



Media Contact:  
Lisa Lochner  
[lisa.lochner@lifetimebrands.com](mailto:lisa.lochner@lifetimebrands.com)  
516-740-6723

## **BUILT NY Kicks Off Fall Season with Updates to Its Lunch Tote Offering** *Company releases exciting new merchandise, bold colors and bright prints*

**Garden City, NY, October 2015** – BUILT NY introduces new styles, colors, and prints to its extensive lunch tote offering this Fall, making lunch for work, school, or weekend outings more fun and fashionable than ever. BUILT products make a statement and make it easier to carry your food on the go. Made from BUILT's signature insulating neoprene, each product embodies the style and simplicity that BUILT fans know and love.

The new BUILT lunch tote offerings this Fall include:

- The new [Gourmet To Go Lunch Tote](#) is extra roomy with 30% more space than the classic Gourmet Getaway, making it BUILT's largest capacity Gourmet Getaway to date. The Gourmet To Go is offered in a Lush Flower print.



- The popular [Big Apple Buddies Lunch Sack](#) for kids has two new fun prints, "Allen Alligator" and "Hester Hippo." Durable, reusable, and easy to clean, Big Apple Buddies are made with food-safe materials and are easy to attach to backpacks and book bags.



- The classic [Gourmet Getaway Lunch Tote](#) has lots of new color options to choose from this season including: Tweed Camo, Garden Rose Black & White, Candy Dot, and Plum Dot.



- The new [Bistro Lunch Tote](#) features an ultra roomy interior that fits a 54-ounce container, with additional room for food, snacks and drinks! It has an interior mesh pocket for utensils, and an adjustable strap that can be worn cross body. It comes in Black or a Tweed Camo pattern.



- The popular [Spicy Relish](#) Lunch Tote also has fabulous new print options this season including: Garden Rose Black & White, Plum Dot & Candy Dot.



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- The [Bike Messenger Lunch Bag](#) is great for carrying lunch on the go. It features an adjustable bicycle attachment, a front pocket, and a secure internal zip closure that keeps food insulated. The Bike Messenger comes in Solid Black or a Lush Flower print.



- The [Bento Salad Bowl](#) insulates and keeps greens cool on the go, has a sleek new design, and a new color option: Big Dot Black & White.



For more information and to purchase the abovementioned products, please visit:

<http://www.builtny.com/>

#### **About Lifetime Brands**

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®, Fred® & Friends, 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's corporate website is [www.lifetimebrands.com](http://www.lifetimebrands.com).

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