

Get Ready Anywhere With New Magic Mirror Mini

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Dubbed the 'ultimate travel beauty companion', **Magic Mirror** reveals its most compact design yet with the arrival of **Magic Mirror Mini** (available from April 2016, rrp £29.99 from magicmirroruk.com).

The full-length non-glass travel mirror has been designed to enable fast-moving 21st century women to #GetReadyAnywhere, whether at home or away, and is now available in a smaller, handbag-ready size in vibrant Peach or Peppermint - perfect colours for Spring/Summer.

Made with highly reflective acrylic making it festival-friendly and travel-safe (no worry about the risk of smashed glass), and with a durable canvas backing, **Magic Mirror** folds down to the size of a small tablet. It can be used in numerous locations from home to student accommodation, hotels to self-catering holidays, as well as caravans or campsites and even whilst commuting when access to a full-length mirror can be elusive!

The first of its kind on the market in the world, **Magic Mirror** is:

- **Multifunctional** – Use it three ways
- **Portable** – Travel friendly
- **Safe** – Acrylic (non-glass) as reflective as glass
- **Stylish** – Neat designs
- **Ingenious** – Get ready anywhere
- **Universal** – Everybody likes to look in the mirror
- **Unique** – Original to market

Originally designed with fashion-conscious festival-goers, touring performers and professional make-up artists in mind, **Magic Mirror** is perfect for hair and make-up lovers and fashionistas, and can be used three-ways:

- **VANITY** - place Magic Mirror on its side in Vanity position. Easily stands up on any flat surface so you can check your hair from every angle
- **FULL-LENGTH** - open Magic Mirror completely and you have an instant full-length mirror, so you can give your outfit the once-over no matter where you are
- **PYRAMID** - no more queuing for the mirror! In Pyramid position, Magic Mirror can be used by two people at the same time - freestanding, with the perfect angle for applying make-up

Magic Mirror Mini joins **Magic Mirror Beauty** (rrp £39.99) which launched in May 2015, is slightly larger than the Mini edition and comes in either black/gold or pink/black, and **Magic Mirror Festival** (launched in May 2014 - now sold out) which featured an on-trend geometric print that Radio 1 DJ Annie Mac raved about on Twitter.

ENDS

Notes to editors:

- For media enquiries, hi-res imagery, samples and interview requests, please contact: Tracey Robinson, Magic Mirror +44 (0)1288 321843 tracey@magicmirroruk.com @magicmirroruk

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