



ONE of a HUNDRED

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FOR IMMEDIATE RELEASE

## *1ofa100.com – Limitation as a principle for more creativity and individuality*

*A new marketplace for limited editions goes online and welcomes its first 100 customers with an exclusive designer bag*

*1ofa100* is the first online marketplace which is purely dedicated to limited edition products and experiences. Only 100, of every product or experience will ever be in existence.

The new platform provides an exclusive environment where creators & brands from different fields like art, fashion, interior, lifestyle, events etc to sell limited editions of their products to customers worldwide who prefer individuality over mass production.

"*1ofa100* is a great way for design entrepreneurs to sell more creations instead of more products", says co-founder, Jop Schrijvers.

During the last month over 50 creatives from all over the world have already applied for participation and the number of sign ups is increasing on a daily basis.

*1ofa100* has launched on the 1st of June 2014 and welcomes its first 100 customers with an exclusive designer bag. This special gift is a limited edition itself and was created in collaboration with *Pheel*, a genuine design collective from Cairo.

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### *About 1ofa100*

*1ofa100* is an online marketplace which is purely dedicated to limited edition products and experiences, offered by carefully selected creators and brands. The platform provides an exclusive environment where the entrepreneurial spirit of creative minds can thrive. Founded by a young team specialised in the fields of product design, brand management and e-commerce, *1ofa100* is a space where conscious customers who prefer individuality over mass production will keep encountering a fresh and genuine range of all kinds of limited edition creations..

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