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**Tumi Launches “Accent Your Alpha”: Make It Your Own With A Pop Of Color**

(June 2010, NY, NY) - Tumi the international premium brand of travel, business and lifestyle accessories will introduce “Accent Your Alpha” at the retail level, a program that will allow customers to adjust the look of their bag with the addition of colored components. Gone are the days of tying a ribbon on one’s bag to differentiate it from the sea of black bags. This service will be introduced into Tumi US stores and eleven top International Tumi stores beginning September 2010 as well as on [www.tumi.com](http://www.tumi.com) .

Accent Your Alpha will be offered in six options; red, magenta, silver, blue, green and brown. The following components can be “accented”:

1. Colored Monogram Leather Patch
2. Colored Luggage Tag
3. Colored Add-A-Bag hook
4. Protective Bag Guards
5. Zipper Pullers
6. Colored zippered pouch

This special service can be applied to a variety of bags for travel and business within the Alpha collection. Accent Your Alpha is another element of Tumi’s personalization program which currently includes complimentary monogramming. As the desire exists for consumers to inject a sense of personal style into their travel bags and do so in a way that will help them identify their belongings on the carousel, Tumi has created this service to satisfy both needs.

Tumi has shown its commitment to the use of color for travel. The Spring 2010 Alpha collection featured the iconic 22” wheeled carry on in ten brightly colored shades of ballistic nylon. A bold statement and a true testament that Tumi is more than just black bags, the Alpha Ballistic Bright packing cases celebrate the authenticity of the brand and its modern approach to travel. For those less daring to embrace a Chartreuse travel bag, Colorization is the solution to stylizing a bag and applying a personal touch to make it your own.

All “accented” components will be applied to the bags directly at Tumi stores. Previously purchased Alpha bags can be “accented”. The cost of this color enhancing service is \$50.



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