



Where style & technology click!™

PRESS CONTACT:

Emily McHugh

Casauri - *Where style & technology click!*

449 N. Maple Avenue

East Orange, NJ 07017

Tel: 973-678-4004

Cell: 646-662-1170

Fax: 973-675-6653

Email: [mchugh@casauri.com](mailto:mchugh@casauri.com)

URL: [www.casauri.com](http://www.casauri.com)

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## A Case for Style

When Emily and Helena McHugh designed a laptop case that turned heads, little did they know they were on the verge of creating a style revolution. In an industry segment where style and fashion have played little part, the McHugh sisters have injected renewed vitality that has made their line of Casauri laptop carrying cases highly sought after "must-have" fashion accessories.

The inspiration for starting Casauri came from Emily's class project during her last semester at Columbia Business School. Dismayed by monotone, boring, and bulky laptop cases, Emily set out to create a case that would be colorful, exciting, and lightweight, without compromising functionality. "Since many laptops are fashion accessories, the laptop case should be one as well" reasons Emily. Her sister Helena, who is a graduate of FIT, made the first prototype. People soon began asking where the products were available. Now, Casauri is available at some of the coolest stores from New York to San Francisco.

Some of the stores include: Flight 001 at Henri Bendel, MoMA's Design Store, and Sony Style. Other specialty stores include: Sam Flax, A.I. Friedman, and Tekserve. Products will soon be available at Casauri.com.

Casauri appeals to the style-conscious, tech-savvy individual who seeks accessories that are expressive. Casauri's cases are attractive to both men and women alike, but hold special allure for women. Traditionally, laptop cases have been masculine. A woman will feel elegantly sleek and well put-together with a Casauri case. Men like the cases for their uncomplicated functionality and minimalist lines. **Even people who do not own a laptop carry Casauri cases for their multi-functional appeal and attractive appearance. For example, fashion models, art directors, and photographers carry Casauri cases for their presentation portfolios.**

Two new Casauri collections bow in September: *Octopus* and *Odyssey*. *Octopus* is smooth PVC which has a rubberized velvet feel. The fresh and sophisticated colors are: kiwi, grape, slate, red, and black. *Odyssey* is made from diamond-quilted PVC that has a futuristic, yet traditional look. The color palette is: gunmetal, platinum, red, and black. The collections include two sizes of laptop cases to fit all popular laptop models and a matching PDA case that also functions as a wallet. Retail prices range from \$80 to \$100 for the laptop cases and \$30 to \$40 for the PDA cases.

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