



Debyte by Samsonite Urban Jungle Style



Global luggage brand Samsonite®, renowned for producing durable and design-led travel solutions launches Debyte™ - a masculine collection of casual bags ideal for a modern, urbanite lifestyle.

The backpack and urban bag market is growing at a rapid pace, with today's consumer actively seeking out practical, durable and stylish accessories for day to day, casual business and weekend usage.

Within the Debyte collection, there is a bag to suit every occasion - from belt bags for small essential travel items, backpacks and a messenger to safely transport laptops, and spacious duffles on wheels, all are incredibly light, yet ultra hard-wearing.

The ripstop fabric used in the manufacture of the Debyte range is resistant to tears and pulls, and combined with a resistant, rubber touch on the base, the collection is truly robust.

All backpacks have ergonomic shoulder straps and padded back for ultimate comfort providing easy use for an active urban lifestyle. All models have external front pockets for easy organization of high usage items such as a travelcard, whilst internally the range features compartments and pockets for an array of essential items, as well as a handy music pocket with headphone gates. Selected Debyte models also feature a protective laptop compartment and all duffles boast a 'U' shaped opening for easy packing.

Designed for the style conscious who want to make a subtle statement with their accessories, Debyte is available in three discrete colours - light grey, olive green and black. The recognizable Samsonite swirl is featured on each model and contrast zippers and red logo make for an eye-catching final touch.

Recommended Retail Price starts at €xx <markets to insert> for xxxxx.





- ENDS -

For more information please call or email:

INSERT NAME	INSERT NAME OF MARKETING MANAGER
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Tel: {INSERT CONTACT NUMBER}	Tel: {INSERT CONTACT NUMBER}
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NOTES TO EDITORS:

Launched in 2010, Cubelite™ joins a host of other exceptionally strong and light hardside ranges such as Cosmolite™, made of the exclusive Curv® material. Cosmolite is the winner of the Red Dot Design Award 'Best of the Best 2010' proving that the 'future is light'.

HISTORY: Samsonite was created in 1910 by entrepreneurial Colorado native Jesse Shwayder, and was first called the Shwayder Trunk Manufacturing Company. Shwayder quickly recognised the financial opportunities in the growing luggage market due to the 'Gold Rush', which saw more and more people traveling from coast to coast to seek their fortunes. With a longstanding history of breakthroughs in luggage development the brand has always been a leader in polypropylene suitcases and continues to develop a wide range of polycarbonate products. A market leader renowned for innovation in luggage solutions, Samsonite launched its revolutionary Cosmolite range in 2008, featuring the ground breaking Curv material. In 2011 Samsonite will introduce the B-Lite™ Fresh, its lightest ever softside suitcase.

FIRSTS: Samsonite is renowned for a number of ground breaking innovations. These include the 1969 launch of the first Samsonite polypropylene case named Saturn® with injection-moulded shells. This revolutionary design later became the most widely accepted way to produce modern hardside luggage. In 1974 the first Samsonite suitcase on wheels named Silhouette® was introduced. Then in 2008, Samsonite launched their lightest and strongest award-winning luggage range, Cosmolite, made famous for its innovative Curv material.

TODAY: Samsonite offers its customers hundreds of product lines in 55 countries in EMEA and in over 120 countries across the world.

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

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