



# 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

## [ KEY FEATURES ]



[ Orange ]



[ Black ]

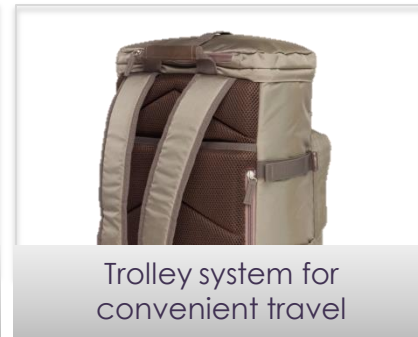


[ Khaki ]

[Target SRP \$64.99 ]



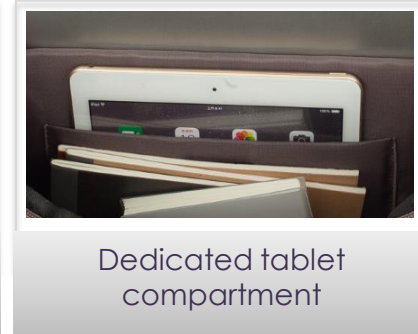
Streamline rucksack light weight design



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



Large capacity yet  
light weight design



Dedicated  
laptop and  
tablet  
compartments



Alternative hand  
carry solution



Easy access workstation  
pocket for personal items



Water resistant  
bottom with PU  
leather



Functional loop  
for D-ring /  
external storage



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)