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Help the environment

WE all have our favourite wardrobe staples — the little black dress, the tailored blazer, the great fitting pair of jeans.

Now women all over Australia are coveting SAKiTToMe, the ultimate eco-friendly compact bag which is the new must-own accessory.

More than four billion plastic bags pass through Australian hands each year. The impact? A legacy of irreversible damage to a resource we must fiercely protect — the environment.

Major Australian retail outlets have taken a stand to shelter our greatest resource by phasing out or charging for plastic bags.

Doing your bit for the environment means thinking outside the bag, and this season its all in the pouch.

SAKiTToMe is the brainchild of two busy mums who have juggled their day jobs and their families to bring you an eco-hero on a key ring.

Understanding that modern life can be hectic, the designers thoughtfully attached a storage

pouch which converts to a mobile phone pocket and a key ring for SAKiTToMe to be clipped to your keys so even the most eco-wise individual will never be caught out at the counter again.

The ingenious little tote is compact and stylish, comes in six bold geometric prints designed by home grown talent and holds up to 10kg.

For more information on SakiTToMe and to view the complete range, visit www.envirotrend.com.au.