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- FOR IMMEDIATE RELEASE -

Members Only expands with high-end barware & men's accessories

Iconic 80s jacket company launches gift line ahead of Father's Day

CHICAGO, IL, February 26, 2016 - A blast from the past as the creators of the iconic racer jacket break new ground in the world of housewares.

"Anyone who was anybody had a Members Only jacket," says Ron Malhotra, Managing Partner of Members Only. "The same applies now. The brand is just as relevant today as it was nearly 40 years ago."

Inspired by the timeless style and minimalistic aesthetic, this collection is a modern take on classic barware.

The line will premiere at the International Housewares Show in Chicago this March.

"Sleek, fresh and intriguing, that's who we are. That's what we do," says Jenny Lee, Senior Graphics Designer at Wild Eye Designs. Lee spearheaded the design work and oversaw the production of each item, living by the motto that "if it's not the absolute best, it's not worth our time to develop."

The barware collection is a modern take on classic tools of the trade, including a Boston cocktail shaker, beer tasting flight, and unique branded flasks. At the pinnacle of the collection; the ultimate symbol of status and prestige, the Members Only solid wooden barrel. No home bar is complete without a cask of your finest spirit.

"It's hard to shop for men, especially dads, because their tastes are so refined. I have a hard time buying for men," said Adrienne Orr Independent Manufacturer Sales Representative, "but these items, especially the travel kits, are just the perfect presents."

For the man on the go, Members Only created two convenient travel kits – a 5-piece manicure kit and 6-piece shoeshine kit – and two kits with commonly used tools. A 9-piece screwdriver kit, and a well-organized 21-piece multi-tool kit with almost everything a man would need for any task. Each kit comes in a luxurious faux leather case, with the Members Only branding artfully embossed onto the surface.

"Everyone who hears 'Members Only' or sees one of our jackets immediately has a smile," says Malhotra, "whether it's a memory of their first jacket or of their father's, grandfathers, great-grandfathers jacket."

The entire line will be distributed by Wild Eye Designs, a leading North American manufacturer of bar and tabletop gifts. You can explore more products and learn more by visiting www.wildeyedesigns.com.

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About Members Only

Members Only® is an American outerwear company whose well known signature racer jacket has been a pop culture symbol of coolness since the 1980's.

About Wild Eye Designs

Wild Eye Designs is devoted to adding fun and color to everyone's home by developing innovative products for you to give and use in your home.

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