

ATISHOO FASHION ACCESSORIES

NOT TO BE SNEEZED AT

Ladies who love to accessorise will now need to add a new item to their must have list following the launch of Scottish web-based company Atishoo, purveyor of designer ladies handkerchiefs.

The current range of handkerchiefs which have been silk screen printed on high quality 100% cotton lawn fabric and come in four different styles is both trendy and practical.

Atishoo handkerchiefs are a gentler and more environmentally-friendly alternative to paper tissues and what's more, the fabric will soften with washing.

The handkerchiefs are also an ideal fashion accessory that will add an individual touch to any outfit when tied to a handbag, used as a neckerchief, peeking out of a top pocket or looped together as a belt.

The range of warm and vibrant designs includes butterflies, geisha girls, and funky retro patterns full of colour and individuality. The boxes of three Atishoo designer handkerchiefs make wonderful gifts for Mother's Day, birthdays, Christmas presents, Valentine's Day gifts for a wife or girlfriend or a surprise present just because...

Glasgow-born Gillian Webster who launched Atishoo earlier this year, researched the handkerchief market on her travels abroad drawing inspiration from current lines and adding her own twist on the time-honoured item.

She said: "I've always been a hankie user myself since I was a child and I'm passionate about good design. But the two didn't really sit well together because the only handkerchiefs I've been able to find have been rather prissy white ones or dull floral affairs. Atishoo reflects my love of fashion, colour, creativity and accessorising. These handkerchiefs also take the misery out of hay fever season too!"

Sold in boxes of three, these designer handkerchiefs come complete with irresistible 'for-keeps' handmade packaging with brightly coloured drawers in lime green, pink and turquoise with white satin ribbon pulls. A present any woman would be delighted to receive or a gift just for yourself.

The company is proving a success both in the UK and internationally and the current range will soon be available in department stores. With new designs in the pipeline, there are also plans for children's and men's handkerchiefs.

A new Atishoo Bridal range offering "something blue" for a bride's big day is already being designed and is due out later this year.

Atishoo handkerchiefs can be purchased online at www.atishoo.co.uk.

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Notes to Editors:

- Atishoo® is a registered Trade Mark and is wholly owned by Future Perfect (Scotland) Ltd.
- www.atishoo.co.uk is a fully transactional website, supported by WorldPay.
- The current Atishoo® range incorporates six individual designs, packaged as four 3 pack sets: 3 Retro designs in a Lime Green box; 3 Butterfly designs in a Turquoise box; 3 Oriental designs in a Lime Green box and Dolly Mixture – 3 coordinated pink and turquoise designs in a choice of a Turquoise or Pink box. The current ranges retail at £24 per box of three.
- Since launching the website in February, Atishoo has expanded into the US with an American version of the website. Priced in US Dollars the site can be viewed at www.atishoo-us.com.

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