

**DESIGN AGAINST CRIME**  
Research Centre



**Market Review Research for ila DUSK by ila Security**

**Designer / Manufacturer:** ila Security / Zag  
**Materials:** Metal Casing  
**Dimensions:** H7.7 x W3.7 x D2.2cm  
**Unit Cost:** £19.50  
**Country of Origin:** United Kingdom  
**Available:** Sold through M&S and limited retailers  
**Market position:** Fashion accessory / gifts  
 • There are 13m UK women between 15-45 years old  
 • 2m of these women go out regularly to pubs, bars and nightclubs  
 • There are 5.6 m mothers of girls aged 12-25  
 • 73% of all UK women feel vulnerable on the streets  
 • The top 3 places where women feel unsafe are alleyways, car parks and subways

**Additional Specs:**

- 130 decibel alarm - nearly equivalent to a jet plane and louder than a jackhammer or chainsaw
- The 'scream' alarm sound is designed to shock and disorientate your attacker, giving you precious seconds to get away
- Can be attached to a key ring or bag
- Alarm is activated by pulling the chain sharply
- This alarm can be used more than once and has 10 minutes' battery time in total. *Please note the battery cannot be replaced and continual short use will shorten its life*



The ila DUSK is a new personal alarm that emits a piercing, high decibel female scream designed to shock and disorientate an attacker - giving you precious seconds to get away. It's a discreet stylish accessory that can be kept close at hand. Designed by ila Security - helping women feel safer through stylish technology.

Named after the Hindu goddess of speech, the ila DUSK emits the sound of an ear piercing woman's scream when activated. When you are attacked, adrenalin can cause you to lose your voice. ila DUSK gives you it back at the time when you need it the most.

What makes ila DUSK unique from other personal alarms is that it is one of the few which is specifically targeted for women, and it is sold firstly as a fashion accessory a woman shouldn't be seen without.

Customer reviews left on the Marks&Spencer's online shop are mixed, however the majority of the comments are very positive. The common negative response being that the battery of the ila DUSK cannot be replaced, making it an "expensive accessory". This message is also apparently not clearly stated on the packaging leaving some customers disappointed.

**Positive Customer Reviews**

**Twinkle (Yorkshire)**

*My best friend bought me one for Christmas after I mentioned feeling a little nervous returning to the railway station car park when it was dark. I'd never seen such an alarm before. It's amazing.*

*Recently thieves broke into a friends house, she's a single mum, so I guessed she would be jumpy for a while. I bought her an alarm too. It's a great gift for any woman.*

**Charlie66 (The Borough, England)**

*I walk home down a relatively dark road and then along a park, and I used to always hold my keys and my mobile in my hand and feel very nervous (I'd even run home a few times!). Now i feel much safer.*

*The Ila just dangles off my handbag, and I know its there if i need it; its much smaller than most alarms and much more practical and safe than trying to phone someone. I haven't used it yet, and I hope I don't have to; but its made me feel much more comfortable than I used to.*

**Sylvia P (London)**

*I purchased the ila personal alarm a few months ago and just having it on my handbag has made me feel so much safer. Its so stylish and subtle, but when i've needed it, it really 'screams' and scares people away. All my friends have asked me where they can get it and I have even included it as part of the list of Christmas presents - as its proving to be so popular. Walking home from the tube is a much safer experience for me now. Thanks ila!*

**Liepsnele (London)**

*What great idea. I have purchased an ila dusk and am very happy with it – keeping it on the outside of my handbag. I have had a chance to try it a couple of times and can assure you that it keeps working again and again not just once as others may have been led to believe. I am definitely going to buy some others for my friends and family this Christmas as I think it is the best present you could buy for someone you care for.*

**Mardi (London)**

*I felt compelled to respond to some of the comments below. I was given an ila dusk at Christmas last year and have definitely felt safer when out and about after dark. The alarm instructions state it will continue to scream for up to 10 minutes if you don't put the pin back into the alarm. You can use the alarm more than once, you'd only need to pull it for a minute or two to get the desired effect (hopefully) and you could insert the pin back into the alarm and still be able to use it again if need be. Hopefully this product is there to give us extra peace of mind and would not be used regularly...*



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### Miranda S (London)

