WHERE I'D RATHER BE ANNOUNCES UK LAUNCH | WORLD FIRST 360° PHOTO DESIGN UMBRELLAS

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Media:










Introducing a new and visually captivating collection of rain umbrellas from Where I'd Rather Be, featuring world first 360° interior-canopy photo designs | www.whereidratherbe.co.uk

Where I'd Rather Be has released a collection of breathtaking, digitally printed rain umbrellas designed to transport customers from the dreary city streets to a beautiful destination where they 'would rather be'.

Where I'd Rather Be has a unique product offering and has introduced a fresh perspective to the global umbrella market.

Where I'd Rather Be umbrellas are manufactured using a selection of the highest quality components available, ensuring the products withstand heavy rain and strong winds, and offer customers long lasting performance and value.

Where I'd Rather Be umbrellas are available in two styles, classic hook handle and compact folding, both offered in 8 fabulous designs - with more collections to follow in Summer 2015.

Available online, shipping direct to customers in the UK and Europe | www.whereidratherbe.co.uk
Pricing for classic hook handle umbrellas £29.99 and compact folding £27.99

For more information please contact: Juliet Shirbin | e. hello@whereidratherbe.com | t. +44 7599 079 408

About Where I'd Rather Be | Key facts:

- Crafted with quality, functionality and design in mind
- The classic umbrella frame and shaft is 100% fiberglass - strong, flexible and durable
- The compact folding style is constructed of electroplated steel, delivering exceptional performance and allowing the canopy to invert and revert without damage from wind
- All products feature a double layer canopy with quick dry water-repellent coating
- The umbrellas feature world first 360° digitally printed photo designs, unique and exclusive to Where I'd Rather Be
- Founded by Australians Anna Brownjohn and Juliet Shirbin, who wanted to shake up the umbrella market with a collection of unique products that create positive emotions for customers
- The company's main market is currently the UK/Europe, with plans set for international expansion in 2015
- Wholesale stockist and worldwide distribution opportunities available

Company Contact:

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