

Towelling it release new designs – just in time for summer!

Extra-large beach towel retailer towelling it has recently released four brand new designs available for purchase in both NZ and AU.

With the summer months fast approaching, NZ owned beach towel company Towelling it has released their new range of beach towel designs.

Founded out of a frustration at the inadequate size of beach towels on the market, Towelling it has been producing extra-large beach towels for the past two years.

“We are excited to bring our newest range of oversized, luxury beach towels to the NZ and Australian market”, comments Towelling it founder, Emma Lou.

“We have been receiving a lot of enquiries asking when the new range would be made available and have been blown away by the positive response to our newest designs”.

Like previous designs, the new products are one metre by two metres, (roughly the size of a single mattress) and 100% cotton – made for a much more comfortable beach experience.

“With our new designs, we took on board feedback from our customers and created a range that was not only consistent with our previous style, but also factored in elements of Kiwiana”.

Towelling it has cultivated quite an impressive online community – with over 9,000 followers on facebook.

“Having such an established online following has been invaluable to the success of our product. Our followers have been great at sharing our product and supporting us with new releases”.

The four new designs are available for purchase through their website and can be shipped throughout NZ and Australia.

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