

Coolil.com Brings Efika Winter 2009 Leather Goods Collection to the U.S

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November 4, 2009 (FPRC) -- NEW YORK, NY - Coolil.com, a Web site dedicated to bringing unique Israeli-designed products to consumers worldwide, is proud to introduce Efika winter 2009 collection. Designed by Efrat Baruchi, the Efika Line of handbags, wallets and clutch wallets are known for their amazingly soft leather and effortless style.

Purses and wallets should embody a unique look to best suit your personality, without sacrificing an ounce of functionality. Efika's new collection features super comfortable leather handbags and wallets in an array of sizes and colors (ranging from camel to distracted purple, African Grey, Shiny black, Shiny Croco Red and more) made of Italian leather with a distressed look, that are perfect for everyday use or for a night out.

The Efika Galim handbag looks like a brown paper bag with a short handle and its edges are cut with a zigzag scissors; The Front Pocket Handbag is a classic day to day bag with external large leather pocket to conveniently store items that you need at a moment's notice. The clutch wallets are simple, very attractive, user-friendly and will add style to every outfit.

Baruchi, 35, graduated from the Bezalel Academy for Art and Design in Jerusalem and began her career designing shoes. Two years later she opened Kisim Bags with Yael Rosen and five years ago she went on to start Efika as her own independent brand. She lives with her family in a small town neighboring Tel Aviv, where she works to create her designs.

'The raw materials, I have to admit. I love the way the leather lives, breathes and gets better with time,' says Baruchi. ' When I began creating there were no bags that I would enjoy carrying. The bags were actually boxes with a handle attached. They had nice shapes but they never seemed to fit in from my point of view. They didn't seem to flow with a woman's body. Today there has been a wonderful blooming in this area and now there are many more challenges, which I consider motivating.'

Baruchi chose Coolil.com, the leading Israeli accessories Web site to be Efika handbags and wallets as her international distributor.

About Coolil.com

Coolil.com is the online home for Israeli design and fashion. Coolil.com gives people living outside of Israel the opportunity to experience modern Israeli design but are unable to walk on the streets of Tel Aviv. Coolil.com allows consumers to get a feel of the Israeli design scene through the Coolil.com blog so that they can understand the background of each of the site's designers and get a glimpse into the creative country of Israel. The result is a personal connection with our products and another step toward expanding the beauty of Israeli design.

Contact Information

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Keywords

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