



PRESS RELEASE

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**FITZ™ LAUNCH DURING LONDON FASHION WEEK:  
BREAKING THE MOULD OF CUFFLINK DESIGN**

A contemporary interpretation of the classic cufflink has finally arrived! **FITZ™** has launched a unique collection of cufflinks to coincide with London Fashion Week. **FITZ™** are available now from [www.fitzcufflinks.com](http://www.fitzcufflinks.com) in a range of bold colours designed to work as identical pairs or to be mixed for a more adventurous and truly individual look.

***“The fundamentals of cufflink design have hardly progressed at all over the past few decades,”*** says Joss Langford, designer of the new range of cufflinks. ***“FITZ™ offer a stylish and individual alternative to the old-fashioned cufflink for men, and indeed women, who like the classic look of a double-cuff shirt but also want something rather more unconventional.”***

**FITZ™** innovative design holds the cuff in a completely different way so it can adapt its shape to what you are wearing and doing. This makes them easy to wear whilst offering a bold, stylish take on the traditional cufflink.

Engineered from a single piece of cellulose resin, **FITZ™** are tough and durable yet easy to insert into a double-cuff. **FITZ™** are designed and manufactured in the UK and are made from renewable resources, stylishly presented in 100% recyclable packaging.

Retailing at £29.50 per pair or £59.50 for a mixed-colour set of five cufflinks, **FITZ™** are available now at [www.fitzcufflinks.com](http://www.fitzcufflinks.com).

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