

# Onotone Launches Crowd Funding Campaign for its “Minimalist Wallet & Backpack Project”

*The US-based accessories retailer has initiated a campaign through the online crowd funding platform, Kickstarter.*

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/EINPresswire.com/ -- (Seattle, WA) -

Based in Seattle, Washington, Onotone is a retailer that designs wallets and backpacks inspired by the Japanese philosophy of “Zen”, which emphasizes simplicity and inner harmony.

Accordingly, most of the retailer’s products have a simple, basic design with no gaudy fabrics, irregular shapes or complicated stitching.



“We design for people who prefer simple living,” says company spokesperson Daminda de Silva. “If you’re someone who appreciates the finer things in life without all the clutter, you will love our products!”

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Onotone currently has two wallets to choose from. The Minimalist Wallet Kai is crafted from the highest quality genuine leather. Stylish and simple, it consists of a single slot designed for cards, notes and coins. Wallet sized, and with a snap button closure, the Kai is slender enough to slide easily into pockets and small purses without creating any bulkiness.

The Minimalist Wallet Umi is also a popular choice. This simple, clean single slot clutch wallet is designed to carry iPhones, credit cards and other essentials. With a snap button closure and sleek good looks, this soft leather clutch is perfect

to accessorize any outfit on any occasion.

Onotone offers 2 styles of backpack. The Classic Backpack, typically clean and stylish looking in keeping with the Onotone look, features adjustable padded shoulder straps. It contains a main compartment for larger items, extra smaller pockets on the inside, a specially designed pocket for a phone, and side pockets that perfectly fit a water bottle. A ventilated back panel allows for comfortable wearing, making this backpack ideal for students, commuters or simply for travel.

The Uptown Backpack is classy, sophisticated, but also highly functional too. This fashion accessory is designed to carry a 15" Macbook Pro, an iPad and an iPhone. Plus, it contains numerous small

pockets for smaller items and a convenient hole for headphones. The detachable rain cloth concealed in a dedicated pocket is an innovative addition that puts this backpack in a class of its own.

Earlier this week, Onotone initiated a “Kickstarter.com” campaign to collect funds to finance the launch of several new products, which it plans to deliver to all customers by this December. The company is offering discounts on future purchases of their soon-to-be launched leather wallets and backpacks to incentivize customers to invest in their newest venture.

#### About the Company

Onotone is an accessories retailer that primarily sells wallets and backpacks. The firm is based in Seattle, Washington. For more information, visit their website at <https://www.onotone.com/>.

To take advantage of the generous discounts currently being offered, visit Onotone’s [Kickstarter campaign](#).

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