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**High Sierra Works with Artist Korakrit Arunanondchai**

**VERNON HILLS, IL (February 8, 2011)** – High Sierra Sport Company, a manufacturer of innovative bags and luggage, recently hired Korakrit Arunanondchai to create High Sierra famous Blue Wash pattern for its 2011 daypack line. Blue Wash is available in the 54109 Opie, 5420 Fat Boy, 5453 Swerve, 5462 Access, and 5438 Tank bags.

Korakrit Arunanondchai, Thai, is currently on the international stage at 24-years-old in the world of design and fine art. Korakrit is a graduate at the Rhode Island School of Design where his work is noticed by many technology and fashion industries.

“Korakrit inspirations were in sync with our High Sierra daypack team,” says Scott Vermillion, VP of Design and Product Development, for High Sierra. “Korakrit also has an outstanding portfolio which includes work for Dell laptop computers and Electrolites shoes.”

High Sierra’s 2011 daypack line is designed for the student, athlete, young professional or everyday urban commuter. Each style and pattern is reflective from the user’s personality. The line is ideal for anyone looking for style, function, organization, and storage, all with one great bag. High Sierra’s daypacks are sold at major department stores, sporting goods stores or online.

“It was a great experience to work with the High Sierra team. My creation of the Blue Wash pattern brings out a kind of quiet outburst for the end user,” says Korakrit Arunanondchai.

For more information on Korakrit Arunanondchai, please visit [www.korakrit.com/](http://www.korakrit.com/)

For more information on High Sierra Sport Company, please call 1 (800) 323-9590 or visit [www.highsierrasport.com](http://www.highsierrasport.com).

**About High Sierra Sport Company**

High Sierra Sport Company (HSSC), specializing in user-friendly adventure travel gear, offers versatile lines tailored for outdoor enthusiasts, skiers and snowboarders, travelers, students and professionals looking for the smart choice in durable and functional backpacks, duffels and wheeled luggage.

High Sierra recently licensed its brand with NorthPole, LLC, a global leader in outdoor living and recreational products, to produce and distribute camping and outdoor recreation equipment under the High Sierra brand name.

The company is also the official supplier of bags and luggage for the U.S. Ski and Snowboard Team, High Sierra's memberships include the Outdoor Industry Association (OIA), SnowSports Industries America (SIA) and the Travel Goods Association (TGA).

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