

Short-Lite by Samsonite Luggage Collection Reinvents Lightweight



For more than 100 years, Samsonite® has been pushing the limits of innovation, creating many of the world's strongest and lightest suitcases. In the search of the ultimate balance of lightweight, organisation and space in bags ideal for short-haul trips, the iconic new **Short-Lite™** range of luggage was born.

To meet overwhelming consumer demand for lighter luggage that bypasses hefty fees at the airport, each aspect of the Short-Lite collection design was customized to ensure you can pack everything you need without tipping the scales. Samsonite is thrilled to usher in a new era of easy short-haul travel. The lightest Samsonite luggage collection ever; it is versatile, durable and doesn't give in on features, or on style. Each model comes in a contemporary style with bold trendy materials, a well-organised interior and smart details. Best of all the ultra-lightweight collection will allow you to zip through the lines and up to your terminal with ease.

The ultra-light weight spinner 55 and upright 55, an unbelievable 1.6kg, features a convenient ticket pocket which allows the user to store the most essential travel documents such as a boarding pass and passport. With this feature, you won't be stuck digging through pockets to find your boarding documents ever again! What's more, the pocket is perfect for housing all your small items – like your watch or mobile phone - that can't be carried through the security checkpoints, but need to be easily accessible.

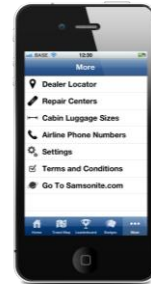


Further, multi-directional wheels allow for quick turns and easy mobility, so there is no stress when you're dashing to a faraway terminal. A combination padlock accepted by TSA on wheeled Short-Lite bags provides added security for precious belongings and allows your luggage to easily pass through security checks when travelling to the US.



Revolutionize your luggage with the Short-Lite™ collection; designed for all short-haul travellers, whether you are travelling to New York for a business trip or weekend city break to Rome. Available in stylish Plum or Platinum Grey, the Short-Lite collection provides sleek contemporary style, extremely light weight cases, essential features and durability at a reasonable price point.

Samsonite also offers consumers the award-winning Travel Miles app, a one-stop location for today's on the go travellers which provides regularly updated baggage restriction details for most airlines, so travellers can avoid getting caught out at check-in. The app also enables users to track where they've been, update friends and family on their location and even includes a Samsonite dealer locator, making for a painless search for the perfect suitcase companion.



Unique to the market, the Travel Miles app is free to download, user friendly and practical, the perfect companion to all travellers from families to students and a great tool for those travelling on business. To download the app visit: Samsonite Travel Miles App: <http://itunes.apple.com/gb/app/samsonite-travel-miles-europe/id402853695?mt=8> or <https://play.google.com/store/apps/details?id=com.inthepocket.samsonite&hl=en>



Recommended Retail Price for Upright 55 - £115.00
Recommended Retail Price for Spinner 55 - £129.00

-ENDS-

For more information please call or email:

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NOTES TO EDITORS:





BY YOUR SIDE

Samsonite is the world's leading luggage brand with a heritage dating back over 100 years. Inspiring travel worldwide, Samsonite enables global travellers to cover miles, create memories and enjoy every second of their trip 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 by identifying trends and the continuing evolution of global traveller's needs, Samsonite maintains a worldwide vision that continues to enable travellers to travel further, with ever lighter, stronger and more innovative products at his side.

With Samsonite by your side, nothing should stop you from chasing destinies, discovering new horizons and exploring the world beyond your imagination.

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Enjoy Every Second: http://youtu.be/CRD7B7K_CBQ



Samsonite Travel Miles App: <http://itunes.apple.com/gb/app/samsonite-travel-miles-europe/id402853695?mt=8> or <https://play.google.com/store/apps/details?id=com.inthepocket.samsonite&hl=en>



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