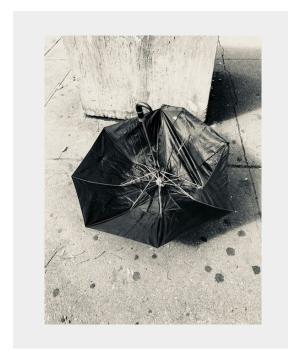


## INFO PACK

MEET YOUR NEW UMBRELLA.

& gilley





# THE PROBLEM

The one thing worse than a rainy day? A rainy day with no umbrella. Worse than that? A rainy day with a bad umbrella. We've all been there – after all, half the days in the year are wet ones – when it's up, it's blowing inside out and breaking, when it's down, it's dripping all over the contents of your bag or soaking your shoes. More often than not it's left languishing in a doorway to dry, forgotten until it's replaced with another that's just as unreliable. Just think about how many you've bought and thrown away. It's no surprise that over 1 billion end up in landfills every year.



# THE SOLUTION

An umbrella that is

DRY AFTER USE

A watertight case, with a microfibre cap to soak up moisture

2 colour options



**Dimensions** H: 25.5cm x W: 5.5cm / 4.5cm

Weight 400g

Material

Body: ABS plastic with satin finish

Canopy: Pongee, with hydrophobic coating
Shaft: Coated aluminium alloy

Toggle: Paracord

Display method Hang-tag on toggle

RRP\* £48



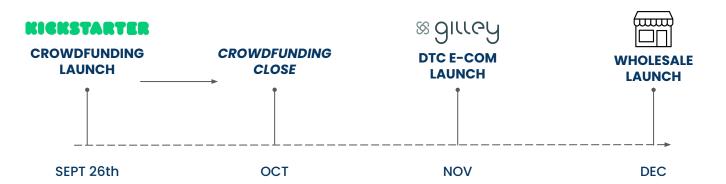
#### **OUR STORY**

Gilley was dreamt up, designed and tested in London.

Reid met Jack at their (rainy) local dog park in NW London. Their conversation, naturally, began with the weather and ended in a partnership. 2 years and 14 prototypes later we have the team and the Gilley as we know it today.



# GTM PLAN



### CONTACT













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