

David Barron Seeks Kickstarter Funding for the Production and Expansion of Lala Bahari, the First Convertible Tote Bag of its Kind.

Lala Bahari Bags utilize an innovative rope mechanism to transform a towel or wrap into a tote. African-born Founder David Barron has just started a Kickstarter campaign to raise \$30,000 to produce and expand this Kenya-made product that will support three non-profits back in his home of Zimbabwe.

Seattle, WA 3rd November, 2016

David Barron, an avid traveller and adventure enthusiast, is pleased to introduce Lala Bahari Bags via popular crowdfunding platform Kickstarter. Equipped with an innovative rope mechanism, Lala Bahari will be the first ever tote bag that converts from a towel or wrap into a shoulder bag with one easy movement. Owing to its unique and patent-pending functionality, this handmade product can be a perfect travel accessory for your daily travels and then can be used as a towel or picnic blanket. The Kickstarter funding goal for the company is \$30,000 and proceeds from this campaign will be used for the production and expansion of Lala Bahari.

David Barron started Lala Bahari to showcase the spectacular artistry and craftsmanship of Africa. The Bahari Bags are made using a responsible manufacturing policy and from 100% pure cotton. The product stands apart from the competition thanks to its combination of original design, authentic textile, and close liaison with the local manufacturers. Each Bahari Bag measures 3' x 5', and offers the following features.

- A soft, absorbent towel backing
- Made from an authentic cotton kikoy
- 100% cotton rope handles
- A sealable velcro pocket
- A Button strap to secure the rope handles
- Handmade in Africa with quality in mind
- Internal nylon channel for the innovative rope mechanism

Brought up in Africa amidst severe civil turmoil in Zimbabwe, David Barron is well aware of the hardships that millions of Africans go through every single day. Now, David wishes to donate 5% of net profits from his normal business operations to different charitable causes. Lala Bahari supports the Kipungani Schools Trust, Sue Haywards Happy Home and the Watamu Marine Association.

“Part of my personal commitment to the continent keeps me traveling to Kenya to meet and support Kenyan communities, marine preservation projects, orphanages and schools. Our aspiration here at Lala Bahari are to bring awareness and support to foundations that help good people in the areas where our products are being made. We want to assure our customers that they are buying a very responsibly sourced product from a responsible and compassionate company,” David says.

To make a contribution to Lala Bahari's Kickstarter campaign, please visit { crowdfunding link }

More about Lala Bahari Bags can be found at { Lala Bahari Link }

About Lala Bahari: Lala Bahari was founded by three friends who grew up together in Africa. They draw on their personal travel experiences visiting beaches, mountains, plains, oceans, glaciers and jungles to produce original designs of travel apparel and accessories.

Contact:

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