

## KASSI by Design, Launch their first Product

*Kassi by Design, the baby of two “baby boomers”, Ruth Uritsky and Lorraine Brimat, announce the launch of their first Private Label product.*

JERUSALEM, ISRAEL, November 13, 2016 /EINPresswire.com/ -- Ruth & Lorraine women in their late 50's and early 60's both expatriates, Ruth from the U.S. and Lorraine from England, living in Israel, have been business partners for the past 10 years. Both had given up their own separate careers to own their own businesses in the world of women's fitness. After 10 years of running their successful clubs and tired of the burden of overhead and payroll that came with the territory, they decided they needed to reinvent themselves.

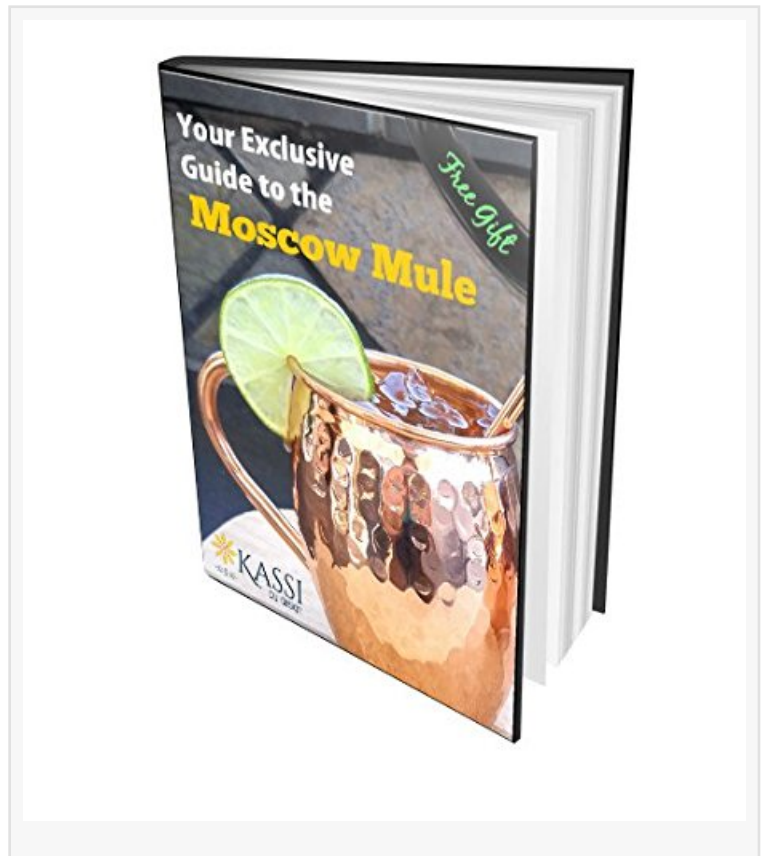
What career can vital women in this age bracket begin? Continuing on their entrepreneurial road was the most obvious

choice, thus avoiding ageism and rejection from potential employers which they knew was inevitable. They were determined to find something fulfilling which would ensure their financial independence. Starting over was a challenge but that was part of the allure.

Both are avid decorators and designers with a passion for beautiful objects and the love of the hunt after the ultimate prize. One might assume that the next stop was to open their own brick and mortar store where they might display their special finds but this would mean more overhead, payroll and unwanted expenses. The not so obvious direction for these women, led them to the world of online retail.

The rest, as they say, is history. Armed with an abundance of passion, determination and perfectionism, they jumped head first into the world of free enterprise and international commerce.

Searching for and finding the perfect product to sell was a challenge which led them to the conclusion that they needed to design their own product. One evening while sitting with their husband's at a local bar over cocktails, it hit them! Thus was born, the KASSI by Design [Moscow Mule Mug](#). They researched the market and after gathering all the pros and cons of all the existing mugs, they found a recipe for the perfect Moscow Mule Mug Set. To make this set into the perfect gift for Christmas,



Hanukkah, birthdays, anniversaries, etc., they included unique packaging, a beautiful Moscow Mule tote bag and "The Exclusive Guide to the Moscow Mule" eBook. All of this is available for sale at <https://www.amazon.com/dp/B01MDJMFRA>

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The story of two women ,  
"Baby Boomers", young of  
heart and spirit, who have  
bravely conquered the world  
of free enterprise and online  
consumerism usually  
reserved the for the "Y  
Generation".

*Ruth & Lorraine*

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