



## **PETROL FINISH ADDS BLAZE OF COLOUR TO PIPETTO SUMMER 2010 COLLECTION**

### ***Pipetto announces 2010 line of tech-chic leather technology cases in new Patent Black and Petrol styles***

Pipetto's Summer 2010 collection offers over 60 products. Nine models – including versions for iPad, iPhone (including iPhone 4), MacBook, iPod and Blackberry – come in eight different genuine leathers, and range from rugged satchel brown styles for classic customers to Petrol and Gold Snake Print for those following the season's hottest trends.

The affordably luxurious cases are exclusively designed from materials that wear well, making them beautiful to hold as well as to look at. Already racking up a range of premium stockists and numerous nominations for UK Gift of The Year 2010 (UK Giftware Association – Luxury/Premium Category) they're not just (very) pretty faces.

What else would you expect from the brand whose ethos is 'Original ideas. Original people.'? Pipetto offers styles to suit every trendy, professional and quirky tech user looking to protect their phone, laptop or iPod – and with a twist of originality.

The tech-friendly features used include:

- Strong, heat moulded outer shell precisely fitted for each device, which holds the phone or iPod perfectly in place (even upside down)
- Rear pull-up strap lifts phone out easily, so you never miss a call
- Invisible magnetic technology puts your Blackberry into sleep mode and preserves battery power in the case
- Luxuriously soft micro-suede linings gently protect screens

## The Pipetto Story

The Pipetto 2009 range of 'tech protection' made its high-street launch in Selfridges. Kicking off its first sale to Fergie of Black Eyed Peas fame, the brand is a little bit rock'n'roll, a little bit glamorous, but never at the expense of tech defence. Pipetto is the first brand, in a crowded field, to fuse fashion and technology, defining a place for itself in a new 'tech chic' market.

Unlike fashion brands dabbling in technology accessories that aren't quite functional or technology brands adding a lick of paint to practical cases, Pipetto has bridged the gap to create products that are as stylish as they are functional.

## Prices

Pipetto's summer 2010 range is on sale now, starting from £34.99 to £39.99 for Phone and iPod cases and £99 to £139 for Laptop Sleeves.

**Please note: Pipetto cases for iPhone 4 due July 2010!**

## Stockists

Stockists include Apple, Harrods, Selfridges, House of Fraser, Orange, and Amazon. Buyers can also purchase direct from [www.pipetto.co.uk](http://www.pipetto.co.uk).

## Contacts

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