

## PRESS RELEASE

### Smart functional bags for folding buggies - Hamster Buggy Bags [www.philippelara.co.uk](http://www.philippelara.co.uk)

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At last! - Smart functional bags in place of bulging plastic bags and tipping buggies.

*Hamster Buggy Bags* are a pair of bags that attach securely and neatly to the sides of buggies using strong hooks. *Hamster Buggy Bags* have combined volume of 20L, roughly the size of two full plastic bags and are much much stronger. *Hamster Buggy Bags* are designed to distribute additional weight towards the front and sides of the buggy, preventing it from tipping backwards when loaded up with baby essentials and shopping.

*Hamster Buggy Bags* fit a wide range of the most popular lightweight umbrella-folding buggies.

*Hamster Buggy Bags* are the imaginative yet common sense invention of two London based entrepreneurial parents, Lara Milanova and Phil Chambers. Necessity being the mother of invention, they came up with the idea when their two young children were still using a buggy which tipped backwards again and again.

*"We've all been there -toddler fast asleep in pushchair - Mum or Dad loads a bag full of shopping onto the back of the buggy - toddler wakes, jumps out of buggy - buggy tips up and empties contents all over the street, shop or train platform!"* Phil

*"There was nothing like our idea on the market so we decided to do it ourselves. We created a prototype using pieces of cloth, string and staples and worked with a sports luggage designer to bring the idea to reality."*

Lara

*Hamster Buggy Bags* are great for using in conjunction with buggy boards as the space between the buggy and the standing child remains free. They are also ideal for holidays or family days out.

Made from durable, shower-proof materials, *Hamster Buggy Bags* have practical internal and external pockets, carry handles and reflective strips for increased visibility. What's more, they come in two attractive colour ways: lime green and grey and sea blue and grey. When not in use, *Hamster Buggy Bags* can be folded with the buggy or packed up into their own neat pockets.

Hamster Buggy Bags are available at [www.philippelara.co.uk](http://www.philippelara.co.uk) and, from September 2010, online at [www.jojomamanbebe.co.uk](http://www.jojomamanbebe.co.uk)

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#### **Notes to editors:**

For further information, samples or product images please contact Lara on 07763 553235 or by email at [lara@philippelara.co.uk](mailto:lara@philippelara.co.uk)

#### About Philippe Lara Ltd:

Philippe Lara Ltd was started by Lara Milanova and Phil Chambers, parents of Sasha and Talya, aged five and six. They live in Brockley, London. Lara manages the day-to-day running of the business and Phil provides moral support and advice.

*Hamster Buggy Bags* are their first invention. They plan to expand the business by introducing more stylish and functional products in the future.

Before parenthood, Lara worked as a data analyst. Currently, as well as her business and family commitments she also designs and makes leather masks for special events, theatre, film and collectors.