

Samsonite Sends You Back to School and Back to Business in Style

As the summer sun sets, school children heading back to the classroom and business leaders returning to the boardroom will both be looking to Samsonite® - the world's leader in luggage and travel solutions - to outfit them for the playground and corporate adventures that lie ahead.

After escaping the office for a summer of sun, sea and relaxation, Samsonite's **Laptop Pillow³** range - where mobility meets protection - allows you to relax once more and puts your mind at ease from any worries about transporting your laptop. The collection is ideal for any business situation and comes in a range of smart designs and sizes, from the backpack and the shuttle to a wide variety of toploader sizes. Lightweight and agile, the new Laptop Pillow³ is 15-20% lighter than its predecessor.

Not only does the Laptop Pillow³'s professional and classic design combine for a sophisticated style, it also boasts many enviable features. Whilst the regular business traveller will appreciate practicality - adaptable organisational pockets, smart sleeve for attaching to a suitcase handle and a removable, padded shoulder strap - the tech-savvy user will be thrilled with the memory foam laptop compartment perfect for securely and gently cushioning a laptop when commuting to an important meeting. Memory foam is a visco-elastic foam that softens in reaction to pressure and moulds quickly to fit a particular shape, in this case gently cradling the laptop in place ensuring it is completely protected at all times.



Not only practical, stylish and protective, the Laptop Pillow³ range also features quick and easy access pockets to make your work-life easier, whilst EVA (Ethylene-Vinyl Acetate)-moulded panels provide flexibility and unparalleled lightweight strength perfect for business globetrotters. To view a short video demonstrating the features of the Laptop Pillow³ collection visit <http://youtu.be/u1SRfecBxms> or scan the following QR code with your smart phone.



Technology savvy business women heading back to the boardroom will be looking to Samsonite's **Litesphere™ Ladies Handbag** range, a collection designed for business women. Perfectly complementing the Litesphere™ luggage range, these handbags use the same strong and innovative Pointshock™ material as the cases (providing dot printing abrasion resistant shields in key areas



giving exceptional abrasion protection where it matters most), for extra strength and protection against wear.. The collection offers easy access to belongings with external multi-pocket organization, and include a dedicated back pocket for mobile phones - ideal for busy business travellers and those who require quick access to their electronic gadgets for sending emails on the go. Furthermore, Litesphere Ladies Handbags come with bright yellow fully organised interiors making it even easier to find belongings. Each style includes a protected iPad®/laptop compartment – perfect for working on the move – and a smart sleeve pocket which gives travellers the ability to secure the bag to the extendable handle of their luggage. Available in a wide variety of totes, bags and backpacks.

Going back to school after a summer of fun can seem like a chore for some children, but with Samsonite's **Sammies Dreams™** the fun doesn't have to stop just because summer is over. Available in an adorable selection of animal inspired designs, these bags are delightful, fun and easy for children to handle. The cute collection looks great and is made from lightweight materials perfectly designed for children's small hands thanks to large handles, pulls and zippers, allowing for easy access and manoeuvrability. Sammies Dreams are available in a range of characters from elephants, dogs, butterflies, dragons and more, whilst a variety of styles including backpacks, schoolbags and rolling schoolbags are perfect for the first day back at school.



University students will be prepared for campus life with **Urbnation™** from Samsonite. Designed for students and young active adults, this stylish, versatile and great value for money collection represents everything the latest generation of urban backpackers will need while navigating busy school grounds and city streets. The collection includes backpacks and innovative expandable laptop messengers perfect for a full day on campus, as well as two durable duffels suitable for a weekend away or early morning gym workout. The ergonomic design, including shoulder and adjustable chest straps, offers practicality and comfort, making Urbnation ideal for riding your bike to a seminar or negotiating a packed train on your way to campus. Meanwhile, the strong and lightweight materials can more than stand up to the wear and tear that comes with an active lifestyle. Other practical features include external mesh pockets and a handy laptop protective compartment on select styles. With Urbnation, not only will you have everything you need for your busy student life, but the variety of cool graphics and trendy colours available will make sure that your style is one thing that you won't need to revise this term.

Find yourself needing a quick break from the office routine or university coursework? Why not check out Easyworld, Samsonite's very own YouTube channel, found here:



http://www.youtube.com/user/samsoniteeurope?feature=results_main. From exciting and fun Skydiving, Parkour and Capoeira videos, handy travel tips and all the latest travel products, Easyworld is the place to be for all things travel.

- ENDS -

For more information please call or email:

INSERT NAME INSERT PR AGENCY	INSERT NAME OF MARKETING MANAGER SAMSONITE {INSERT COUNTRY}
Tel: {INSERT CONTACT NUMBER}	Tel: {INSERT CONTACT NUMBER}
Email: {INSERT EMAIL ADDRESS}	Email: {INSERT EMAIL ADDRESS}

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 travellers 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 traveller 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 travellers. An active YouTube channel, interactive Facebook games and a travel app provide a wealth of resources, connectivity and entertainment for today's on-the-go travellers. By identifying trends and interpreting the continuing evolution of world travellers' needs, Samsonite plays a pivotal role in the multi-faceted lives of the global traveller.

www.samsonite.com (markets to also insert local Samsonite URL)



www.youtube.com/samsoniteeurope



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



Samsonite

BY YOUR SIDE

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