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# Fonehouse launches new security products

FONEHOUSE chief Clive Bayley has launched a range of anti-theft products through a new venture called KarrySafe.

The products, aimed at securing portable devices from mobiles through to laptops, were launched this week at the Design Council in London.

The carriers were designed by Vexed Generation, a fashion group that said it focused on 'socially responsive' design. KarrySafe incorporates 'anti-slash' materials and cut-proof cords

and is designed to allow people to carry devices discreetly.

Bayley said he previously ran a design company in New York and had decided to put his experience to work in the mobile market.

'There's a huge market need responding to the Design against Crime initiative put together by the Metropolitan Police and the Design Council.'

The mobile-specific products include a wristband carrier and a waistband cash and phone holder. The products

will be priced between £12.99 and £19.99 and sell initially in Fonehouse stores and Selfridges.

In a separate development, Bayley said his long-trailed Fonehouse flagship store would open in Sheffield on 5 August. The store will feature more live products and interactive screens, designed to sell services.

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Cool or kitsch? Will KarrySafe sell, and who will buy it?



KarrySafe: 'Socially responsive' design