



South Western Times
(Bunbury)

Thursday 14/01/2010

Page: 38
Section: General News
Region: Bunbury WA, AU
Circulation: 12803
Type: Regional
Size: 325.80 sq.cms.



slice
slicemedia.com

press clip

A butler for your handbag

WHETHER you carry Prada or Portmans, having to juggle your favorite new handbag on your lap — or worse, place it on the ground — while eating out is often a daily frustration.

But it needn't be, as Handbag Butler, a chic, foldable hanger that can be attached to a table top to keep your handbag out of harms way, is now available in more than 180 stockists across Australia, giving you the freedom to dine in style without putting your purse in peril.

And with the average Australian woman owning 10 handbags at an annual cost of \$249, that is a \$1.7 billion investment worth nurturing.

Since launching in October 2008, Handbag Butler has become a hit among arm candy connoisseurs across Australia,

Japan, Indonesia and New Caledonia.

With 25 unique product styles across three elegant ranges to choose from, there is a Handbag Butler to suit every handbag, outfit or occasion.

While handbag hangers were a popular accessory among the 1920s fashion set, Sydney entrepreneur Ana Slavka created the Handbag Butler after struggling to find a stylish, practical alternative to this age-old fashion staple on the modern market.

"My dream was to create a product that I would be proud to hang my own handbag from, but practicality, quality and affordability were also paramount," Ana said.

Formulating a business strategy with her retail guru husband Stephan, Ana worked

tirelessly for nine months to create the Handbag Butler range, which is set to become a handbag staple for discerning fashionistas around the globe.

"All women are partial to a gorgeous new accessory, but the Handbag Butler is also a practical tool, which only adds to its appeal," Ana said.

Starting from just \$29.95, Handbag Butler makes the perfect gift for that friend who has everything.

The Handbag Butler range is available from Strandbags and selected gift stores nationwide.

Each Butler comes presented in a gorgeous little mini purse for easy handbag storage.

To find out more about Handbag Butler or to purchase online, visit www.handbagbutler.com.au.

