

Bloomingdale's and Briggs & Riley Announce the Launch of Briggs & Riley at Bloomingdale's Stores

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NEW YORK and HAUPPAUGE, N.Y., Dec. 21 /PRNewswire/ -- Retail legend Bloomingdale's announces that it has begun distribution of Briggs & Riley Travelware in select stores nationwide. This marks Briggs & Riley's first department store distribution for the innovative global brand of high-quality luggage and business cases. The long term partnership includes the debut of Briggs & Riley brand shops at Bloomingdale's San Francisco and flagship 59th Street location in New York, as well as ecommerce distribution on Bloomingdales.com in early 2010.

Consumers can now find over 30 styles from Briggs & Riley's [Baseline](#) and [Transcend Luggage collections](#) including wheeled luggage, carry-ons, and rolling cases. Briggs & Riley products are renowned for the company's lifetime performance guarantee that even covers airline damage and the Outsider® Handle System that ensures a perfectly flat packing area and greater room inside the bag so garments stay wrinkle-free.

"Bloomingdale's is thrilled to add the high quality pieces and in-store brand shops featuring Briggs & Riley, known amongst demanding travelers for their extremely durable and well designed product," said Joe Laneve, Senior Vice President and GMM for home furnishings at Bloomingdale's. "They are also a company that values superior customer service, right in line with the Bloomingdale's brand."

The [Baseline Collection](#), Briggs & Riley's flagship collection designed for frequent travel, emphasizes function and innovation. This newly updated luggage collection is up to 30% lighter while maintaining maximum durability and functionality expected in a Briggs & Riley bag. Both the SpeedThru™ Security Pocket and the Outsider® Pocket provide quick storage and retrieval of personal and essential travel items, like wallet, travel documents and mobile electronics, while venturing through airport security. Briggs & Riley's Smartlink™ system securely attaches a second bag for easy transport.

The [Transcend Collection](#) is designed for leisure travelers that look for ease of use, easy packing, and durability. The outer fabric is made from Tuff-lite™, Briggs & Riley's proprietary fabric that is extremely abrasion resistant. The collection consists of large wheeled uprights, carry-on uprights, backpacks, totes and duffles. The wheeled carry-ons feature a hide-away™ cargo net for convenient storage

"We are very pleased to have Bloomingdale's represent our brand. This partnership will enable our customers across the U.S. to easily find Briggs & Riley products with expert help so that they can identify the right product that meets their travel needs," said Jim Lahren of Briggs & Riley. "Bloomingdale's is well

suited to represent our brand with a like demographic who values quality and smart design," Lahren continued.

About Bloomingdale's

Bloomingdale's is America's only nationwide, full-line, upscale department store; and a division of Macy's, Inc. It was founded in 1872 and currently operates 40 stores in New York, New Jersey, Massachusetts, Pennsylvania, Maryland, Virginia, Illinois, Minnesota, Georgia, Florida, Nevada and California. For more information, or to shop any time, visit www.bloomingdales.com.

About Briggs & Riley Travelware

Briggs & Riley Travelware is dedicated to building a lifelong relationship with its consumers by fulfilling all of their travel needs. The company's wide variety of innovative, high-quality luggage and business cases match smart design and exclusive features, with maximum durability and superb value. Briggs & Riley backs all of its products with the best-in-the-industry lifetime warranty that even covers damage caused by an airline. Please visit www.briggs-riley.com for a full list of the latest products and store locations and follow us on Twitter at Twitter/briggsandriley for announcements on specials, promotions and new products.

Bloomingdale's

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