



For Immediate Release

SAMSONITE RED SPRING SUMMER 2014 COLLECTION

Style and Functionality for Trendsetting Urbanites



SINGAPORE, February 3, 2014 – Reinvigorate and revolutionize with the vivacious splash of colours as Samsonite **RED** celebrates the season’s renewal with the launch of its Spring/Summer 2014 collection. With continued emphasis on high-tech materials to ensure the functionality and durability of its products, the brand continues to showcase trendsetting designs well-loved by fashion-conscious urbanites with an active lifestyle.

Samsonite **RED’s** ***Business Casual***, ***Urban Casual*** and ***Young Casual*** lines offer contemporary and intricately-designed backpacks, briefcases, cross shoulder bags, handbags and clutches to carry you through from work to play. The minimalist-chic designs make every piece the perfect accompaniment to accentuate your outfit choice and busy lifestyle.

BUSINESS CASUAL

Corporate female entrepreneurs looking for classic, stylish yet functional work bag will be charmed by the new Business Casual **BONA** collection. **BONA** features a modish and sophisticated look crafted with luxurious leather in candy colours to compliment the aesthetic demands of busy fashionistas. Inspired by the colours of spring and summer, the **BONA** collection comes in a full range of styles to suit your varying moods. Available in a variety of designs and classic colours, **BONA** range include Backpack, Shopper Bag, Tote Bag, Mini Cross Shoulder Bag and Clutch with selected styles in spring/summer edition colours of emerald green and dusty pink.

Samsonite RED



Uniquely crafted in prime leather with a host of organizational features for greater mobility and flexibility, the **HIVERIC** line offers luxury and convenience in a backpack. Available in Light Brown and Black, the backpacks are equipped with a vertical zip pocket at the back for easy organization, and zipped main compartment with organized insert pockets so that things will never get lost again. The bag also includes an iPad and laptop sleeve within for the safe storage of one's precious electronic devices.



URBAN CASUAL

Designed with two tone Nylon and leather, the **GENIO** collection from the Urban Casual men's range offers young executives a trendy and casual alternative to the traditional briefcase and laptop carriers. Featuring a slick and slim design, the collection delivers on its attention to details such as an iPad sleeve and pockets with magnetic snap for quick access; perfect for young professionals on the move. The avant-garde **GENIO** is sold in classic Grey and comes in the range of backpack, briefcase and cross shoulder bag.



Emphasizing on casual yet with contemporary styles for the urban go-getters, the **OMOTE** line is designed with coated matt fabric and is foam filled for extra protection. Its chic design melded with snazzy application plays host to a variety of functional features such as multi-purpose inserts for great organization. Urban go-getters wanting to make a statement should check out **OBEN, SORBE and TOPLINE4**. These collections of backpacks ooze a spirited and youthful appeal with its cool, soft, rounded design and metal point zippers. The bags are available in a variety of colours and selected designs come with a rain cover for wet weather days.

Samsonite RED



With its vibrant and sporty look, each pop of colour in Urban Casual's **EASY WAY** and **CITY POP** lines embody the spirit and energy of living each day to the fullest.



YOUNG CASUAL



The spacious backpack from Young Casual men's line **MUT** is the choice travel gear for adventure seekers. Available in Dark Red and Dark Grey, the backpack is produced using heavy Nylon and coated quilting material to offer optimal protection for your belongings against the grind of daily commute. The **MUT** line understands the importance of a design's functionality in addition to its stylish outlook. With a zippered top and easy access to the main compartment with its wide "L-Zip" side opening, say 'woes be gone' to the struggles of ransacking through the bag when searching for a particular item.

The **LIEBE** line celebrates dynamic individuals seeking an urban chic carry-all. The snazzy backpack can swing effortlessly from work to play launching your mood playfully with an electric bliss. Melding sturdy, lightweight Nylon with a boxy streamlined design, the backpack takes on a fresh and youthful touch with its contrast zipper puller and hanger loop.



Samsonite RED



Fashionistas alike will levitate toward **ALLENA's** edginess and vibrant energy. This season, Samsonite **RED** has added a touch of luster to its backpack and clutch by introducing a new colour - the earthiness of ivory. Intricately crafted with four different materials accentuated by its colour block design, bubbly girls can boldly spruce up their lively outfits with this vivacious arm candy.

Samsonite RED is now available at leading department stores and the following Samsonite stores:

- 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)

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 brand's 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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