

## Press Release

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August 2018

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Porsche Design presents new Urban Courier bag range

### **The Perfect Companions for Business and Leisure**

**Stuttgart.** Whether it's a meeting, a business trip, or after work: The new Urban Courier range of bags from Porsche Design takes men through the urban jungle in style, helping them navigate everyday life with ease. With this collection, the exclusive lifestyle brand once again focuses on streamlined silhouettes, thoughtful design, and maximum comfort. Simultaneously, the casual, yet sophisticated, range offers a distinct variety of high-end materials. Naturally tanned leathers used for construction feature a characteristic feel and hue, which naturally soften with age, gradually giving each design its own individual patina.

For the daily commute, an impromptu workout, or a weekend getaway, the Urban Courier BackPack is the perfect combination of innovation, practicality, and style. The backpack offers ample space for everything the style-conscious man needs in life. Its large main compartment, laptop sleeve, and organizer make finding things a breeze. Thanks to an outer zipped pocket, the most important things, such as phone, keys, and wallet, are always within reach.

Anyone looking for a casual alternative to the classic briefcase will love the Urban Courier BriefBag: It pairs perfectly with modern business attire, regardless of the occasion. The integrated laptop compartment and inside organizer keep everything tidy and in place. The bag also features an exterior zipped pocket for easy access and quick last-minute stowage. Its practical trolley belt and removable shoulder strap guarantee added convenience: Excellent partners for business travel.

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Along with the current black versions, the new range of bags come in Cognac and Espresso and includes the Urban Courier ShoulderBag in two sizes. An assortment of small leather goods, including a passport holder, wallet, and cardholder, completes the group. The Urban Courier collection is available as of November 2018 at Porsche Design Stores and online at [www.porsche-design.com](http://www.porsche-design.com). Recommended Retail Prices range from 199,00 EUR to 499,00 EUR.

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### **About Porsche Design:**

Porsche Design is an exclusive lifestyle brand founded in 1972 by Professor Ferdinand Alexander Porsche. His mission was to build a company that takes the principles and spirit of Porsche beyond the automotive world. All Porsche Design products stand for precision and perfection, smart functions, refined functional design and boast a high level of technological innovation. Created and designed by the Studio F. A. Porsche in Austria and brought to life by carefully-selected manufacturers. Porsche Design products are sold worldwide in over 130 Porsche Design stores, high-end department stores, exclusive specialist retailers and the official online store [www.porsche-design.com](http://www.porsche-design.com).

For more information please visit [www.porsche-design.com](http://www.porsche-design.com)

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