



## FOR IMMEDIATE RELEASE

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## SERVE IN STYLE

### PLATED METALLIC BARWARE AT AFFORDABLE PRICES FROM WILD EYE DESIGNS

March 18, 2017 - CHICAGO, IL | Wild Eye Designs is bringing people the bar of their dreams at a price-point that's affordable for all. This new line of plated barware will be showcased at the International Housewares Association Show in Chicago, March 2017.



Gone are the days where high class design is unaffordable for the regular middleclass American. Improved plating technology, as well as well designed packaging means that these new items have a higher value for less price. Most of these bar-tools retail for \$10, and with over twenty different styles to choose from you can customize your bar completely. Available in trendy rose gold, gold and gun-metal finishes. With the market being what it is, a specialty bar store can retail similar items for well over \$40 each.

By splitting up the traditional bar set and selling popular barware tools individually, customers now have more versatility to order just what they need. Only need a strainer? No problem! The packaging is also peggable, which makes these items retail-ready for large-scale stores as well as space-saving for humble, independent retailers.

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*Available in cool gunmetal, art deco inspired gold, and bright, trendy rose gold.*

“These items really show the test of time – made of durable stainless steel, plated with on-trend colors such as classic gold, black gunmetal, and fresh rose-gold; you can have the look of luxury without breaking the bank,” said lead graphic designer Androo Lum. “Our customers are really looking for items that can provide them with the style they see in housewares magazines and on Pinterest, but at a price that is affordable to them.”

With plans to expand the line into even more great plated finishes like antique copper and silver there will be something for everyone. Samples of each item are available to view at the Wild Eye Designs International Housewares Association Show booth located in McCormick Place – South Building, booth #S4060.