

**FOR IMMEDIATE RELEASE:**

**BANDI Pocketed Belts – Finally…. a Sleek, Stylish Way to Secure Everyday Essentials** *Customers Love the Comfortable Fit*

**CINCINNATI, OH (June 3, 2016)** – BANDI Wear, a brand of sleek pocketed accessories made in the USA, is a stylish way to secure everyday essentials--phone, keys, ID, credit card, iPod--while leading a busy lifestyle. BANDI Wear accessories are made of soft spandex fabric that stretches and conforms to the body.

BANDI Pocketed Belts are a lightweight alternative to a purse, wallet, bulky hip pack or money belt. Praised for its safe and secure, no “bounce or bulk” feel, BANDI makes life’s active moments more enjoyable.

BANDI Pocketed Belts are the “go-to” accessory for walking, running, biking, shopping, gardening, travelling, on the job or at the beach when small essentials need to be kept safely close at hand.

The perfect accessory for busy lifestyles or simple convenience, BANDI Wear products are gaining national attention. Currently available in 400 retail stores nationwide (including gift, boutique, travel, running and fitness stores) and on-line, BANDI Wear has been featured on the *Today Show* and *Good Morning America*. BANDI Wear recently expanded distribution to include the Netherlands, Belgium & Luxembourg.

\*\*BANDI Wear will be exhibiting at these upcoming tradeshows and launching their new *Strata Space Dye* *Collection* of Pocketed Belts & Headbands:\*\*

**NLDA - Chicago, June 28-20, 2016 Atlanta International Gift Market, July 14-18, 2016 New York Now, August 21-24, 2016**

The original BANDI Classic Pocket Belt features a patented pocket fold that secures essentials in a unique, modern way, without the use of Velcro or bulky zippers. The result is a belt so comfortable you won't know you have it on!   The divided main pocket allows the wearer to keep a phone separate from money, credit cards, and ID.  There is an additional side pocket, perfect for keys or other essentials.  The soft spandex fabric and adjustable fit makes sizing a cinch and

accommodates high-hip sizes 28”-42”.

Designed at the request of international travelers, the new BANDI Large Pocket Belt is perfect for the adventurer who wants to keep their passport securely with them at all times. The sleek fit means the belt can be comfortably worn outside or under clothing for added security. The Large Pocket style is also ideal for large-size tablet phones, as well as small medical devices such as an insulin pump or an inhaler.

Pocketed Headbands are BANDI's unique twist on the fitness headband.  Wear folded and narrow or opened and wide for two different looks. A small pocket under the label allows you to tuck in a house key or a bit of cash while out and about.

The company's tagline is "stash your stuff, *not your style*."

BANDI Pocketed Belts and Headbands are available in over 40 colors and prints, making them fun to wear for fitness or for everyday active lifestyles.

**The BANDI Story**

The *freedom to discover a new path.*

It is core to what we believe at BANDI, and it is how the story of our brand begins.

In 2010, we were two creative types living very active lifestyles in Cincinnati, Ohio.  Whether it was shuttling the kids around town, training for a marathon or just a fun long weekend out of town – we were active and on-the-go daily.  What we both quickly discovered was there weren’t any sleek alternatives to the traditional purse, wallet or bulky fanny pack to carry our essentials, and we realized we weren’t the only ones who struggled with this problem

Our unique backgrounds, previous professional experience in product development, along with a true passion for curiosity, got us thinking:  There has to be a better way!  This passion fueled our journey to find the perfect harmony between a functional belt and fashionable style.

Following 18 months of development, refinement and testing, BANDI Wear was launched to rave reviews. In May 2012. From their very first experience, consumers loved our adjustable fit pocketed belts and pocketed headbands. BANDI Wear is not only a stylish way to secure life’s essentials, but it allows you the freedom to explore your next adventure.

**For more information, please contact:**

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**Social Media**

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