

## About Asli

Asli Bohane is a product and furniture designer. Originally working on designing her own few pieces whilst working in the City, she started to work on private commissions and gradually what had been a sideline became her only career. Eventually in 2000, she left her banking career and formally re-trained as a designer at London Metropolitan University.

Her passion for creative activities has always been a driving force and part of her life. She is inspired by contradictions and contrasts. Difference is what qualifies her - of Turkish origin, she was born and grew up in Paris but has been living in London for the past 12 years. She also has extensive travel and working experience in Eastern and Central Asia. Her work is not only about thinking out of the box but it's also about not belonging to any box!

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**Choc Tree** - Tent London: the top 10 products - Bethan Ryder selects her favourite pieces...add a touch of elegance to your dining room with these cocoa tree-inspired cake stands...Something to make afternoon tea a bit more contemporary...**Livingetc online, 24 Sept 2009**

**Empty Me picnic bag** - London shopping: original gift ideas - We liked the deluxe Empty Me picnic blanket...**Ideal Home, June 2009**

**Tablemats** - If you buy only one thing...These tablemats are ideal for an impromptu picnic. Melinda Ashton Turner tracks down the best new designs and deals for your home. **The Sunday Times - June 22, 2008**  
[View Timesonline article](#)

**Tablemats** - Roll out the BBQ and pack up the coolbag for al fresco dining with style. Designer Asli Bohane has created an innovative collection of products that do two things at once. **Lara Sargent, Daily Mail - June 27, 2008**

**Tablemats** - Designs of the times. Design-led products that are perfect for the modern gardener. Another product aimed at removing plastic bags from our lives, this picnic tablemat doubles as a handy carrier for plates and cutlery... **Mary Clarke, GleeWire - June 4, 2008**

## **TV Coverage**

**Dragons' Den - Episode 2 Series 3 10th August 2006**

[Click here to view the Dragons' Den](#)

Empty Me was offered investment but turned it down to maintain its spirit and the independence of the company.

## **Comments from the Dragons'**

**Duncan Bannatyne** said "I really want to buy one of these. I think it's fantastic...Please don't give up...keep going..." **Theo Paphitis** said "You are right, you want to establish a brand..." **Deborah Meaden** said "I do like the product...I am interested in a business that we can develop together and turn [it] into a serious brand...your designs, my experience, that will be a successful product..." **Doug Richards** from [Doug's Column](#) said "Asli from Empty Me is a classic case of the lifestyle business...She represents a real issue in the UK: good business ideas that cannot qualify for venture investment but which should have access to finance... It is fascinating that Deborah wanted to invest. I suspect she fell into the Business Angel trap of thinking, "If I were in charge I could make this work". But of course, it isn't the investor's role to be in charge".

## **Press Coverage**

**Sleepover Bag** - "Allons z'enfants de la fratrie". J'ai 4 ans, je sais pas lire, je vais dormir chez Mamie...et j'emporte mes affaires dans mon sac a dos perso a moi... **Liberation - 2 November 2007**

**Urban Flower Tray** - Asli Bohane ...is incredibly talented. We love her latest creation. **Aaron De Simone, I HEART LUXE - October 2007**

**Urban Flower Tray** - "Young, Smart and Metropolitan" - Asli Bohane laser-engraves

a subtle pattern of abstract petals onto a new tray. **Barbara Chandler, Evening Standard, Homes & Property - 11 July 2007**

**Urban Flower Tray** - "The latest kitchen products - Natural Beauty". A beautifully

versatile tray inspired by nature. **Uptown – June 2007**

**Urban Flower Tray** - "Brand spanking new - New type of tray"

**Gift Focus Magazine - May 2007**

**Portrait** - Made by Asli - "Tout a commencé avec un sac "pique nique" aperçut dans une boutique de déco design à Paris. C'est le coup de foudre ! So pratique, so british, et made by Asli, une Française installée à Londres. Du talent, des idées originales et une histoire atypique. On ne pouvait pas laisser passer ça. Portrait d'une FemmePlus expatriée..."

[www.femmesplus.fr/mag-femme-action.397.html](http://www.femmesplus.fr/mag-femme-action.397.html) - **July 2006**

**Empty Me portable tablemats** - "Going alfresco, the garden must-haves for 2006" **Living etc. – June 2006**

**Empty Me portable tablemats** - "Eating and cooking outdoors do not have to involve

skimping on convenience or style" **Country Life – May 11, 2006**

"Cabas Techno - Plus léger qu'un panier en osier, ce grand cabas fourre-tout de pique-nique se transforme en couverture, et son fond sert de plateau" **Cosmopolitan France - Août 2005**

"'Empty Me', by French designer Asli Bohane, is an innovative and stylish picnic or beach bag" **Harriet Milward, House & Garden - July 2005**

"The most-wanted waterproof bag. This bag opens up with a clever one-zip system to become a waterproof fleece blanket" **Jennifer Guerrini-Maraldi, Country Life - May 12, 2005, p137**

"One really good new idea is the Empty Me, a PVC backed rug which zips itself up into a huge tote bag in which you can stash your picnic paraphernalia" **Alice Hart-Davis, Daily Telegraph, Saturday - June 19, 2004**

"Unzipping ideas: London-based Asli Bohane calls her new shopper bag Empty Me.

It is big enough to carry all your picnic kit, too" **Barbara Chandler, Evening Standard, Homes & Property - 14 April 2004**