

## Press Release - April 2018

Inspired by their Australian heritage, love of travel, and a shared passion to bring colour and vibrancy to everyday life, sisters Alice Geddes and Lucinda Bull established The Holiday Shop London over eighteen months ago. Acting on a “light bulb” moment, whilst on holiday with their respective families, Alice and Lucinda realised that holiday and leisure time should be easy, fun and relaxing and that the products that you take with you should reflect this.

Over the months, products including Dry Bags, Microfibre Towels, Waterproof Bags, Air Loungers and stylish Clutch Bags were all carefully sourced and curated, with the aim of creating a one-stop-shop providing multi-purpose lifestyle accessories. The collection of must-have practical, affordable and stylish products cater for all ages and also include funky Boing Wristbands and fun Pom-Pom Shorts – perfect for festivals and gap year travelling. The all-purpose accessories, suitable for use by all members of the family, embrace the warmth, fun and colour that Alice and Lucinda are passionate about introducing to a wider audience, and these are key elements to The Holiday Shop London.

By providing products that are so easy to pack, carry and care for, The Holiday Shop London has quickly become a lifestyle brand, not just for holiday-makers, but for people of all ages to use and enjoy, for a whole range of activities including: swimming, camping, trips to the gym or yoga class, sailing, sports and university life.

Their best-selling Dry Bags bring a burst of colour into everyday life and are available in five stunning colours, including blue, pink, green, orange and purple. Each colour is offered in a range of three sizes, perfect for all members of the family. A must-have for protecting your belongings by keeping them dry, the bags pack-flat and offer a practical and waterproof solution for a range of activities, whilst the super-soft microfibre towels, designed with a fabulous Star motif, complement the range and are exclusive to the brand. Also available in blue, pink, orange and green, the towels are perfect for stretching out on and can be easily packed away in a neat canvas pouch - or choose from bold-striped or beautifully coloured plain towels - all quick-drying wonders. »



PRACTICAL  
AFFORDABLE  
STYLISH

*Stylish lifestyle essentials*

The Holiday Shop London has also introduced fabulous Air Loungers to the range - fun, vibrant, lightweight and water resistant, they are super-easy to inflate and to store and are perfect for the beach, camping or just lying around!



The Holiday Shop London will be introducing some exciting new additions to their lifestyle brand throughout 2018, including: a special range of Camouflage Dry Bags; exclusive dual-coloured neoprene Tote Bags, ideal for the gym and for shopping (which can also be used as a stylish and versatile handbag); a vibrantly coloured neoprene Money / Running Belt; and a tropical flower and palm design canvas Clutch ( to complement the existing feather-design ) and Tote Bag collection - perfect for festivals, fun night's out, or for wash and make-up bags. New colours will also be added to the hugely popular Air Loungers.



For further information please visit:  
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