

FOR IMMEDIATE RELEASE

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**Launching EVER WILD - for adventure's with a hint of retro 1970s
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At Maison and Objet we are launching Ever Wild - a brand designed for city folk who seek adventure and the outdoors. From stargazing to incense, it's a wild range with hints of 1970's retro cool. A capsule collection of handmade explorer's essentials, from survival kits to shower sets, each is designed with good dose of British wit - with Non-conflict conversation cards in the Bad weather Survival kit - to the neck rub in the Stargazing kit

If you would like more information about this topic, please call Ross at 01406 362633, or email ross@menssociety.co.uk

Appealing to the daring and adventurous side in all of us, Ever Wild's collection includes a Wilderness Survival Kit, Hiking Shoe Cleaning Kit, Stargazing Kit, Travel Candles and Back From The Wilderness Shower Kit. Together, these kits strike the perfect balance between inspiration to explore the unknown and the very British desire to make wherever we lay out hat, our home. Something for when the fresh air beckons and adventure is afoot, but also a few things to make a cosy night under the stars a bit more luxury.

Handmade and packaged in rural England, with hand-mixed natural cosmetics, the kits are adorned with illustrations that evoke the great outdoors in all its glory. Celebrating the ubiquitous changeability of the British seasons - rainy evenings are celebrated rather than being cursed at, as a chance to gather around the campfire with your friends, have a slug from the hip flask and play a few games.

To discuss further, please call Ross on 01406 362633, or email ross@menssociety.co.uk