



Contact Information:
 Play Imaginative
 Mr Jacky TEO
 Business Development & Marketing Director
 jacky@playimaginative.com

Ms Daphne TAN
 Marketing & Communications Executive
 daphne@playimaginative.com

PLUSH CLIP-ONS: FRIENDS FOR YOUR BAGS

Singapore – 19 July 2010 – Following reports that the emotional state of personal bags have hit an all time low, Play Imaginative, has released series of Plush Clip-Ons, to keep bags happy.

Currently available in TO-FU OYAKO, or Baby Gloomy designs, the Plush Clip-Ons work their magic on various bags and apparel. With such cute company around, lonely bags will be a thing of the past.

“The Baby Gloomy and TO-FU OYAKO Plush Clip-Ons love making new friends. Love your bags and apparel, and they will love you too,” Mr. Jacky Teo, Business Development & Marketing Director at Play Imaginative commented.



Decorate your bags with soft and furry 4-inch Baby Gloomy & TO-FU OYAKO Plush Clip-Ons. They're cute friends for your bags! Kawaii-ne!



Baby Gloomy Plush Clip-On

Baby Gloomy wears a diaper,
 Sometimes he gets really hyper.
 If your bag is feeling lonely, you don't have to worry,
 Baby Gloomy Plush Clip-Ons will make them feel lovely!

TO-FU Plush Clip-On

They're soft and furry and friendly,
 They're cute and funny and funky!
 If your bag is feeling lonely, you don't have to worry,
 TO-FU Plush Clip-Ons will make them feel lovely!

#END#



Contact Information:

Play Imaginative
Mr Jacky TEO
Business Development & Marketing Director
jacky@playimaginative.com

Ms Daphne TAN
Marketing & Communications Executive
daphne@playimaginative.com

About Play Imaginative Pte Ltd

<http://playimaginative.com>

Singapore-based Play Imaginative is dedicated to toy and character designs of the highest caliber and aims to be Asia's premier producer and retailer of limited edition art toys, mass market toy-related products, and designer lifestyle products.

The team endeavours to be at the forefront of avant-garde design concepts by bridging the gap between art, graphic and product design, pop culture, as well as a variety of products and services.

About the DEVILROBOTS

<http://www.devilrobots.com/>

Established in 1997, DEVILROBOTS are a design team of five (5) from Japan that are well known for their whimsical, yet sometimes sinister characters and designs. Led by the Art Director Shinichiro Kitai (pictured right), DEVILROBOTS specializes in graphic and character designs, illustrations, motion graphics and web design. As the creators of the recognizable TO-FU OYAKO!, one of Japan's most popular contributions to the toy world, DEVILROBOTS has demonstrated how a simple character can be turned into a useful and emotive medium. With exhibitions held in Japan, New York, and Paris, they are highly recognized worldwide for their works. A little evil and robotic fun is their taste, and the original world of "Cute, but Toxic" is in effect.



About Mori Chack

<http://www.chax.cc>

Born in Osaka, Japan on March 23, 1973, Mori Chack began his artistic career as a "street artist", selling original character postcards and stickers on the streets of Osaka from February 2000 to September 2001.

Chack's trademark is his deceptively "cute" characters that serve to deliver his personal brand of satirical humor and commentary on the world's contradictions and social issues. "GLOOMY-the naughty grizzly", "Kumakikai-super ecometal garboroid", "Podolly-the sheep in wolf's clothing", "Hang bear" are his globally known characters, just to name a few.

Mori currently resides in Shiubya, Tokyo.

