

FOR IMMEDIATE RELEASE

New accessories brand Roodle is lifting the mood of Australians one bag at a time.

Roodle taps into the mood-enhancing qualities of colour via a collection of playful, leather crossbody bags with mix-and-match straps. A refreshing new way to use accessories - to help boost your mood.



Feeling worn out? Wear energizing tangerine



Feeling stressed? Wear calming blue.



Starting a new chapter? Wear green to balance and rejuvenate.

SYDNEY, NSW 20 Oct 21 – Founded in England in July 2020, mid pandemic, Roodle has just launched their Australian website – roodlebag.com.au – in August this year, bringing the playful collection of over 25 different colour crossbody bags, with mix-and-match straps, to our shores at the right time to help boost Aussies' moods post lockdown.

"Colour is a large part in how we experience the world. Psychologists have long believed it even has the power to influence decisions we make," says co-founder Kirsty Willoughby.

"We've cherry picked our colours to provide a wide array of mood influences. You can pick a colour based on the mood you're already in, based on the mood you want to be in, or based on what mood you'd like to elicit in others."

Each leather bag is expertly crafted in Italy, and listed on Roodle's website with the influences that colour can have on your mood.

Roodle's core principles are:

- **Customisation:**
 - o with 26 colours available across 3 bag designs, and 38 straps, there are over 1,300 possible combos – pick and mix for your perfect style and unique design
- **Convenience:**
 - o change your strap instead of emptying your must-haves from one bag into another
 - o simply switch your strap according to your outfit
- **Affordability:**
 - o curate different looks simply by changing the strap, instead of buying a whole new bag
 - o Bags start at \$109 with a thin leather strap in the same colour; straps from \$29; gift cards from \$50; free deliver for orders over \$130
- **Quality:**
 - o Premium European dollaro leather, expertly crafted in Italy

Check out the range now at roodlebag.com.au. Perfectly priced for gifting season – gift something a little different this year.

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About Roodle: Roodle is an accessories brand with customisability, colour and convenience at the heart of it, selling leather crossbody bags with interchangeable straps. Established by two sisters-in-law based in Sydney and England in July 2020, the playful collection pays homage to the duo's passion for colour psychology – helping women understand and use the influence of colour to dress themselves happy every day.

More information: roodlebag.com.au
[instagram.com/roodlebag/](https://www.instagram.com/roodlebag/)

Please contact Kirsty for a sample, further info or high res images. Thank you.

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