

Israeli Fashion and Design Arrives to the U.S. with Coolil.com

Coolil.com is the online home for cool Israeli design and fashion accessories. Our collection ranges from fashion scarves, Israeli and Jewish jewelry, handbags, totes, purses and wallets to imaginative kids dolls and designer mommy diaper bags, all made by the finest Israeli brand names. Coolil.com also offers an Israeli design blog, which gives people living outside of Israel the opportunity to learn about the Israeli design scene.

June 1, 2009 (FPRC) -- NEW YORK, NY - Coolil.com, a Web site dedicated to bringing unique Israeli-designed products to consumers worldwide, is pleased to introduce a wide array of Israeli designers to the U.S. fashion scene.

Israel is a nation full of extremely talented and creative designers in the area of fashion accessories and jewelry. In recent years Israel has gained recognition for its cutting-edge design in the field of fashion, accessories and home décor. The country's design fairs and prominent designers have begun to push through national boundaries to gain attention from consumers worldwide.

Coolil.com gives people living outside of Israel the opportunity to view and to take in the extraordinary creativity and design that Israelis are continually initiating and inventing. The site has quickly become a central destination to expose Israeli design to each and every corner of the world.

Coolil.com's designers and products include:

- Efika – From a large tote, shoulder handbag and clutch wallet purse to large handbags and wallets, the Efika line is well known in Israel for its effortless style and incredibly soft leather. Made for women to feel confident and carefree, all Efika handbags, clutch wallets and wallets are made with attention to detail and superior craftsmanship.
- Adi Bakshi - Adi Bakshi fashion scarves are made to look effortlessly chic with the simple fasten of a button. The perfect women's scarf, Adi's designer scarves collection ranges from chiffon scarves, knit scarves and cotton scarves with many unique scarf patterns to ensure that you'll get the perfect, slouchy look with every wear.
- Shelly Assody - Shelly Assody is known for her silver sterling charms jewelry and creates all of her delicately etched Hebrew charm jewelry in the finest sterling silver. Shelly Assody's handmade silver charms jewelry line ranges from charm bracelets jewelry and charm necklace jewelry to simplistic, good luck charms that can be carried as a token of luck.
- Augusta by Karen Peleg - Augusta is a line of high quality, one of a kind handmade Israeli jewelry by Karen Peleg. Karen's Jewish-Israeli jewelry designs range from silver Star of David jewelry and gold charm jewelry to good luck charms jewelry. Augusta offers a unique, delicate balance between simplicity and sophistication and brings an extra touch of femininity to every woman.
- Anat Eyal - Anat Eyal, art glass jewelry designer, lives and creates in Israel. Anat incorporates in her handmade lampwork beads jewelry, new, innovative and original art glass jewelry techniques and combines form and color to produce outstanding glass beads jewelry.
- Heidi - The Heidi Mommy Stroller Bag is a designer diaper bag by Adi Samuel that was created to give mothers the option of a fashionable, trendy and stylish diaper bag. Adi's cool diaper bag has special straps that attaches to all different kind of baby strollers and its adjustable straps can also

convert the bag to be used as a shoulder bag, messenger style and as a backpack.

- YOYO32 – YOYO32 is a chic, contemporary and divine line of handcrafted Kabbalah jewelry. YOYO32 unique symbolic evil eye jewelry features symbols that represent unconditional love, protection against the evil eye, financial success and new beginnings. YOYO32 Jewish jewelry is designed by Yorini, an interdisciplinary artist who lives and creates in Israel.
- Magnes Sisters - Dina, Yael, and Tamar Magnes, the talented Israeli design trio known as the Magnes Sisters creates a line of high-end handbags and clutches. The sisters work with materials such as Italian leather, natural canvas, vintage wool and silk. The handbags are an expression of their individuality and harmony as a trio.
- Daniella Lehavi - From leather clutch wallet purses and leather shoulder handbags to large wallets and leather tehilim books, Daniella Lehavi believes in designing from within the material. Known as a quality leather goods designer in Israel, Daniella pays attention to the details, textures, colors and comfort that make her cherished designs.
- Manuella - From plush stuffed animals, such as a stuffed mouse, elephant, duck, bunny and monkey, to a drawing doll and kids backpacks, Manuella's kids dolls recall simpler times of a childhood before digital and electronic toys. Merav Flam's uniquely designed Manuella's children toys are carefully handcrafted with great attention to detail and are designed to spark a child's imagination.
- Kisim - Designed in Israel by Yael Rosen, the Kisim cube handbags and wallets line is inspired by the simple solutions of Japanese fabric design and the traditional leather craftsmanship of the Middle East. Known for the clean, fluid aesthetic of her pieces expresses a balance of femininity and modernity.

Coolil.com provides a thorough and personal shopping experience for people who are interested in being exposed to modern Israeli design but are unable to walk on the streets of Tel Aviv. The site lets these consumers get familiar with the Israeli design scene, so they can get to know and understand the background of each of the designers. The result is a personal attachment that is established between the designer and the customer, through every purchase.

Coolil.com continues to spread the vision of high-end Israeli design through its Israel design blog, which includes featured reviews, designer profiles, highlighted products and design news.

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About Coolil.com

Coolil.com is dedicated to bringing unique and creative Israeli-designed products to consumers worldwide. Whether expressed through art, jewelry, clothing or accessories, Israeli designers express a multitude of cultures, inspiration and ingenuity through their creations. Coolil.com works with these young designers to bring their vision to the forefront of the marketplace, giving them the recognition they deserve and exposing the creativity and beauty of Israeli designs to consumers.

Contact Information

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