

For Immediate Release

Soo-Hyun Kim and Angelababy selected as new ambassadors of Samsonite RED®



(Kim Soo-Hyun, Angelababy)

SINGAPORE, December 12, 2013 – Samsonite RED® announces the engagement of prominent Korean actor Kim Soo-Hyun and popular Chinese actress Angelababy as the new global ambassadors for the vibrant, young and casual bag brand. The dynamic duo will be fronting Samsonite RED's global advertising campaign for the Spring Summer 2014 collection, and participating in a line-up of marketing activities for the brand.

Following his wildly successful hit movie, *Secretly Greatly*, Kim Soo-Hyun's stature as the hottest celebrity male icon is enhanced as he receives the *Asian Dream Star Award* at the 2013 Cosmo Beauty Award, the most influential fashion and beauty award ceremony in Greater China. He is expected to make a return on SBS TV's prime time this December as "Don Min Joon" in *My Love is from Galaxy*, an extraterrestrial who accidentally crashed on earth 400 years ago during the Chosun Dynasty.

Newly appointed Samsonite RED® ambassador and Hong Kong-based Chinese female artiste Angelababy is renowned not just for her acting skills, but also for her beauty and impeccable style. A prolific actress with works on both the silver and small screens, she is one of the undisputed top Asian artistes and trendsetters at the moment.

"Kim Soo-Hyun and Angelababy are the perfect fit to the urban and trendy image that Samsonite RED® portrays," said Kim Hee-Jung, Director of Marketing at Samsonite®. "I am certain that Samsonite RED® will create buzz and immense interest as these two global stars get together for this special occasion," added Kim.

The premier of the TV commercial of Samsonite RED® featuring Soo-Hyun Kim and Angelababy is scheduled to air in Asia next year in February.

NOTES TO EDITORS:

Samsonite, created in 1910 by entrepreneurial Colorado native Jesse Shwayder, is the world's leading luggage brand. Inspiring travel world-wide, Samsonite helps global travelers to cover miles and create memories with revolutionary travel solutions. Preserving the brands longstanding history of breakthroughs in research and development, Samsonite has embedded its place at the forefront of the travel world with a number of industry firsts.

Showing commitment to innovation, the unique hard side collections made with the revolutionary Curv® material and the soft side ranges created with Advanced Hybrid Technology™ (AHT) join a wide spectrum of business, casual and personal accessory products in upholding Samsonite's position as a market leader and trendsetter. Remembering past triumphs but always looking forward, Samsonite maintains a worldwide vision that continues to enable the traveler to travel further, with always lighter, stronger and innovative products at his side.

Samsonite continually invests in new ways to engage and connect with global travelers. An active YouTube channel and a travel app provide a wealth of resources, connectivity and entertainment for today's on-the-go travelers. By identifying trends and interpreting the continuing evolution of world travelers' needs, Samsonite plays a pivotal role in the multi-faceted lives of the global traveller.

Visit Samsonite Singapore's website at: www.samsonite.com.sg



www.youtube.com/samsoniteeurope



Samsonite Travel Miles App:

<http://itunes.apple.com/gb/app/samsonite-travel-miles-europe/id402853695?mt=8>

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ION #B3-30 • Marina Square #02-281 • The Shoppes at Marina Bay Sands #B2-88 •
Mandarin Gallery #02-18 • Suntec City Tower 1 #02-39 • VivoCity #01-91 • Plaza Singapura #04-04
• Tampines 1 #03-02 • Funan Digital Life Mall #02-03A • Changi Airport Terminal 2 (transit) •
Changi Airport Terminal 3 (transit)
