



## Happy Cow, It's in the Bag!

November 18th, 2009

Australian label Happy Cow, herds success with the launch their new range of fashionable fanny packs.

Promoting a stylish and practical alternative to the traditional hand bag, Happy Cow boasts an ethical manufacturing technique to bring out the 'responsible-fashionista' in all of us.

Hand crafted from 100% recycled leather, Happy Cow belt bags are assisting people from all walks of life with a product that is unique, stylish and practical.

Established in 2003, the designer fanny packs and accessories are an exciting new range offering storage solutions for people to organise their belongings whilst on the go.

A feature in US Entertainment Weekly alongside television series 'Burn Notice' spiralled an unwavering interest in the bags and surge in online sales.

Burn Notice's, Gabrielle Anwar who plays Fiona Gleanne in the hit tv show is regularly seen in the midst of action wearing the popular fanny packs.

The accessory line offers a way to carry belongings and still keep your hands-free for performing other tasks.

For added convenience, Happy Cow fanny packs feature hidden zips and

pockets, adjustable sizing and a selection of styles that fit through standard belt loops.

Happy Cow fanny packs are an ideal and fashionable storage solution for travelers, mothers, festival goers, tradesman and people who enjoy the freedom of a 'hands free' lifestyle.

To view a list of stockists and available styles, please visit [www.happycow.com.au](http://www.happycow.com.au)

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