*I recently purchased one of the ila personal safety alarms as I sometimes feel unsafe walking home from the tube at night. I got the pink one which looks really nice and I hang it on the outside of my handbag for easy access. It certainly gives me more confidence and I know that if something happens I actually have something to hand that could help me. Great idea!*

### Jo P “Jo P” (London)

*I have always worried about my daughter going out at night. A few years ago I gave her an alarm, she laughed and it was never seen again. This Christmas I handed over the ILA one (light blue), and I actually got a ‘thank you’. However, better than that, I saw her leaving the other day, with the ILA alarm attached to her bag! Will it save her? Will it warn potential attackers off? I don’t know. Do I feel better that she has it? YES.*

### Amber G “World Traveler” (South Dakota, USA)

*What a great gift! I love it because it’s a great fashion accessory, but it has a life saving function. I hope I never have to use it for anything but an accessory, but at least I have it just in case! Love it.*

## Critical Customer Reviews

### AVH (London, England)

*It only works once for 10 mins. I agree with the previous review, its a fantastic concept, it looks great but you can only use it once for 10 mins. its not clear on the packaging that that is the case either. Would be great if it had a flashing light too.*

### Albion (Hampshire, England)

*This item appears to be a great idea and is really stylish. However the fact you can only use it once is a complete rip off. The description needs to be made clearer. I bought two of these for my daughters, but the fact it only lasts 10 minutes for the price is not good enough and I returned them. It is a shame because the concept is brilliant.*

### Jojo (Berkshire)

*Bought this for added security whilst out and about. Unfortunately when my husband tried it, nothing happened. I took it back to the store and it was confirmed faulty. It’s such a great idea, I hope M&S can improve on it. I am so glad that I found out that it was faulty now rather than later...*



Since launching in November 2008, ila DUSK has already established a proven track record with retailers in the UK, Canada and the Netherlands:

- Launched in top 100 Marks & Spencer stores across the UK in Q4 2008, selling over 20,000 units in the first 8 weeks
- Established as an exciting and fast moving product for M&S with an increased re-order for Christmas 2009 and a doubling of retail outlets featuring the ila DUSK
- UK fashion retailer NEXT is selling the ila DUSK in their top 100 stores across the UK as a ‘must have accessory’
- ila DUSK is also in the NEXT Directory, delivered to over 2 million consumers
- One of Europe’s largest retailers, Vroom & Dreesmann has launched the ila DUSK in the Netherlands
- Launched in The Bay stores across Canada in November 2009
- ila Security delivers the highest standard of operations and marketing that respected retailers demand

### Sources

[www.ilasecurity.com](http://www.ilasecurity.com)  
[www.ilasecurity.com/usbrochure](http://www.ilasecurity.com/usbrochure)  
[www.marksandspencer.com](http://www.marksandspencer.com)

The team at **ila Security** have a full range of products to meet a variety of consumer needs. Some which are available on the market now, and others which will be coming out in the near future.

Here is a quick look at what they have to offer...



**ila PEBBLE**  
A discreet personal alarm for busy, on-the-go women. The **ila PEBBLE** is an alarm that emits a 130dB siren that can also be used as a key ring and fit nicely in your pocket.



**ila LEASH**  
Walking a dog at night or in low light is another time when women feel uneasy.

The **ila LEASH**, a dog lead with a built-in flashlight and a piercing 130dB alarm at the ready.

Product launch TBA.



**ila SPORT**  
Exercising outside throughout the year often makes women a little nervous.

The **ila SPORT** is a pedometer with a built-in alarm to make exercising safer. Perfect for morning and late night walkers and joggers. and easy to carry, the pedometer gives reliable distance travelled information as well as calc burnt.



**ila HOOK**

Women 'carry their lives' in their handbags; making the contents extremely valuable, both emotionally and financially. Women end up putting it on the floor where it gets dirty or hanging it on a chair where it could fall off. In both these instances it could still be easily stolen.

The **ila HOOK**, it allows you to keep your bag close and in sight when you're out and about.



**ila WEDGE**

Women have said that they feel uneasy when on their own in hotel rooms, hostels, apartments and student accommodation or even at home.

The **ila WEDGE** is a door wedge alarm which triggers a piercing 130dB siren when breached, while helping to keep the door from being opened any further and scaring the attacker off.



