



**FOR IMMEDIATE RELEASE**

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**HADA KI EXPANDS LINE WITH MORE COLOR & PRINT OPTIONS.  
BRIGHT TRENDY ACCESSORIES FOR ANY LIFESTYLE**

HADA KI is unveiling additional styles and a wider range of colors and patterns to their collection of bags, totes and accessories to fit any lifestyle. Warm brown, orange and purple provide the background for floral designs, geometric patterns, pumped up paisleys and a combination of both.

Consumers from teens to young professionals love the affordable luxury and fashionable function that the line offers from small zip wallets to cool duffels and carry-ons perfect for weekend travel.

(**Good Times Roller** in "Paradise Grey" \$200)→

"We have become such a mobile society that most young people are never without their laptop, blackberry or some device that keeps them connected at all times," comments Monica Kalozdi of Kalencom Corporation, creator of the HADA KI line. "These new styles offer even more pack-and-carry solutions as well as great new color combinations that match every personality." The HADA KI line features all leather accessories in arresting colors and patterns as well as coated cotton and nylon bodies with leather trim for accent.



The generously sized **Cool Tote** has a secure zip top and is big enough to fit books, a laptop and personal items. All stay perfectly organized in the many interior pockets. Two short straps or a longer adjustable strap provides comfortable carrying in a variety of ways.  
(Cool Tote "Tic Tac Toe" SRP: \$70)

-more-

Multi-tasking is at its best when you have all you need at your fingertips! Now you can go from class or work to the gym and even have some room left over for a quick trip to the grocery store with the **Cool Duffle** in a manageable size that you can easily carry all day long.

(Cool Duffle "Cubes" SRP: \$70)



HADAKI also helps you organize inside any tote or backpack with their new line of coordinated personal accessories such as the **Large Money Pod** which keeps your money and cards zipped securely and within easy reach.

←(Large Wallet "Bouncing Balls" SRP: \$40)

To protect your electronic reader whether you are catching up on assignments or reading for pleasure, HADAKI is also introducing an **E-Book Pod** in great contemporary prints. The E-Book Pod not only protects your device, but it also enables you to stand it up for hands-free reading.

(E-Book Pod in "Tic Tac Toe" \$30)



For impulse purchases or quick trips to the market after work, the **Lagniappe Tote** is the perfect take along bag. It stores in its own zip pouch and opens to a generous sized bag perfect for errands and travel.

←(Lagniappe Tote in "Hannah's Paisley" SRP \$40)

Backpacks, insulated Lunch Pods, ID Wristlets, Laptop covers and more round out the HADAKI line which are popular from teen/tween to young professionals. All HADAKI products are manufactured in an eco-friendly manner, free of AZO, Phthalates, DEHP, DBP and BOP. To view the entire HADAKI line, visit [www.hadakishop.com](http://www.hadakishop.com). Retail prices range from \$12-\$180.

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