

My Fritlex is two months old!

In the month of August, browsing Facebook, I saw a very peculiar bag posted by a friend of mine and decided I wanted more information. I asked her, and she told me only good things about the bag and about the brand. This is how I discovered [Fritlex](#), a small Italian company producing artisan made (handmade) bags created with recycled materials. Used inner inner tubes are the soul of these bags but also the bags's lining is recycled. Fritlex bags come in different shapes and colours, well... wait a minute, I should not call the beautiful graphics on them "colours"! The man who invented this brand, Alex Gavazza, in fact, besides cleaning, cutting and sewing inner tubes, uses his artistic skills to create beautiful images destined to be featured on his bags. So... when you choose a Fritlex, you can choose a model and, within the model, a specific image. The choice is incredibly wide and you can pick one according to your favourite colours and style, or you can even ask Alex to let you create your own one. All you need to do to get your unique bag is to visit Fritlex website, [choose a model that allows personalization](#) and upload the image you would like to carry around. If you intend to do so, however, I suggest contacting Alex first to ask some advice on the quality of the image you are going to submit, he will surely know better than you if it will look nice on the finished product.

Look at the gallery here, my bag and the one a friend made for herself:

This is exactly what I did, I worked on some images with Photoshop and we later decided together which ones were going to look better. An order was then placed and, about one week later, I had my Fritlex delivered at home. Was it expensive? I do not think so, my model, the Shopper was priced 59 euros (including shipment) but in August there was a 20% discount

coupon on all the items so.... I paid a very honest price for something handmade and personalized. It is very well made and sturdy: I have been using it daily for about two months, in all weathers (it went to the UK with me!) and situations and it still look perfect. This sturdy and waterproof bag is also elegant and practical, it can be closed with a zipper and it has 4 inner pockets and a special clasp to which you can connect your key chain. Its measures are 35 x 33 x 10 centimeters and has two handles long enough to allow you to use it as a shoulder bag or, if you prefer, a strap to transform it in a cross body bag.

Quality/price ratio is exceptional but, most of all, I am super happy to have my dog Briony featured nicely on a bag. This does not look like the standard printed bag you can get from any photo printing service. This is a beautiful, handmade in Italy, bag with your own personalized design, I couldn't ask for more!

This is the sort of bag (or laptop bag or wallet!) people would like to get as a gift, or a good gift for yourself!

[Fritlex Facebook Page](#)

[Fritlex Website](#)