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Porsche Design Presents Bags & Luggage Collection

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DESIGNED BY PORSCHE DESIGN, ENGINEERED AND MANUFACTURED BY BRIC`S

Stuttgart/Olgiate Comasco. Porsche Design and BRIC`S present the bags & luggage collection to stem from the partnership. The products fuse Porsche Design's functional design philosophy and engineered mindset with BRIC`S fine craftsmanship and manufacturing competence. The model range features a selection of hard- and soft case luggage, bags, backpacks and small leather goods, ranging from business to leisure-inspired products. Hardcases are strong yet lightweight thanks to a superior choice of materials, with maximized volumes obtained through thoughtful construction design. Bags and Backpacks receive additional elements oriented towards comfort and functionality. A deep product knowledge and many years of passion in production meets innovative and functional design aesthetics across the line range. The line of products addresses the needs of a demanding consumer who loves to discreetly distinguish himself/herself with luxury products that are defined by high quality, functional design and elegance.

Roadster Hard Case

The collection is made from lightweight polycarbonate that is flexible yet resistant. The development of these products focused on both technical and smart concepts, integrating durability as well as functional benefits such as USB connections at the trolleys. The models are available in six Porsche automotive inspired colors - matte black, matte anthracite, matte dark blue, white, lava orange and the new racing yellow - with a focus on a monochrome look with contrasting details in black. Top and side handles are made of genuine leather and are

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customizable in six color options. A robust multi-stop trolley system, with an ergonomic handle and silent run ball bearing wheels, lifts the trolley and provides optimum mobility. The Roadster Hard Case Collection features a cabin trolley, a business trolley with expansion, three larger sized suitcases in M, L and XL as well as two trunks in S and M. The wide opening in the front pocket of the hybrid trolley provides ample space for a laptop and beverages. The special trunk is available in two sizes and offers a supreme packing experience: its proportion and volume allow for maximum organization. The commitment to high performance and optimized function is evident with the Porsche Design Roadster Hard Case Series, designed by Porsche Design, manufactured and engineered by BRIC'S.

Roadster Leather Collection

The Roadster Leather Collection is made for high demanding customers on the go and features bags and backpacks in various shapes and sizes. Rich in versatile and refined details it guarantees both function and style. The soft and full grain leather combined with clean and modern design meets even the highest expectations.

Dedicated to perfection and excellence, all products have spacious compartments, easy access pockets in front and padded notebook pockets secured with webbing. Backpacks feature useful anti-theft hidden, zippered pockets, to keep valuables safe but on hand, and a practical USB connection. Business organizers contain flat pockets, pen loops, key hooks and zip pockets: to provide easy access to daily essentials. Moreover, the back trolley sleeve, adjustable shoulder strap and top handles ensure maximum ease of use. The weekender with its two handles and a detachable shoulder strap can be carried either over the shoulder or elegantly in one hand. The Roadster Leather Collection is available in black. All the hardware is carefully designed and the

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gunmetal finishing highlights the product. Each piece is characterized by a unique aesthetic appearance that highlights the finest full grain calfskin.

Roadster Nylon Collection

Fulfilling the needs of demanding consumers, the Roadster Nylon Collection is made from water-repellent textured nylon, with smooth leather accents. The series features bags and backpacks in various shapes and sizes. Reverse water repellent zippers enrich the collection, increasing its technical appeal and adding a clean and modern design. With its high functionality, extreme durability, lightweight material and convenient details, this collection is perfect for everyday use, both in an urban setting as well as for travelling. Inside, roomy compartments, functional pockets and a business organizer provide ample space and protection for devices and documents. All laptop pockets are padded and secured with kissing sliders, while additional zippered compartments provide access and protection to personal belongings. All backpacks feature a useful USB connection and an anti-theft hidden pocket. Directly accessible, zippered front compartments and expandable side pockets provide convenient storage in the front of the bags and backpacks. All brief bags and the weekender feature a trolley strap for comfortable use when travelling. With two handles and a detachable shoulder strap, the bags can be carried either over the shoulder or in hand. The Roadster Nylon Collection is available in black and all gunmetal hardware is a Porsche Design unique design feature. Each product has been carefully designed to offer secure and practical storage that is ideal for business, travel and daily use.

