

PIPETTO TRI-FOLD CASE OFFERS STYLISH iPad USERS THE BEST YET

Pipetto's luxuriously slick iPad case protects your precious iPad from scratches and dings, while cleverly folding into an ergonomic stand, enhancing the iPad experience.

Pipetto announces the launch of its 'Tri-Fold' iPad Case. From the runway of the maker of 'tech-chic' skins comes a super stylish, yet phenomenally functional case.

Finished to Pipetto's characteristically sky-high standards, the case is hand-stitched using 100% genuine leather and has a velvety soft interior lining. Currently available in four 'au courant' finishes – including an eye-grabbing Patent Black and a caress-worthy Satchel Brown – the quality and style of the accessories speak for themselves, and are a perfect style match for their precious Apple passenger.

And the Pipetto Tri-Fold is more than just pretty case: the intelligent design fully protects your iPad on-the-go and in use. In addition to offering style and protection, the clever fold-around locking design enhances the use of the iPad by forming an ergonomic typing stand for in-case use as well as a rugged stand position for photo and video watching.

Simply release the Tri-Fold's fastener and it swiftly performs a perfect Urdhva Dhanurasana (non Yoga fans think 'The Crab'!) and before you can say 'my goodness me, how incredibly lithe and ingenious is that?', you have a beautiful looking, superbly stable base for your iPad.

A concealed back pocket – perfect for storing styli, receipts, notes and cards – completes the Tri-Fold package. In the crammed iPad case market the Pipetto Tri-Fold's class and ingenuity means it (literally) stands out from the crowd.

The Pipetto Tri-Fold iPad Case is on sale now priced at £89.99.

The Pipetto Story

The Pipetto 2009 range of 'tech protection' made its high-street launch in Selfridges. Kicking off its first sale to Fergie of Black Eyed Peas fame, the brand is a little bit rock'n'roll, a little bit glamorous, but never at the expense of tech defence. Pipetto is the first brand, in a crowded field, to fuse fashion and technology, defining a place for itself in a new 'tech chic' market.

Unlike fashion brands dabbling in technology accessories that aren't quite functional or technology brands adding a lick of paint to practical cases, Pipetto has bridged the gap to create products that are as stylish as they are functional.

Stockists

Stockists include Apple, Harrods, Selfridges, House of Fraser, Orange, and Amazon. Buyers can also purchase direct from **www.pipetto.co.uk**.

Contacts

For high-res images and further information please visit **www.pipetto.co.uk/press**

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