

[People]

Eagle Creek Makes Organizational Changes

VF OUTDOOR INC., a subsidiary of VF Corporation, announced a new leadership structure for the Eagle Creek® brand. Steve Barker, founder and president of Eagle Creek, has transitioned to consultant for the brand, advising on strategic projects while maintaining his seat on the Conservation Alliance board. Michael Millenacker, formerly vice president of sales, has succeeded Barker as president.

In his new role, Millenacker is responsible for developing global brand strategy and execution of the long-term growth plan for Eagle Creek. Millenacker, who joined Eagle Creek in 2000, reports to Steve Rendle, president of VF Outdoor Americas.

"Michael has a deep understanding and passion for adventure travel and the Eagle Creek® brand's DNA," said Rendle. "His track record of developing category leadership in line with overall brand positioning makes him ideal to lead the continued expansion of the brand."

Rendle credited Barker and his wife, Nona Barker, who has served as operations manager, for playing an integral role in establishing the Adventure Travel Gear industry. Nona Barker, co-founder of Eagle Creek, departed in late January to devote more time to outside interests. Her original designs and innovations helped define the Adventure Travel Gear category.



Michael Millenacker



Candyce Johnson

In addition, Ricky Schlesinger, executive vice president of sales and marketing, has transitioned to a brand advisory role and will be departing Eagle Creek at the end of June. Schlesinger has been the brand's architect and marketing leader over a span of 30 years. A recognized leader in both the outdoor and luggage industries, most recently serving as chairman of the Travel Goods Association, Schlesinger is known for defining and communicating an entirely new category of product now known as Adventure Travel Gear. "Ricky's tireless efforts and passion for the brand were instrumental in creating a category leader,"

Barker said.

Candyce Johnson has joined Eagle Creek in the newly created position of vice president, merchandising and marketing. Johnson has an impressive portfolio of apparel and equipment experience in merchandising, buying and product management and a proven track record of leading, growing and inspiring teams of creative people. Most recently, she served as director of merchandising for REI.

Thomas Ryll now oversees the brand's international business, including current licensees. Ryll joined Eagle Creek in 1995 and has been instrumental in leading the brand's sales and marketing efforts in Europe. Additionally, Julie Goetz has been promoted to director of sales-luggage.

Hartmann Has New Vice President of Sales and Marketing

DICK KUNKLE will be assuming Ken Hinman's role as vice president of sales and marketing. Kunkle joined Hartmann last July and has directed the sales force in some new and exciting initiatives. He has held positions with well-known brands like Waterford Wedgwood and Lancôme. Kunkle will be attending the upcoming Travel Goods Show with his team and is excited about announcing the new programs and collections Hartmann will launch in 2010.

Dick Kunkle



[Product]

Classic and Always in Style

PIEL LEATHER INTRODUCES taste that is timeless with its new Classic Carry-On, a beauty of a bag in sumptuous saddle, black and chocolate leather. Measuring 18.5" x 12" x 8.5", the carry-on has a top-zip opening with a side release clasp for easy access to the spacious main compartment, plus interior zip-pocket and top elastic strap to secure clothing. Fully loaded, the Classic's features are rounded out with a front large U-zip compartment, a rear zip-pocket, a back strap to attach to a telescopic handle, double handles and an adjustable/detachable shoulder strap. MSRP \$309. Details: www.pielleather.com.



Always in style is Piel's new Classic Carry-On.

Lipault Launches Distribution in the USA

FIVE YEARS AFTER CREATING his own luggage brand, French designer Francois Lipovetsky plans to launch worldwide distribution, beginning in the United States. Lipovetsky has selected fashion distributor Isabella Cie of New York to develop business in America. Lipault collections include soft-colored lightweight trolleys known for their pure design aesthetic and bright colors and a space-saving foldable trolley, available in three sizes, which can be stored in a transparent cover. For more information, visit www.lipault.com.

