

## **FOR IMMEDIATE RELEASE**

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### **Dutch Invasion: Basil Weekender bag may be the new Man-Purse.**

With the advent of the satchel or “man-purse”, designers are uncovering better ways for men specifically to transport the objects of their lives. Suddenly it’s not feasible to fit your iphone, dayplanner, headphones, change, your 3 credit cards, your work ID card, your gym pass, and your virtual janitor’s ring full of keys into your pants pockets as you once did. Jeans are tighter for one, but more importantly, city dwellers are phasing out the most expensive portable man purse of all: their car. Basil, a Dutch bag-maker has a solution.

As cars become less practical, economical and sustainable, men are finding the absolute necessity of some kind of carry-all that shirks the man-purse label, *and* fits their lifestyle both practically and aesthetically. Basil’s Spring 2010 season is the culmination of this evolution. Clean lines, thought-out materials, and practical design come together in the Basil d’Azur Weekender. This versatile bag, as the name suggests, is large enough for a weekend trip and still fits carry-on regulations. The natural canvas with worn metal details match daytime casual outfits, yet won’t clash with a suit and tie.

The truly impressive feature on this bag, for the increasingly car-free man, is the hidden bicycle clip; shoulder bag by day, pannier by night, the bicycle clip means you can ride safely without hindrance while your Weekender sits comfortably on your rack. A zippered flap protects the mechanisms from damage and keeps the bag comfortable to tote. Reflectors keep you safe as you ride but are subtle enough to be unnoticeable when carried.

Basil’s speciality is beautiful bicycle luggage. Holland’s thriving bicycle culture gives birth through necessity to high quality products that never sacrifice the fashionable European aesthetic. In addition to the Weekender, Basil’s Kavan II Natural is a classic double pannier, in blonde canvas with leather piping and straps. The look is classic Americana, and elevates any bicycle that carries it.

Basil products, including the d’Azur Weekender are available immediately across North America through Fourth Floor Distribution; use their website to arrange for shipping or to find the dealer closest to you.

<http://www.onthefourth.com>

## **Further Information**

Fourth Floor Distribution: <http://www.onthefourth.com/>  
North American Dealer Finder: <http://www.onthefourth.com/dealers.html>  
Basil Design: <http://www.basil.nl/>

*Hi-Resolution images available upon request.*