



## Here come the girls

**F**usion made an entrance into the music industry at Music China, Shanghai in October 2008. Its presence certainly attracted attention, resulting in the company partnering with established distributors worldwide.

A repeat performance took place at NAMM 2009. Its booth resembled bees round a honey pot, drawing in the crowds on all four days. So what is the attraction of this newcomer?

Fusion designs and manufactures four ranges of high quality gig bags that offer a choice in style, colour and construction and have a concept where a selection of accessory bags can be attached across the ranges.

The company also has passion and vision. It has the vision to design and produce these innovative bags and the passion in the team is the drive and heartbeat behind Fusion.

The all-woman team consists of four experienced and determined individuals.

Amanda Wheatley, a leading UK product designer, started her career in the sports and leisure industry. This experience, coupled with the fact that she is an accomplished musician, led her to transfer this knowledge into the music industry.

For the last 12 years she has designed gig bags for major brand names in MI and in 2008 decided to form Fusion with Nicole Szekeres, Wendy Caldwell and Theli Renwick.

These ladies offer a strong base with experience in marketing, sales, logistics and administration.

This is only the beginning for Fusion, which is sure to inject a large shot of excitement into the future of the gig bag world.

At present it provides excellent bags for guitar, cello, keyboard, brass and woodwind instruments, but there will be plenty more to come.

You can visit the team at Musikmesse, Frankfurt Hall 3.1, booth F64, and experience these bags first hand. You will see why they are more than just a gig bag.

[www.fusion-bags.com](http://www.fusion-bags.com)

