

## **FOR IMMEDIATE RELEASE**

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### **Cycle-friendly handbags: Who says you can't have it all?**

How many unused handbags are in your closet? Most women only have a vague idea of what lurks within the depths of the walk-in; even a mere 'step-in' closet has nooks and crannies crammed with the ghosts of purses past. A Dutch designer, Basil, has created a new line of bicycle-friendly bags that might just let those handbag skeletons stay in the closet (or better yet, migrate to the goodwill).

As city dwellers become increasingly car-free, there is an increasing need for carry-alls that don't sacrifice style for practicality. Basil's bags have both. Take the Basil Mirté. Available in 3 patterns, this structured shopper is water-repellant, with a luxurious lining and elegant rounded handles. Hidden beneath a discreet zipper lies the best part: sturdy plastic hooks that clip the Mirté easily to the racks of most bicycles. This leaves you free to ride safely unencumbered. Reflectors keep drivers alert as you ride but are subtle enough to be unnoticeable when carried.

Holland's thriving bicycle culture gives birth through necessity to high quality products that never sacrifice the fashionable European aesthetic. "North America is getting more and more excited about this idea of the bicycle as everyday transportation, not extreme sport toy," says Eric Kamphof of Fourth Floor Distribution. "As it continues to catch on, the need for stylish cycling accessories grows. Basil is one of the best brands we have seen, in terms of their ability to marry style, safety and practicality".

Basil products, including the Mirté 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.*