

Nooka announces new colors for Spring 2010!

New York fashion brand, Nooka Inc., is proud to announce the release of their spring line for 2010 with the expansion of new color ways for the Nooka zub, strip, and asset organizer (AO) collections.

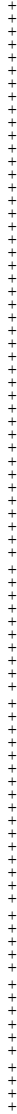
For the first time ever, the zub collection will re-introduce the zot and zenv models in three new, two-toned colors just in time to brighten any ones spring day. In addition to this, five colors inspired by science and nature will be incorporated to the zub zoo 20 line – with enough excitement to last beyond the spring season.

Coinciding with the zubs, Nooka will also release a variety of new colors for the Strip and AO to match. The Nooka strip combines a unique ratchet-like closure system, creating an everyday item with improved functionality, style, and personal expression. The AO is light and soft for comfort, with the additional benefit of being expandable to easily access the contents of your wallet. Both originally released in five matching colors, they will now come in a variety of 11 new fun and exciting colors.

Nooka is a New York fashion design company founded by artist/designer Matthew Waldman. The ethos of Nooka is universal language, which guides the creation of products with enhanced functionality and a futuristic philosophy. Most prominently known for its line of timepieces, Nooka has expanded their range, creating a Mindstyle™ brand with the addition of innovative accessories and a fragrance.

Features chronograph and alarm
38x38x10mm case with 20mm band
Water resistant to 3ATM

Release date: February 2010



For more information on Spring 2010 product please visit: www.nooka.com