



PRESS RELEASE

For immediate release
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FITZ™ OUT TO BREAK THE CUFFLINK MOULD
DURING LONDON FASHION WEEK

The everyday cufflink will soon face tough competition from a stylish, original newcomer! **FITZ™** will launch a unique range of cufflinks during London Fashion Week (18-23 September, 2009). Available from 18th September, **FITZ™** will present a completely new take on the old cufflink.

Whilst the fundamentals of cufflink design have hardly progressed over the past few decades, **FITZ™** now offer quality, style and functionality to individuals seeking a bold new look. **FITZ™** will be available in a range of colours designed to work as identical pairs or to be mixed for a more adventurous and truly individual look. They can be purchased as identical or mixed-colour pairs, or as multi-colour sets of three or five cufflinks – allowing you to adapt your style to suit your mood.

Imaginatively engineered to give a more relaxed fit, **FITZ™** hold the cuff in a completely different way so it can adapt its shape to what you are wearing and doing. They are fashioned from a single piece of cellulose resin, making them tough and durable yet easy to insert into double-cuffs. **FITZ™** are designed and manufactured in the UK and are made from renewable resources, stylishly presented in 100% recyclable packaging.

FITZ™ will retail at £29.50 per pair or £59.50 for a full mixed-colour set of five cufflinks. They can be purchased online from 18th September 2009 at www.fitzcufflinks.com

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