



For Immediate Release

**Kim Soo-Hyun and Angelababy Unveil Brand New Style
at Samsonite RED Spring Summer 2014 Be My Baby Fashion Show**



(Kim Soo-Hyun, Angelababy)

SINGAPORE, March 19, 2014 – Samsonite **RED** ambassadors, prominent Korean actor Kim Soo-Hyun and popular Chinese actress Angelababy, paired up at the Samsonite **RED** Spring Summer 2014 Be My Baby Fashion Show held at Platoon Kunsthalle in Seoul, South Korea on March 13, 2014. The effortlessly stylish and dynamic duo strutted down the runway with the latest Spring Summer 2014 Collection, showcasing sleek and chic designs from the vibrant, young and casual bag brand, and also shared their favourite pieces with the audience at the fashion show.



(Kim Soo-Hyun, Angelababy)

Samsonite RED

The Samsonite **RED** Be My Baby Spring Summer 2014 Fashion Show received rave response from its star-studded audience, including top Korean celebrities actors Kim Ji-Hoon, Eom Ki-Joon, Hyorin and Bora from Sistar and Victoria of f(x).



(Samsonite **RED** Ambassador Kim Soo-Hyun posed with the latest **Mondo** backpack at the Samsonite **RED** Spring Summer 2014 "Be My Baby" Fashion Show at Platoon Kunsthyalle, Nonhyeon-dong on March 13, 2014. **Mondo** gained popularity as the backpack used by Kim Soo-Hyun in his character Doh Min-Joon" for hit K-drama "Man from the Stars". Samsonite **RED** Spring Summer 2014 collection places a strong emphasis on backpacks and briefcases in stylish and youthful designs.)

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RED



(Samsonite **RED** Ambassador Angelababy posed with the latest **Bono** shopper at the Samsonite **RED** Spring Summer 2014 "Be My Baby" Fashion Show at Platoon Kunsthyalle, Nonhyeon-dong on March 13, 2014. The chic and lovable fashion star was warmly received by critics as she exudes the sensual charm and style of Samsonite **RED**)



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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Mandarin Gallery #02-18 • VivoCity #01-91 • Plaza Singapura #04-04 • Tampines 1 #03-02 • Changi
Airport Terminal 2 (transit) • Changi Airport Terminal 3 (transit)
