



## MEDIA RELEASE

### Howards and *Diamonds* are a Mum's best friend!

#### The way to Mum's heart is through Howards and *Diamonds*!

It's Mother's Day and time to spoil mum! Howards Storage World has clever gift ideas under \$20, \$30 and \$50 and as a special treat for Mum Howards is offering shoppers a chance to win one of five diamonds!

Every Mum's dream is to spend more time with friends and family. These clever gift ideas, are not only super stylish, but offer Mum a myriad of practical ways to maximise her day and enjoy more leisure and family time.

Howards Storage World's Mother's Day picks are:

#### **Under \$20!**

Mum will love the **Make My Day Tea Infuser** (\$14.95). This novel silicon tea infuser is convenient, simple to use and allows mum to savour her tea. Colours include red, black and lime green. The pack includes a drip catcher that makes it easy to stand securely at home or at the office.

If jewellery is Mums passion, then (has been a big gift in the past), celebrate her collection with stylish **Stackable Wooden Jewellery Trays** (from \$12.95).

For the busy Mum, applying lippy on the run will be an easier task with the Square **Compact Mirror** (\$6.95). It fits easily into Mum's handbag and is practical for everyday use.

Other great ideas for Mums on the run include the **Fit'n Fresh Water Purifier Bottle** (\$15.95) to ensure she stays happy and hydrated during work-outs. To ensure Mum can easily charge her mobile phone and neatly wrap her charger cord the **Drinn Mobile Phone & Charger Cord Holder** (\$9.95) is perfect. The **G Spot Mobile Phone Holder** (from \$8.45) provides a handy home for her phone on the car dashboard withstanding any G Force, while driving.

Scented drawers offer a touch of indulgence to clothes and other areas of the home such as linen cupboards and the laundry. Howards range of assorted **Drawer Scenters** (from \$5.95) are very feminine and great value.

Consider Howards NEW **Handbag Holder with Mirror** (\$14.95) to keep Mum's valuables secure and within easy reach.



### **Under \$30!**

Craft loving Mums will enjoy the look and convenience of the **Craft Project Tote** (\$24.95). This handy bag helps Mum keep all her creative masterpieces in one spot that can be taken anywhere at anytime.

Add flair and organisation to mum's wardrobe with the **22 Pocket Jewellery organiser** (\$21.95), **Clear Stackable Shoe boxes** (\$21.95) or the **Mirror with Trinket Tray** (\$29.95). These stylish additions will help mum feel pride in displaying her expanding shoe collection and precious trinkets.

### **Under \$50!**

To help mum preserve her accessories and display her valuable pieces in a fashionable way these gift ideas will really get mum excited. Everything now has its own stylish home with the **Handbag Holder** (\$35.95), **Necklace Keeper** (\$49.95) and **Glam Organiser with Drawer** (\$39.95).

The chic clear **Linus 2 Tier Jewellery Box** (small \$42.95) gives pride of place to mum's jewels offering easy access to her favourite jewellery and a nice touch to her dresser or bedside table.

For the Mum that loves to cook Howards NEW **Onion Goggles** (\$39.95) will protect her precious eyes from nasty onion sting!

### **Blow the budget - \$100+!**

If money is no option then spoil your Mum with Howards premium **Leather Jewellery boxes** (new from \$99) which will help hold all her favourite collections.

If Mum is cramped for space and you really want to indulge her then a personalised **elfa** make-over for her wardrobe, kitchen or home office is ideal. The **Easy Build** shelving kits are another brilliant option that offers a self standing flexible shelving option. Prices vary on size and Howards staff can offer advice and free measure and quote.

Shopping at Howards this Mother's Day is an extra special experience with **five diamonds** (valued at \$2,500 each) to win. So you could be giving Mum a lot more than she expected this Mother's day.

For other great gift ideas for mum's special day, and for store locations visit the Howards website [www.hsw.com.au](http://www.hsw.com.au).

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