



Seoul Backpack Series
January 2015

Seoul Backpack Series

Strategy:

- Develop an on-trend line (close to market needs) to provide incremental opportunities for existing/ expanding channels
- Benchmarking Herschel/Thule/Samsonite Red for styling and inspiration
- Design a travel friendly series; designed to carry your laptop, tablet, phablet and other accessory for your daily rounds or weekend adventure

Positioning: BETTER pricing (Everyday / Style)

Styling: Characteristic silhouettes
(i.e. Streamline / Square-type rucksack design / Korean inspired)

Target User: Young professionals / on-the-go users
yet whom want a case that looks good
functional

Opportunity Countries Identify: NA



15.6" Seoul Backpack Series



[Orange]



[Black]



[Khaki]

[Target SRP \$64.99]

[KEY FEATURES]



Streamline rucksack light weight design



Trolley system for convenient travel



Dual handle design for alternate carrying solution



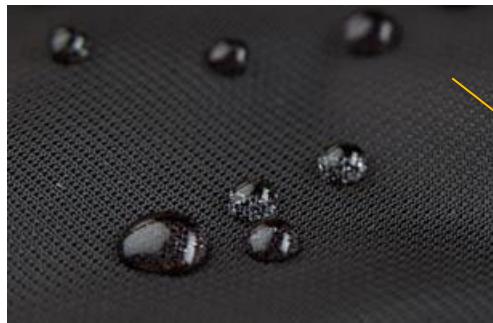
Dedicated tablet compartment

[ADDITIONAL FEATURES]

- Soft-touch nylon dobby material w/ WR finish
- Dedicated laptop compartment fits up to 15.6" size
- Spacious storage main compartment and user friendly workstation
- Security hood and side pockets
- Adjustable and retractable shoulder straps
- Contoured padded mesh back panel for support
- Easy access side pockets

15.6" Seoul Backpack Series

Soft-touch nylon dobby material
w/ water resistant finish



Alternative hand
carry solution



Water resistant
bottom with PU
leather



Large capacity yet
light weight design



Functional loop
for D-ring /
external storage

Dedicated
laptop and
tablet
compartments



Easy access workstation
pocket for personal items



PU leather
with
Targus
logo



15.6" Seoul Backpack Series

PU leather
wrapper handle



Quick access pocket for
personal items



Dual Side
Pockets with
elastic band



Hidden shoulder
strap in contoured
padding back
panel



Hidden
security
pocket



3 Color ways for Choice



[Orange]



[Khaki]



[Black]

Product size: 29.2 x 19.0 x 45.7cm

Internal laptop compartment size: 38.1 x 25.4 x 2.3cm (fit upto 15.6 laptop)

Competitive Landscape



	Rucksack	Little America Plus (Herschel)
Protection	Padded Laptop compartment	Padded/fleece lined 15" laptop sleeve pocket
Shoulder strap	Contoured shoulder straps & can be hidden	Contoured shoulder straps
Accessory pocket	Interior divider with Tablet , phablet and accessory pockets. And have side security pockets	Internal media pockets for phablet & accessory
Water resistant	Water resistant on shell fabric & bottom PU base	Fully lined with Herschel signature coated cotton-poly fabric
Light Weight	0.63kg	0.77kg
Compatibility	Fits for all laptop up to 15.6" & 10.1" Tablet	Fits for 15" MacBook Pro
Capacity	25L	23.5L
SRP	US\$64.99	US\$89.95 (via Apple)

Competitive Landscape



	Targus Rucksack	Timbuk2 Rogue BP (US Brand)	Thule EnRoute Mosey Daypack
Protection	Padded Laptop compartment	Padded Laptop compartment	Padded Laptop compartment
Shoulder strap	Contoured shoulder straps & can be hidden	Contoured shoulder straps	Padded backpack straps with a sternum strap maximize comfort
Accessory pocket	Interior divider with Tablet, phablet and accessory pockets. And have side security pockets	Internal media pockets for phablet & accessory	Stash pocket on hood for small items
Water resistant	Water resistant on shell fabric & bottom PU base	Water resistant Nylon	Water resistant Nylon
Light Weight	0.63kg	0.91kg	0.77kg
Compatibility	All 15.6" laptop & 10.1" Tablets	Fits for 15" MacBook	15" MacBook Pro and 10" Tablets
Capacity	25L	25L	28L
SRP	US\$64.99	US\$ 70(via JD & Amazon)	US\$ 74.44(via Amazon)