

Cosmolite by Samsonite Revival of an Icon: Stronger and Lighter than Ever



Samsonite®, the world's leading luggage brand for more than 100 years, is thrilled to revive the iconic, award-winning **Cosmolite®**, first launched in 2008, still going strong and better than ever. The inimitable collection boasts ground-breaking design, utilizing technology that sets new standards in both quality and style. Constructed with the revolutionary Curv® material, exclusive to Samsonite in the luggage arena, Cosmolite is still the strongest and lightest Samsonite collection to date. The Spinner 75, one of the most popular sizes, is an astounding 600 grams – or 18% - lighter, leaving plenty of room for extra souvenirs or shopping from your holiday abroad.

Made in Europe and developed in-house at Samsonite by the world's best luggage engineers and designers, Cosmolite was the first of Samsonite's luggage collections to feature the phenomenal Curv material. Curv material is an advanced impact-resistant, lightweight material, also used in ice hockey skates, shin guard protection and body armour. The Curv material paired with Samsonite's patented shell-forming process, results in luggage made with innovative material widely known for high-energy absorption and outstanding shock impact performance.

The specially moulded, self-reinforcing Cosmolite design, made to emulate a sea shell, has inventive raised ridges which guarantee unparalleled strength whilst using fewer materials resulting in a lighter case and minimising the risk of scratches. By using the revolutionary Curv material, the Cosmolite collection is uniquely positioned to withstand the rough baggage handling during many trips ensuring your belongings are protected and well-stored for the journey.

To date, the award-winning range has sold 1.3M units worldwide and continues to be bestselling, lightest and strongest Samsonite collection within Europe, with one Cosmolite sold every 1.5 minutes.



The Cosmolite collection, highly recognizable, fashionable and awarded a red dot best of the best 2010 design, has numerous features. In keeping with the sophisticated style of the collection, the cases include large yet light weight integrated wheels, along with a sleek, protected zipper, an elegant wheel handle and a top and side ergonomic flat carry handle, all united to ensure dexterous mobility. The ID tag and recessed flat 3-digit combination lock accepted by TSA provides security and peace of mind whilst travelling to the US and the fully functional interior with lowered cross ribbons, side pocket and mesh divider acts as a protecting cocoon for a traveller's treasured possessions.

The cabin size Cosmolite, a feather light 1.8kg, is 20cm cabin size compliant, meaning it will adhere to the strictest cabin size restrictions – yet still delivers increased volume and capacity by utilising recessed handles. These attractive features result in a pioneering suitcase that seamlessly combines Samsonite's unrivalled strength and lightness with elegance and style.

Available in a variety of models and sizes, including a beauty case and several spinners, this collection appeals to leisure and business travellers who value durable, lightweight luggage, sophisticated design and long lasting longevity.

The Cosmolite collection is available in a selection of bright colours: including Emerald Green and Blue Jeans, alongside the ever popular Silver, Black and Red.

The iconic Cosmolite collection plays a central role in the 2013 advertising campaign, 'Enjoy Every Second' with a Samsonite by Your Side. As part of Enjoy Every Second, we follow travellers on their journeys around the world during 'that' travel moment: when travellers realise that they really are outside their comfort zone and in unfamiliar territory, full of surprising sights, sounds and smells. The travellers are able to enjoy these moments, despite any luggage mishaps along the way, like their case falling from the roof of a bus on the plains of Africa, or getting crushed between two New York cabs, because Samsonite is there to take care of their belongings. Discover the 90 second edit of the TV commercial here:

http://youtu.be/CRD7B7K_CBQ

Recommend Retail Price starts at [LOCAL MARKETS TO INSERT]



reddot design award
best of the best 2010



For more information please call or email:

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NOTES TO EDITORS:

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.

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

www.facebook.com/samsoniteofficial

www.youtube.com/samsoniteeurope

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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