



Media Contact:
Lisa Lochner
lisa.lochner@lifetimebrands.com
516-740-6723

BUILT® Reinvents the Lunch Box

- New Lunch Solutions Unveiled at Housewares Show -

Chicago, March 2015 – BUILT, Lifetime Brands, Inc.’s collection of stylish and functional neoprene goods inspired by the city that never sleeps, is highlighting its newest line of lunch totes and more, at the International Home + Housewares Show. The new lunch products add a twist to the traditional lunch box, bringing even more innovation and style to the category. A few of the new items include the **Lunchpack™ Union Square Backpack, Uptown Lunch Tote, Downtown Lunch Tote, and Messenger Bag Lunch Tote.**

“At BUILT we’re constantly striving to make everyday life better with our products,” said John Roscoe Swartz, co-founder and Built Division President. “We believe that a great design shouldn’t have to sacrifice elegance or durability. We are providing diverse solutions for consumers in the lunch category, helping to make transporting lunch delightful, stylish, and easy. These fresh, new designs really combine BUILT’s passion for simplicity and stylish innovation.”

BUILT Lunchpack™ Union Square Backpack features a detachable insulating lunch tote, providing a great option for carrying daily essentials and your lunch in one sleek bag. The detachable lunch compartment offers heavy duty insulating lining to help keep lunch hot or cold, and it also zips off the backpack. The backpack features air mesh straps for carrying comfort, includes a padded compartment for electronic devices, and an external side pocket. The Union Square Backpack retails for \$49.99.

The **BUILT Messenger Bag Lunch Tote** is an all-in one bike tote for dining on the go, which provides for an ideal commuter bag. This stretchy bag features a crossbody strap adjustment, an extra-roomy insulated interior, and multiple pockets for organization. It’s made from stain-resistant, machine washable neoprene, stores flat, has a secure zip closure, and is insulated to keep lunch hot or cold. The Messenger Lunch Tote retails for \$39.99.

Infused with just the right amount of uptown chic, the **BUILT Uptown Lunch Tote** offers a fresh take on popular handbag silhouettes while the **BUILT Downtown Lunch Tote** has just the right amount of downtown cool and includes a detachable charm that can be worn on the lunch bag or attached to a handbag. These fashionable lunch totes are made from BUILT’s signature neoprene, helping to keep lunch hot or cold. They’re durable, roomy, and stretch to fit your lunch provisions. Both Totes feature comfortable handles, have an interior pocket, are water resistant, and hand-washable. The Uptown and Downtown Lunch Totes retail for \$29.99 each.

For more information, please visit www.builtny.com.

About Lifetime Brands, Inc.

Lifetime Brands is a leading global provider of kitchenware, tableware and other products used in the home. The Company markets its products under such well-known kitchenware brands as Farberware®, KitchenAid®, Cuisine de France®, Fred® & Friends, Guy Fieri®, Kitchen Craft®, Kizmos™, Misto®, Mossy Oak®, Pedrini®, Sabatier®, Savora™, and Vasconia®; respected tableware brands such as Mikasa®, Pfaltzgraff®, Creative Tops®, Gorham®, International® Silver, Kirk Stieff®, Sasaki®, Towle® Silversmiths, Tuttle®, Wallace®, V&A® and Royal Botanic Gardens Kew®; and home solutions brands, including Kamenstein®, Bombay®, BUILT®, Debbie Meyer® and Design for Living™. The Company also provides exclusive private label products to leading retailers worldwide. The Company website is www.lifetimebrands.com

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