



Conran's designer cuff is a lifesaver

CHARITY wristbands are 10 a penny.

But designer Sebastian Conran, pictured with father Sir Terence above, has made an award-winning cuff with a difference and one that could save the Government up to £2bn a year in care costs.

Conran, in conjunction with buddi – the GPS tracking-device company – has won a Design Council competition for his invention.

He teamed up with the founder of buddi and confused.com, Sara Murray,

to create a permanently worn wristband that provides user identification, personal monitoring and emergency alerts to help people suffering from dementia.

The Council's £60,000 cash injection allows work to begin immediately on the production of prototypes, to be unveiled in March 2012.

Murray said: "No one has developed a device like this for the over-50s.

"Everyone thinks at that age you're uncool. We want to change that."