photo series was subsequently published.



The holder has now gone into serial production and been launched onto the market. The 2-piece set retails at 42 euros and is available in Dark Bronze or Silver, making this new ladies' favorite from Bremen real hot stuff.

Should you publish this article we would be grateful if you could name **raumplus** as the manufacturer. Copies are requested.

raumplus GmbH, Dortmunder Strasse 35, D-28199 Bremen, Germany
info@raumplus.de, www.raumplus.com

Further information and photo material via:

raumplus GmbH · Press Department · Dortmunder Strasse 35 · D-28199 Bremen · Deutschland / Germany
Tel. +49 (0) 421 / 579 50 0 · Fax +49 (0) 421 / 579 50 11 · presse@raumplus.de · www.raumplus.com
Contacts: Uta Bergmann, Lea Möller