

Dylan Kendall's Footed Dishware Hits the Design World Running

Submitted by: Uberstar

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London (May 14th, 2013) – Dylan Kendall's new line of footed home accessories, the Efeet Collection (<http://uberstar.co.uk/collections/efeet>), takes a stand against boring dishware. Turning traditional dishware on its head, the Efeet Collection proves that functional can be fun with footed bowls (<http://uberstar.co.uk/collections/efeet/products/footed-bowl>), footed mugs (<http://uberstar.co.uk/collections/efeet/products/footed-mugs>) and a bathroom set (<http://uberstar.co.uk/collections/efeet/products/footed-soap-dish>) that takes the user on an imaginative, joy-filled journey where growing up is optional.

Designer and social entrepreneur, Dylan Kendall bursts onto the UK home décor market with her whimsical and joyful launch line of footed tabletop ware, The Efeet Collection, introduced for the first time in the UK by design-led product distributor Uberstar (<http://uberstar.co.uk/>).

The Efeet Collection invites users to walk through the Looking Glass. Bowls, coffee sets, vases (<http://uberstar.co.uk/collections/efeet/products/footed-vase>) and other dishware are whimsically perched on human feet, coming alive on tables and counters. The Efeet Mugs (<http://uberstar.co.uk/collections/efeet/products/footed-mugs>) are proving particularly popular in the UK with our love of tea. Appearing in homes and offices around the country, standing above traditional standard mugs.

Customer loyalty to the line is high and in only a few months sales have grown exponentially. Shares customer Sophie Willis (Cheltenham):

"I am so happy with my Efeet Bowl! After I bought the Medium Bowl I had to get the Small Bowl as they are so useful and fun. Every time we have guests round we use it to stand above the other bowls, it really is versatile and entertaining. The Efeet Mug is next on my list. They truly inspire a happy home."

Dylan Kendall's Efeet Collection (<http://uberstar.co.uk/collections/efeet>) is available in 11 different home accessories from Uberstar (<http://uberstar.co.uk/>). Price start from £9.99.

For more information, samples or high resolution images please contact Ryan Collins: T: 0208 675 2140 / E: ryan@uberstar.co.uk

Customer information

- Made from high gloss quality ceramics
- Each piece stands on two human like feet
- Microwave and dishwasher safe
- Packaged in an attractive branded box