

Kravitz duo front new Tumi bag campaign

By **Mary Jane Pittilla** on March, 11 2019 | Fashion, Bags & Accessories



Lenny Kravitz stars in the new campaign for Tumi's next-generation Alpha 3 collection

Travel accessories brand Tumi has released its latest global campaign featuring music legend Lenny Kravitz and his daughter, Zoë Kravitz.

The Alpha 3 campaign, directed by Eliot Rausch, was captured in the Bahamas, where the Kravitz family originated.

While honoring the passing of tradition, storytelling, and family values from generation to generation, Tumi joined the Kravitz duo on their first film project together.

Lenny Kravitz said: "I've been a Tumi customer and admirer of the brand for as long as I've been touring. When you're traveling and living out of a suitcase, your luggage becomes an extension of your home - and yourself, for that matter. It's the one thing that's always with you: on the plane, on

the tour bus, in the hotel room, backstage, or on set. So, you want it to be reliable, durable, and make a statement. For me, Tumi embodies all of those qualities to the fullest.

“Working on the campaign was very gratifying. Not only did I get the opportunity to represent a great product, but it was a very collaborative experience as I was involved in many creative aspects of the campaign.”

Zoë Kravitz added: “To me, this campaign is about connecting with ourselves, our roots, and with each other. I loved working with Tumi and the idea of telling a story about travel, family and connecting with one’s roots. It was amazing to travel to the other side of the island for my first time to see where my family originated and to pay respect to our elders and those who came before us. To experience that with my father was monumental.”

Victor Sanz, Creative Director of Tumi, explained: “With the launch of A3, we took everything we stand for as a brand and pushed it one step further. It’s always been a motivator for us to remember our products are what enable these travel stories to continue, and we were thrilled that both Lenny and Zoë Kravitz wanted to share their perfect journey with us.”

The new Alpha 3 collection

In 1983, Tumi introduced its signature ballistic nylon, a material that revolutionized the travel market. Originally used by the military to protect WWII troops from shrapnel, Tumi incorporated the ultra-tough material into its luggage designs to make bags that would withstand wear and tear.

Tumi added its patented functionality, including U-zip pockets, telescoping handles, dual-wheel systems, Add-a-Bag, expansion systems, and Tumi Tracer.

Now, 35 years later, Tumi has remastered its collection with Alpha 3.

With a cleaner, more refined aesthetic, Alpha 3 updates include an integrated USB power port added to each of the carry-on sizes, dual-access entry, modernized front face with protective rails, full-access front pocket for increased functionality, dual-coil security zippers, and a sleek leather rain flap on bags.

The newest luggage style is the Tall 4-Wheel Duffel Packing Case, which offers top- and split-case access and features four interior shoe panels.

New bags include the Slim Backpack, a compact backpack, the Slim 3-Way Brief, a sleek business bag that can also be carried as a backpack, and the Expandable Tote.

The collection will be available in Black Ballistic, Black Leather, and Anthracite with brown leather trim. Seasonal pattern Graphic Congo will also be available for select styles.

The collection will retail at €95-1,325 (US\$110-1,500).