

# Take charge and stay connected

Take Charge is a luxury, genuine leather handbag and iPad collection designed and created in Cape Town, South Africa, with a purpose of extending your connection-to-the-world time.



Equipped with a micro USB port and iPhone adapter, Take Charge clutch bags and purses are compatible with most smartphones, including all modern Samsung, BlackBerry and iPhones, including the new iPhone 6.

The Take Charge tablet envelope comes standard with built-in powerbank with three connector heads, allowing you to charge your tablet, iPad (any generation and all sizes) or e-reader.

It allows you to fully charge your phone or tablet whilst on the go at least once before having to charge the battery-unit itself. The slim battery design has been cleverly placed in a secret slip-pocket inside the bag, keeping it safe, sound and out of the way of your handbag and iPad case must-haves.

The bags are currently available exclusively online and come in a variety of fashionable, on-trend designs, with new ranges launched each season.

This convenient must-have accessory, Take Charge offers the following bag options:

1. a two-toned purse for the grab-and-go, I-forgot-about-my-hair-appointment run
2. a beautiful fold-over clutch bag for an evening soiree
3. a stylish tablet, iPad Mini or iPad 5 envelope
4. for the guys - a full-leather iPad sleeve that doesn't have the words 'man-bag' written anywhere on it

Each item is accessorised with a branded bronze or gold plaque, with the optional extra of personalising a bag for a gift (to someone else or yourself) at an additional cost of R50.

Tammy Lederle, founder and Managing Director of Brandnew Lifestyle, a boutique through-the-line agency based in Cape Town is a girl on the go who manages to run out of phone battery at least twice each day. Between travelling, back-to-back meetings and snapping photos of her two Labrador/Golden Retriever children, she saw an opportunity to create a fashionable must-have accessory with built-in brains. On scoping out a similar but more basic product offering whilst on a trip to Sydney, Australia, the idea for Take Charge was born in November 2014.

Take Charge launch prices: (these will go up by 20% in January 2015)

- Fold-over clutch bags - R1200 excluding a flat rate of R100 for delivery to any major town or city in SA.
- iPad envelope - R1200 excluding a flat rate of R100 for delivery to any major town or city in SA.
- Hand-held two-tone purse - R799 excluding a flat rate of R100 for delivery to any major town or city in SA.

For more information, go to [www.take-charge.co.za](http://www.take-charge.co.za).

For more, visit: <https://www.bizcommunity.com>