



**Ranzani Leather Bag –
now with matching wallet**

FOR IMMEDIATE RELEASE

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Ranzani Leather Bag: Pack everything you need and look stylish

First 10 orders get a free Ranzani Leather Wallet

The Ranzani Leather Bag is modelled after the punching bag as found in boxing clubs. Back in the day when boxing was a gentleman's sport, punching bags were made from cowhide.

Ranzani Design uses distressed leather to rebuild that feel of a well worked punching bag. This makes every bag unique, as the leather's texture tells a story.

If you're going away for the weekend or want to pack your sports gear, if you need to bring presentation material or you simply go shopping and are tired of carrying various plastic bags: With the Ranzani Leather Bag you can pack everything and look stylish.

Ranzani Leather Bag was featured in Grazia as a 'great online buy'. Since then Ranzani Design has revved up production to include a matching Ranzani Leather Wallet.

Yours for free if you order quickly and are one of the first 10.
Email your order directly to Julia@ranzanidesign.com for a special price of R2,700.

Please consult the product features for detailed information on Ranzani Leather Bags and Wallets.

You can also find out more about Christian Ranzani and Ranzani Trading Design below.

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MORE INFORMATION

Ranzani Trading Design

Christian Ranzani founded Ranzani Trading Design upon his return to Cape Town after 10 years abroad:

“Having worked with British design icons such as SCP (www.scp.co.uk), Concrete Blond (www.concrete-blond.com) and MFI (www.mfi.co.uk) I was eager to start my own design agency. What better place to design than Cape Town?

“Back in London I was mainly designing furniture, here in Cape Town I moved into interior design and produce my own design range on the side.

“Ranzani Trading Design combines all my design experience, from industrial to product design. So while I design a whole product range, I can also create the accessories that go with it.”

Ranzani Leather Bag and Wallet resulted out of the need for a truly practical product that can hold a lot while taking up little space when stored away and looks stylish even when stuffed up full.

Christian Ranzani

Christian Ranzani’s trade is metal work, having served an apprenticeship as a fitter and turner in Cape Town. Studying Product Design in London turned his career from the workshop to the desktop.

Reconnecting with his Italian side of the family in Milan, Christian Ranzani learnt to appreciate the design of even the simplest every day products such as the iconic moka (http://en.wikipedia.org/wiki/Moka_pot).

Working for established design firm SCP (Sheridan Coakley Products) in London’s trendy East End gave him great insight in the creative process of developing and marketing products.

His design agency Ranzani Trading Design enables him to do just that but with an African flair. Cape Town has an eclectic mix of cultures that inspire with their creativity and vibrancy.

“I would define my greatest design influences coming from Alessi, for its playful adoption of practical solutions and Muji, for its simplicity in purest form making it affordable to everyone.” sums up Christian Ranzani.



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