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New Urban Eco Collection

Creating functional bags that look trendy and stylish, as well as being made from luxury materials, is a challenging task. The Urban Eco Collection has met the challenge, redefining style and functionality for everyday use and commuting, in the new world of work, business and travelling. It exemplifies innovative design that responds perfectly to the design specification. But there's more: this collection also addresses the need for sustainability. The Urban Eco Collection is made from recycled and reused materials. The Global Recycled Standard (GRS) addresses input material verification, environmental principles, social requirements and labelling for textile products made from recycled materials. The water resistant recycled polyester fabric has a rubber accent, ensuring the exterior is abrasion resistant and weatherproof. The unique trims and black hardware add the finishing touch. For those searching for functional style, the Urban Eco Collection doesn't just feature backpacks in different sizes but also bags in lots of different shapes and sizes and also travel accessories as the washbag and a pouch. Focusing on what's essential to exigent professionals, features range from durable and water resistant outer material and zip to keep valuable tech safe, large two way zipped flap openings, inside laptop compartments, additional pockets to organize everyday accessories, ergonomically shaped and padded shoulder straps and backs, trolley links, add-on pouches and so much more. For example, the detachable rain cover, hidden underneath the bottom panel of the backpacks. All the items feature secure closing thanks to the elastic loop for zip pulls. A special design for cycling addicted satisfies all their functional needs: the technical mesh on the back helps regulate transpiration, and the ergonomic shape of the back and the waist strap make this backpack ultra-comfortable to wear. The helmet fixation straps are a useful detail for everyday commuting. The zipped, welded pocket is perfectly waterproof and offers the possibility of customizing the backpack: the zip pull is available in 5 different colors. All the items come with a Porsche Design branded recycled polyester dust bag.

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Small Leather Goods: Classic Collection and Business Collection

The Small Leather Goods Collections, both Classic and Business, are elegantly crafted; all wallets and other products are offered in multiple sizes with a wide range of interior options, and feature all types of pockets, compartments and card slots to fit one's individual needs. Whether cash or credit cards, everything can be stored safely in dedicated spaces and is easily accessible. All items are RFID protected and secure any card data from unauthorized access. Some items feature a mesh pocket on the inside, a timesaving feature to store any travelling passes. The interior lining branded with Porsche Design icons and the co-branded logo add further value to the product.

Carbon Collection

Lightweight, luxurious and extremely robust: the Porsche Design Carbon Collection. In the world of sports car construction, focusing on acceleration, speed, weight and security, carbon is an indispensable material. With its minimalistic design, the bags, weekender and small leather goods are made with great craftsmanship woven carbon fibers are combined with fine smooth leather. Striking hardware elements and the decent Porsche Design logo printed in gunmetal finish add a final touch of excellence. Being dedicated to functionality, all bags feature spaces for notebooks as well as business and travel accessories. The brief bags hold a trolley strap for comfortable use when travelling. The weekender offers striking design it makes a statement whenever in use. The Carbon Collection is one of the iconic highlights within the Porsche Design luggage product range and unmistakably bears the brand's distinctive design DNA.

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The Porsche Design bags & luggage collection are available worldwide in Porsche Design and BRIC'S Stores, online at www.porsche-design.com and at www.brics.it as well as in selected luggage stores worldwide, including the Travel Retail Market.

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About Porsche Design:

In 1963, Professor Ferdinand Alexander Porsche created one of the most iconic design objects in contemporary history: the Porsche 911. Following his vision to take the principles and myth of Porsche beyond the automotive world, he created the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language can still be seen in all Porsche Design products today. Every Porsche Design product stands for extraordinary precision and perfection, boasts a high level of technological innovation and seamlessly combines intelligent functionality and puristic design. Created by Studio F. A. Porsche in Austria, our products are sold worldwide in Porsche Design stores, high-end department stores, exclusive specialist retailers and the official online store (www.porsche-design.com).

For regular updates on Porsche Design, please follow:

Facebook: www.facebook.com/PorscheDesign

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About BRIC'S

BRIC'S is a luxury Italian luggage brand known worldwide for its exceptionally designed luggage including trolleys, duffles, handbags, briefcases, and other leather and nylon goods. With 70 years of business, history, long-standing territorial roots, and passion, BRIC'S is dedicated to fine craftsmanship and manufacturing, as well as an attention to detail, which have always been characteristics of the brand from the very beginning. BRIC'S collections have always been characterized by constant development, where research and Heritage, innovation and tradition, functionality, and elegance are intertwined and balanced with skilled craft, advanced technology, and interpretation of new trends, creating a perfect fusion between shape, function, and design. Today, BRIC'S reflects timeless elegance typical of its province, Lake Como, harmoniously blending with the urban and cosmopolitan style of Milan – the city that hosts its most important Flagship Store in the Galleria Vittorio Emanuele.

For more information, please visit www.brics.it

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