

Travel Blue targets Gen Z with new backpack range



The collection includes 13 styles across three distinct ranges: Traveller, Executive and Everyday backpacks

As part of its commitment to meeting the diverse needs of travelers, Travel Blue is launching its own brand of high quality, lightweight backpacks.

Designed especially for Gen Zs, the collection includes 13 styles across three distinct ranges: Traveller, Executive and Everyday backpacks, offering a range of sizes and colors to provide the perfect backpack for everyone.

The backpacks are ergonomically designed to ensure comfort, intelligently organized to provide quick and easy access and offer a blend of style and functionality. Made from high quality polyester fabric and zips and meticulously crafted, the full range offers a unique two-year global warranty. Prices range from US\$49.90/€49.90 to US\$99.90/€99.90, in line with premium category products.

“Adventurous and with a desire to go out and explore the world, more than half of Gen Z adults are considered frequent travellers,” says Travel Blue Managing Director, Daniel Levin. “They are poised to reshape the travel industry and the backpack is an essential part of their lifestyle at work and at play.”

The sleek Traveller backpack collection is engineered for all-day wear and designed to keep devices and essentials safe and accessible. They are carry-on bags, designed for short trips and include pockets for shoes, a laptop compartment and space to carry a change of clothes, books and personal items. There is a USB port and a water bottle compartment.

The Executive collection is a more compact design and offers prestige and luxury for the business traveler. The Everyday backpack collection is more informal and priced at the category entry level.

The Travel Blue backpack range is supplied with a dedicated POS solution. Display stands hold 24 back packs, suitable for wall and aisle locations.

“We are innovators, offering solutions for diverse traveller needs,” says Levin. “We are at the forefront of sustainable travel technology and through *Our Blue Way* support our customers, with the tools they need to optimise the travel accessories category and offer consumers high quality, appealing and functional travel products.

“We will bring our full portfolio of travel accessory products to TFWA Asia Pacific Exhibition and look forward to sharing our innovations and catching up with customers at the show. The stand is 50% larger this year, with plenty of space to showcase our unique and growing one stop travel accessories shop.”