

theWTFactory Launches 'Faces of SlimClip' Campaign with Sirena Alise

Hurdling Sensation Shows Unique iPhone Case in Inspiring Fitness Lifestyle Lookbook and Video Series

ATLANTA, GA, USA, October 9, 2014 /EINPresswire.com/ -- Wonderful Things Factory ([theWTFactory](http://theWTFactory.com)), a product development firm focused on quality, functional, fun product experiences with a modernist heart, today announced the launch of its new "Faces of SlimClip" campaign. The campaign, which showcases a series of athletes and other celebrity users of theWTFactory's unique [SlimClip Case](http://SlimClipCase.com) for the iPhone, kicks off with a video of [Sirena](#) Alise, one of America's most successful, up-and-coming track and field stars. Sirena is a loyal and influential user of the SlimClip Case, which is designed for convenient use by demanding athletes.



Sirena Alise for SlimClip Case by theWTFactory

"We are so excited that these impressive, influential users of our SlimClip Case are showing how much they love our product in an 'Ambassador Campaign,'" said Keith Hall, Co-Founder of theWTFactory. "Our goal is always to make our customers' experience of our products memorable and pleasurable. Now, we can show how inspirational our product can be. The SlimClip Case has what it takes to keep up with your fitness regimen, no matter how big your dreams might be."

theWTFactory has established itself as a unique and serious player intent on shaking up the mobile accessory market with its first product, the patented SlimClip Case (www.SlimClipCase.com). With SlimClip Case, theWTFactory looked beyond the functional utility of a smartphone case and designed a comprehensive product experience from the shipping boxes, through packaging, and modern design. The case is popular with fitness enthusiasts who are fed up with awkward-looking, unreliable armbands that cause arm irritation, tan lines, and catch the user's hair in Velcro. SlimClip Case customers strongly prefer the hip brand to "bra stuffing" their phones. As a breakthrough benefit, they introduced an unprecedented standard to the industry with a 365 day free replacement program.

theWTFactory team decided to partner with a choice group of Professional Athletes, Fitness Celebrities, and Photographers to create a series of fitness lifestyle stories with the SlimClip Case

serving as a supporting role. The series of stories will be web hosted look-books and short films by select photographers working in collaboration with theWTFactory and featuring relatable and aspirational personalities in athletics and fitness. Photographer Amber Rosario (RosaPhotography.weebly.com) shot the Sirena Alise photoshoot and video for theWTFactory.

In keeping with the ethos of inspiring and compelling stories, theWTFactory chose Sirena Alise Williams (Sirena with an "i" and not an "e", as she is often confused with the tennis player). Alise is professional 100m hurdler currently touring on the USA and European professional track and field circuits. She is steadily improving her performances making her way toward the Track and Field elite level hoping to qualify for the 2016 Olympics in Rio, Brazil. Sirena has recently launched her own Brand Site (SirenasWorld.com) and mobile app, StarterGun, on the App Store.

The campaign can be seen at Sirena.SlimClipCase.com

*Contact Sirena at Sirena@SlimClipCase.com or Keith at Keith@WonderfulThingsFactory.com for interview availability

About theWTFactory

The Wonderful Things Factory is an end to end product development company with interest in memorable and pleasurable product experiences. We seek to develop products with unique functionality, beautiful style and quality construction. More information can be found at WonderfulThingsFactory.com.

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