

Diesel x Samsonite collaboration targets “bleisure” market

By **Jas Ryat** on October, 23 2019 | Fashion, Bags & Accessories



Diesel, global lifestyle brand, and Samsonite, world leading travel brand, are proud to announce a joint collaboration. The duo has created a distinctively original, semi-transparent, highly detailed luggage collection appealing to the new generation of modern travelers and business commuters.

The special edition collection works on contrasting visuals. The products start from a solid black base and gradually fade into transparency. Combined with a bright yellow mesh lining on the inside for a unique look, the strong visual allows for a graded level of clearness. In addition to its design, the Samsonite x Diesel collection offers a range of practical features for travelers that consider their luggage as an extension of their everyday existence. This includes an integrated drawstring backpack and external USB port (on the cabin sizes) to charge your devices while you are on the move.

Andrea Rosso, Creative Director, Diesel Licenses, comments: “The idea behind this collaboration and its campaign is fueled by our current era: we live in a time where the balance of what we share vs. what we keep private is constantly in flux.

Inevitably, all of us live part of our lives in public – be that through social media, our work, our social groups. Yet, with the rise of the digital age, awareness of privacy – data, photos, material possessions and so much more has increased. The design of these bags reflects the balance we must all calibrate; it allows for the world to see some of what we are, but not *all* of who we are.”

This concept applies also to the communication campaign shot in São Paulo, which shows individuals expressing the seemingly contrasting sides of their personalities (a leather wearing motorcyclist by day and a spin-class lover by night; a drag queen on stage and a man in his socks at home). The point: each part – public and private – makes us whole.

Sofie Deboes, Product Marketing Director, Samsonite Travel Europe, adds: “From the very first meeting, one could almost feel the dynamics and eagerness from both parties to reset the bar on luggage for the Samsonite x Diesel project. From a Samsonite point of view, it was truly exciting to be challenged on what we consider our everyday business.

Travel in style

This exclusive collection reinterprets 3 iconic Samsonite collections with a good dose of Diesel attitude and DNA, for a complete assortment, which includes both luggage items and business backpacks.

The high volume hardside *Neopulse* suitcase boasts all necessary travel features including an integrated TSA lock, a double tube pull handle, a practical interior and smooth rolling double wheels,

seamlessly combining functionality with style. The wheels feature Diesel's iconic Mohican head logo and the inside opens up to an organized interior with mesh fabric.

The suitcase is available in four sizes ranging from a cabin-size Spinner 55 to an XL Spinner 81.

The softside *Paradiver Light* range consists of a Laptop Backpack, a cabin-size Duffle on Wheels Backpack and two check-in Duffles on Wheels. The collection offers plenty of practical travel perks: several organizational pockets, plenty of packing capacity and a comfortable carrying mechanism, with practical backpack straps on the Cabin-size duffle on wheels. Its fabric is water and dirt repellent, making it perfectly suited for different travel occasions.

On both collections, the travel items come with a comfortable and unique drawstring backpack that cleverly attaches to the inside lining with magnetic buttons. This stylish backpack is perfect for light everyday carry during your trip, whether to the beach or to roam the city.

The *Openroad* business collection completes the line-up with two practical styles: a Laptop Backpack 15.6" and a Weekender Backpack 17.3". Blending distinctive design with many organizational features, this stylish and comfortable business backpack is designed to make a statement while comfortably holding your business essentials.

With the rise in business trips and "bleisure" (business and leisure) travel, the Weekender Backpack 17.3" is perfect for urban professionals who are looking to properly organize their business tools while keeping their travel gear nicely separated.

The Diesel x Samsonite collection will be available to purchase online and in Diesel and Samsonite stores, as well as select department stores, starting on October 21.