**ila WORDLOCK**

The **ila WORDLOCK** is the new style of friendly, easy-to-use padlocks for recreation, storage, travel and commercial uses. Wordlock uses your memory's natural preference for keywords and the alphabet, allowing you to set and change your own combination from thousands of possible word and letter combinations.



For the full details of the **ila Security** product range visit [www.ilasecurity.com/usbrochure](http://www.ilasecurity.com/usbrochure) for online catalogue or download the .pdf of the international brochure at [www.ilasecurity.com/images/ila-Security-International-Sales-Brochure.pdf](http://www.ilasecurity.com/images/ila-Security-International-Sales-Brochure.pdf)





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# Oscar night should be a real scream

OSCAR night and the thespians are not the only ones representing Blighty. St Tropez, the Nottingham-based tanning firm, which is expanding in the US through the retailer Sephora, will be helping stars look suitably bronzed. Taking more of a cameo role is Gemfields, the AIM-listed miner. The emeralds in the bracelet to be worn by Morgan Freeman, nominated for playing Nelson

Mandela in Invictus, came from its Zambian mine. It is a luxury version of the 46664 bracelet Mandela wore on Robben Island. **The Oscar for most bizarre contribution goes to London-based Ila Security. One of its products, the Ila Dusk, a rape alarm that emits an "ear piercing scream", will be in the goodie bags for non-winning nominees. A reminder, perhaps, that things could be worse.**

Sunday Times 07 March 2010



Marketing and PR have made an impact in product awareness and a buzz around the **ila DUSK**.

Associating the product with celebrity lifestyle and the fashion scene has given Ila Security products the status of 'fashion accessory' as opposed to other products on the market which are not as aesthetically pleasing.

This online and print marketing, along with the design, has given these personal alarm products a boost. Women are actually making an effort to not only make the purchase, but to carry them in their purse.

The Ila Security concept of 'secure design doesn't have to look criminal' is what makes their products so successful.



'Women's Own' 08 April 2010



'news:lite' March 2010



'The Cheap Girl' Online Blog 26 March 2010





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**Steff Metal**

*The designs of these are really cool – I love how companies can turn anything into a fashion item these days.*

*I don't carry a personal alarm, but I am a brown belt in karate, so I feel reasonably confident when I am out by myself. I also wear metalhead clothes and have a large, burly, long-haired, metalhead husband with me most of the time, too, which does help some. I can't say I've ever really encountered problems.*

**Karli**

*I used to carry a personal alarm when I caught the bus and walked home from uni or work. My dad, a policeman, gave it to me. It was quite big though so I think these ones are a great idea.*

**Amy - Edinburgh Lass**

*I heard read about these in one of my magazines but wasn't too sure whether to go ahead and buy one. However I think I may invest due the amount of police and their dogs that seem be hanging around my area recently. I mean, that can only be a sign of bad things right? And I'm all for protection!*

**Peppermint**

*That devise it totally worth the self-confidence!*



Here are more customer reviews and comments found on galadarling.com. Many comments reveal that family members, mothers and friends show huge concern for the women in their lives, and purchase personal alarms and other security products as gifts.

Also realised is that a large number of women find that an alarm alone doesn't make them feel safe. Knowledge of self-defence, for instance, can give even more empowerment.

The ila Security website doesn't teach you karate, however it does share safety tips and has a section called ila HEROINES, "a place to talk about personal safety and other interesting and inspiring things".

**Clare**

*We were given huge bulky versions of these in the first year of uni but people just set them off and threw them out of the window so they would go off incessantly until the batteries ran out... Love the pedometer!*

**Euforilla**

*I had never heard of such things before, thank you for posting! It is definately something that can be useful (even though I still have some thoughts...) plus the advice on the self-defense course is a major.*

**Liss**

*I might get this for my sister, who has been mugged before (Cleveland is not the friendliest city). I'm constantly worried about getting another phone call like that one, so this would ease my fears at least a little bit more.*

**Kristine**

*I was just talking to my friend this morning about carrying something with her when she goes biking alone! Perfect timing, Gala. (Sometimes she runs into some major creepers)*

**Bridget**

*these things are fantastic!! I highly recommend them!! All elementary school students in Japan carry them (it is required by the board of education) and many middle and high school students do as well (although mostly female students).*