

Design My Samsonite: Winner of Bespoke Design Contest Announced
New Limited Edition Designs Launched



Samsonite®, the world's leading travel solutions brand inspiring travel world-wide, is thrilled to announce Tanya Padalka from Russia and Hannah Koppers, from Germany as the grand prize winners of **Design My Samsonite** contest. Beginning in March, this one-of-a-kind international design competition tasked registered undergraduate and graduate art and design students with a challenge to create their own artwork for two of Samsonite's Curv® collections: **Cosmolite®** or **Firelite®**. The competition saw over 300 entries from more than ten countries. The winning designs will be produced as limited edition products, available as of September.



Tanya's stunning New York inspired design for the Cosmolite collection wowed the judges and a limited edition will be produced based on the design she submitted. Highlighting the New York cityscape, including the Statue of Liberty, Tanya's design features a bold spectrum of bright colours and shapes. Fittingly, Tanya will receive a set of Cosmolite cases in her own design and a trip to New York (including flight and accommodation), worth € 3.000.





Equally striking is Hannah's composition for the Firelite collection. Depicting a vibrant world map, the design is sure to inspire world travel wherever people might want to go with numerous colourful and exciting international routes pictured.

A limited edition collection based on Hannah's design will be produced and she will receive a set of 'her' luggage along with a travel voucher for a trip (including flight and lodging) to Cape Town, worth € 3.000.

Adam Lamkharbek from Italy received the most votes online at www.designmysamsonite.com for his design, earning him the distinction of the People's Choice Award.

In addition to the Grand Prize and People's Choice winner, one Country Winner was chosen from each of the selected countriesⁱⁱ by the Samsonite jury, which was comprised of six members of the Samsonite design and marketing teams.



[INSERT WINNER] was selected from [COUNTRY] due to [INSERT NOTE ABOUT DESIGN].

The selected Country Winners and the People's Choice Award winner will each be awarded a set of deluxe Firelite or Cosmolite cases.

All the winner's designs are available to view on the Design My Samsonite website gallery (www.designmysamsonite.com) and the Samsonite Facebook page (www.facebook.com/samsoniteofficial)

Exclusive to Samsonite within the luggage arena, Curv material paired with Samsonite's patented shell-forming process, results in luggage with high-energy absorption and outstanding shock impact performance. Pushing boundaries in the realm of luggage, the Curv collection combines a strong dynamic lifestyle with extreme lightness creating a feather-light weights and advanced impact-resistant qualities.



For the full competition rules, terms and conditions and additional information, please visit www.designmysamsonite.com.

Recommended Retail Prices for the limited edition Cosmolite start at xx <markets to insert> for xxxxx and for Firelite at xx <markets to insert> for xxxxx. Products will be available as of September 2013.

- ENDS -

For more information please call or email:

INSERT NAME	INSERT NAME OF MARKETING MANAGER
INSERT PR AGENCY	SAMSONITE {INSERT COUNTRY}
Tel: {INSERT CONTACT NUMBER}	Tel: {INSERT CONTACT NUMBER}
Email: {INSERT EMAIL ADDRESS}	Email: {INSERT EMAIL ADDRESS}

NOTES TO EDITORS:

Samsonite is the world's leading luggage brand with a heritage dating back over 100 years. Inspiring travel worldwide, Samsonite enables global travellers to cover miles, create memories and enjoy every second of their trip with revolutionary travel solutions. Preserving the brand's longstanding history of breakthroughs in research and development, Samsonite has embedded its place at the forefront of the travel world with a number of industry firsts. Showing commitment to innovation, the unique hard side collections made with the revolutionary Curv® material and the soft side ranges created with Advanced Hybrid Technology™ (AHT) join a wide spectrum of business, casual and personal accessory products in upholding Samsonite's position as a market leader and trendsetter. Remembering past triumphs but always looking forward by identifying trends and the continuing evolution of global traveller's needs, Samsonite maintains a worldwide vision that continues to enable travellers to travel further, with ever lighter, stronger and more innovative products at his side.

With Samsonite by your side, nothing should stop you from chasing destinies, discovering new horizons and exploring the world beyond your imagination.

www.samsonite.com (markets to also insert local Samsonite URL)

www.facebook.com/samsoniteofficial

www.youtube.com/samsoniteeurope

Enjoy Every Second: http://youtu.be/CRD7B7K_CBQ



Samsonite Travel Miles App: <http://itunes.apple.com/gb/app/samsonite-travel-miles-europe/id402853695?mt=8> or



<https://play.google.com/store/apps/details?id=com.inthepocket.samsonite&hl=en>



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i Participation was open to applicants from every European country, as well as Russia, South Africa and Turkey, who were officially registered as undergraduate or graduate art and/or design students working towards a Bachelor's or Master's degree at the time the design idea is submitted or have completed their education during academic year 2012-2013. Registration was free and applicants.

ii Entries from the following countries were eligible for the Country Award and People's Choice Award: Belgium, The Netherlands, France, Spain, Italy, Germany, UK, Finland, Sweden, Denmark, Norway, Russia, Turkey and South Africa

