

## **LLANA Pair Exclusive Wool Fresh Technology with Fine New Zealand Leather To Launch \$2,495 Gym Bag**

*Boston based bag designer label LLANA has launched a new gym bag worth \$2,500 dollars, made from premium materials, in a limited edition run of just one hundred items.*

Boston, MA -- February 29, 2016 (FPRC) -- As fitness becomes a priority in more people's lives, designer fitness gear has become the focus of most fashion labels as a potential growth market. In this vein, LLANA is premiering a new concept in high-end fitness gear, with its \$2,495 LLANA Bag. The bag combines innovative, proprietary materials with stunning design, and will be launched in a limited run of just 100 items during the bag's first release.

The LLANA Bag is made with Wool Fresh technology, and is the only product commercially available in which the new, enhanced wool fabric is offered. Engineered by LLANA to provide both ease of care and increased durability, Wool Fresh is specifically designed to preserve the quality of belongings and the value of the leather bag, so that it lasts a lifetime.

Wool Fresh enhances wool's inherent properties to create a protective lining that's more functional and durable than synthetics, while retaining a premium look and feel. Whether women are looking for gym bags or womens tote bag, the LLANA Bag's Wool Fresh acts as a filter keeping belongings fresh. Balancing rare New Zealand leather with exclusive Wool Fresh material, the creators believe the LLANA Bag is a one-of-a-kind innovation in high fashion.

The launch of high end leather carry-all is to be accompanied by an impressive cut-price offer on the first pre-order run of 100 bags at [www.shopllana.com](http://www.shopllana.com) for just \$1,495.

A spokesperson for [www.ShopLLANA.com](http://www.ShopLLANA.com) explained, "We are thrilled to be able to share our great new design with the world, and look forward to seeing it in gyms and offices across America. Designed for women with an active lifestyle, the LLANA Bag empathizes with busy schedules and makes it possible for women to keep all their essentials close by in a fashion-forward, all-purpose bag. With a discount for this limited edition launch of a thousand dollars, there has never been a better time to combine bargain hunting with the cutting edge of both fashion and innovation."

About LLANA: LLANA is a Boston-based company that designs and engineers solutions using a patented wool blend in everyday lifestyle apparel for the active woman on the go. The LLANA Bag is the company's flagship product. For more information please visit: <http://www.shopllana.com/>

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### **Keywords**

[womens tote bag](#)  
[www.shopllana.com](http://www.shopllana.com)

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