

LedBAG – light up your life!

LedBAG is reminiscent of the iconic arcade game Space Invaders, yet the eye-catching design is just one of its strong assets. Because ledBAG... literally shines.

Each ledBAG, made of felt, comes with an in-built LED light system. The bag is illuminated both from the inside and outside. This means you will never again have to worry about finding the necessities your handbag carries, while the outside LEDs will allow you to find your way in the darkness, easily slide keys into locks or pick up the car keys you dropped.

LedBAG presents a variety of extremely practical solutions. It lights up when opened, but the light mode can also be switched off or on permanently. The bag's illuminated parts are made of silicone, which is a resilient, weather-proof material – explains Piotr Grabowski, owner of the Modern Arts Management, company responsible for the Hedoco brand.

The chargeable module powered with AA batteries is located in a fitted pocket inside the bag, which allows ledBAG's user to forget about its electronics on a day-to-day basis. However, a single move will suffice to take out the bag's power source and replace the batteries or alter the LED light mode.

Due to the Arduino board installed into the bag, the new version of the ledBAG with the possibility to charge a mobile phone will be available in two weeks. And so ledBAG will gain another practical function. Men's bag line of ledBAG is being created now – says Aleksander Janas, who is responsible for design at Hedoco.

LedBAG is spacious – it easily fits active woman essentials such as the laptop, still leaving plenty of room for all other important accessories, including keys, beauty products and documents. And every single item will now be easy to spot. Just open the ledBAG...

Hedoco is a new brand created in 2011 and owned by Modern Arts Management, operating in the stream of open design. It comprises unique, high-quality products designed by young Polish artists and designers. The offer includes inventions based on open technologies, fashion collections and accessories, as well as industrial design items.

For more information, visit www.facebook.com/HEDOCO and www.hedoco.com