

# FLAVR

**FLAVR's new transparent eye catching iPhone cases  
compliment the latest fashion trends**

*Give your phone that personal touch with gorgeous, vibrant colours  
featuring florals, tropical, patch and tattoo motifs*



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**XX February 2017** – Following the huge success of its Lifestyle and Christmas case ranges, FLAVR, the new fashion brand from global mobile accessories and connected devices specialist, STRAX GmbH, today introduces its super fashionable spring/summer collection of transparent cases. The new cases, including designs such as Hibiscus, Coral Snake and Humming Birds will be available for iPhone and Samsung devices from 31<sup>st</sup> March at [shopflavr.com](http://shopflavr.com) and selected retailers, priced at £14.99

FLAVR have spent a considerable amount of time researching the current hot fashion trends of tropical greens and botanical prints alongside vibrant tattoo motifs to ensure the cases appeal to the fashion conscious who love to stand out from the crowd. The cases have been manufactured to enhance the iPhones looks by leaving the iconic apple logo and text clear to be viewed together under the case with a discreet FLAVR logo featured on the case.

Upon conception, FLAVR conducted a RangeLens test survey of the new case range in conjunction with SOUNDOUT and discovered that the cases scored extremely well suggesting the entire range will be extremely strong sellers. Some of the comments from those surveyed included “gorgeous contrasting colours”, “fun, quirky and cute”, “eye catching” and “brightens up a phone into a fashion accessory.” Complete with bright and unique packaging, the FLAVR cases are at the forefront of this season’s fashion and are sure to turn the iPhone into a perfect accessory for any occasion.

The Spring/Summer collection includes the following designs: Hibiscus, Cherry Blossom, Poppy, Roses, Tiger, Coral Snake, Banana Leaves and Hummingbirds. FLAVR cases are available for £14.99 from [shopflavr.com](http://shopflavr.com) and selected retailers from the end of March

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**Press contact:**

For more information, high res images or to discuss a review sample, please contact Lucy Major @ Ranieri Coms

[lucy@raniericoms.com](mailto:lucy@raniericoms.com) / Tel: 01296 394614

**About FLAVR:**

FLAVR was born out of the need to do something different. Break the mold of what it meant to accessorize your mobile gear. We wanted something bold. With FLAVR, you have zeitgeist designs that appeal to today's generation with fresh, vibrant colors and a good measure of humor.

FLAVR, established in early 2016, is based near Cologne, Germany. The not-so-ragtag team is as flavored as their creations. Icelanders, Argentine/Brazilian, Germans and even a self-proclaimed Pole are some of the nationalities counted as part of our crew. Design skills, penmanship and a knack for crunching numbers were pooled together to create mobile accessories for the tasteful and the daring.

If you aren't afraid of being edgy, being a little over the top or enjoy making people smile, then you should have a look at FLAVR's batch of design goodness.

Link to booklet file: [http://www.strax.com/catalogues/index\\_flavr.html](http://www.strax.com/catalogues/index_flavr.html)

**About STRAX GmbH:**

STRAX is the global specialist for mobile accessories, connected devices and innovative customer solutions. Based in Troisdorf/Germany STRAX covers the entire value-added chain from product development and purchasing to innovative logistics and packaging solutions to professional marketing support at point of sale. The company's entire product and service range is specifically aimed towards mobile communications and network operators, service providers, and the wholesale and retail trade. The STRAX Group has locations in nine European countries, and runs a state-of-the-art logistics centre with more than 4.500 square meters of floor area at its headquarters in Troisdorf, Germany. All of the company's logistics, sales and marketing processes are certified according to ISO 9001. The company also has branch offices in the USA and Shenzhen; founded in the USA and Hong Kong in 1995, the company has more than 160 employees across the world.