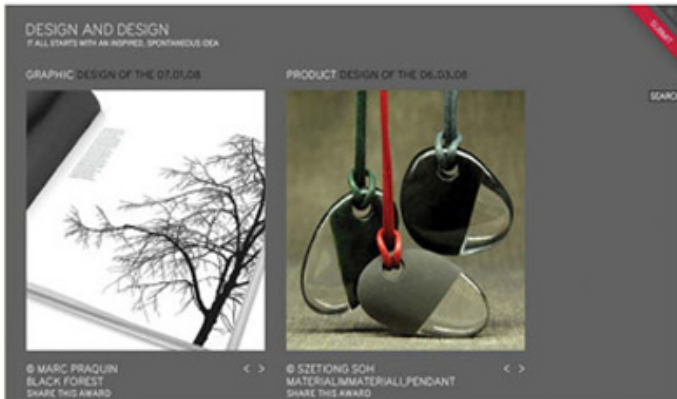


April 13, 2008 Milan, Italy 72 Smalldive is pleased to announce that Agence Marc Praquin has awarded 2 products from its Materialimateriali collection - *Serpentine* and *Bag to Differ* as 'Product Design of the Day'. Both products will be featured in Agence Marc Praquin Design Year Book for 2008. Images of these products are also on display at the agency's DesignandDesign (www.designanddesign.com) website - a site created to feature innovative products and graphic design works.



"I am thrilled," said Szetiong, owner and project coordinator of 72 Smalldive, "that our products have been selected and displayed alongside renowned and prolific graphic & product designers such as Knud Holscher, Prime Studio, Michael Schneider, Matali Crasset, and many others."

Materialimateriali is an ongoing design theme initiated by 72 Smalldive to reflect on various contexts surrounding our world's views on the materiality of materials and how such views impact design. Fashion accessories design often fall victim to consumers' fixation with perceived material value. For instance, an untrained eye is easily tempted by the bling of a diamond over the impeccable craft of jewellery making.

In the fast-paced fashion retail sector, design innovation often gives in to commercial priorities which primarily are: being trendy and being saleable. 72 Smalldive strongly believes that saleable products should be of quality designs and that this criterion should not be only applicable to only luxury-end of the market.

In the creation of *Serpentine*, 72 Smalldive sought to create a balanced display of colors, forms, and textures that would be held together by fine jewellery craftsmanship. To prove that impeccable jewellery design thrives beyond "carats and blings", obsidian pebbles and plexi glass are used. Likewise, aesthetics of simplicity and linearity influence the creation of the clutch purse. Unlike many 'IT' bags in the market, the asymmetrical clutch purse has been created as an essential woman's 'tool' in mind: a functional accessory that empowers rather enfeebles.

"Having an industry counterpart recognises our efforts as innovative is an encouragement to us. It has bolstered our commitments to ensure that all our creative projects are delivered with quality and (design) integrity" Szetiong added.

About Agence Marc Praquin

Established in 1988, Agence Marc Praquin is a Paris based product and graphic design studio. The design agency was created by Mr. Praquin, then an industrial designer who had worked alongside renowned Roger Tallon. Agence Marc Praquin started as an agency specializing in cosmetic product packaging design; it's very first project being the packaging for Ô de Lancôme.

Over the years, the agency has extended its services to include graphic, product, and retail space design. Agence Marc Praquin clients include Inter Parfums, Remy Cointreau, Stella McCartney, Montblanc, Novacel, and Lancôme Paris.

For information and queries about Agence Marc Praquin, please write to: info@praquin.com

About 72 Smalldive

72smalldive is a multi-faceted suite which operates as a virtual lifestyle design studio. Our company's inclusive experiences enable us to apply, not only design skills, but also insightful perception to a broad range of design initiatives that cater to the needs of today's urbane consumers.

We consistently ensure that our company's value chain will leave with our culturally diverse designers, our eclectic selection of producers, and our consumers a value-enhancing experience. This philosophy is supported by our regimental belief in quality over quantity, functional over ineffectual, exceptional over mediocre, and last but not least sustainability over damage. We hope that through this aspiration, consumption metamorphoses into a rewarding act. 72 Smalldive products are available in stores located in Austria, Germany, France, and Italy.

For information and queries, please write to: Press@72smalldive.com