[Product]

Travelpro Debuts Its Lightest and Most Affordable Luggage Collection

TRAVELPRO INTRODUCES Maxlite™, luggage designed to provide value to travelers while meeting demanding quality and durability standards. Constructed with an exceptionally lightweight honeycomb frame that allows you to pack more without exceeding weight limits, the collection includes the Duffel Bag, Rolling Tote, 22" Expandable Rollaboard®, 25" Expandable Rollaboard®, 28" Expandable Rollaboard®, 22" Rolling Duffel and 30" Rolling Duffel. Packed with features — ball-bearing in-line skate wheels, rubber skid plate, skid bars and molded corner guards, extra large front pocket, slightly angled extension handle with ergonomic TPR Comfort Grip — the group looks glam in black and maroon and sports the appearance and durability of a top-of-the-line bag sans the weight and high price tag. Retailers range from \$120 to \$300 for individual pieces. Visit Travelpro at www.travelpro.com for a complete list of the latest products and retail locations.

Maxlite™ by Travelpro



Luggage America Unleashes New Printed Patterns

FOR ITS ROLLING SHOPPER Tote, series 400 and 500, Luggage America is rolling out bold, new printed patterns. This menagerie of colors and designs includes Zebra, Leopard, Butterfly, Paisley and Onami for the 400 series and the equally dynamic Diamond for the 500 series. In developing the colorful scheme, sales manager Mun Han noted that the company is responding to customer demands and requests for its shopper tote line. MSRP \$70. See all the prints and patterns available at www.luggageamerica.com.

Luggage America's new printed patterns appeal to your inner animal.



Briggs & Riley Travelware Launches New Line of Luggage for Adventure Travel

WITH BRIGGS & RILEY TRAVELWARE'S summer launch of BRX, its new outdoor line of luggage, the manufacturer enters the adventure market. The adventure segment is new for Briggs & Riley, known for its signature Baseline and Transcend luggage collections targeting frequent and leisure travelers. The new BRX collection provides a lightweight solution with extreme performance capabilities in a refined, modern aesthetic. The seven-piece collection is made up of wheeled carry-ons, large uprights, duffels and a backpack. It will be available in earthy slate, ocean and amber. The pieces in the BRX Collection retail from \$40 to \$320.

In a change in distribution strategy, Briggs & Riley signed an agreement in December to sell its products in Bloomingdale's — the first presence in a department store for a manufacturer with a long-standing association with specialty travel shops. The retailer will feature Briggs & Riley brand in its flagship 59th Street location in New York City, as well as its San Francisco store. Briggs & Riley will also be available at Bloomingdales.com. For more information, visit www.briggs-riley.com.

The BU122X Explore 22 Upright from the BRX Collection by Briggs & Riley Travelware



[Product]

Swany Rolls Out New JetCart

WEIGHING IN AT A MERE 4.8 LBS. is the new JetCart, a 4-wheel laptop rolling carry-on tote featuring a flip-down seat (with seat model), four Swivel-Glide wheels, patented curved handle — and ability to carry up to 33 pounds. All about organizational style, the JetCart is designed with a 15.4" laptop computer pocket, three-file sections, extra pockets for portable devices and two gusseted side pockets for a water bottle and an umbrella. Rounding out the features are collapsible inside pockets, storage space for bulky items (think shoes) and quick access to contents via a zipper that fully unzips. Available in black, red and brown, the JetCart has water-repellent treated nylon fabric and a handle height that adjusts to six levels from 27" to 37". It also fits handily under most airline seats. MSRP \$150; \$165/with seat. For more information, call 800-237-9269 x-102 or visit www.walkinbag.com.



Swany's JetCart with seat

Heys USA Bold New Collection is the New Black

HEYS USA MAKES the black and white statement with the introduction of its new Houndstooth Retro Collection. Recently featured in *Marie Claire Magazine* in a fashion spread where black and white is trending to be the new black in fashion, the high-gloss print finish is accented with splashes of fashion-accented colors, including fuchsia, lime and yellow. Available as a three-piece set of upright spinners, the Houndstooth Retro Collection is lightweight, durable and ready to roll — whenever you are. MSRP \$490/set. For details, visit www.heidsusa.com.



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[Product]

HP Marketing Brings Good Things to (Traveler's) Life

ANSMANN INTRODUCES the New Li-ion Digicharger Vario for Lithium-Ion and Lithium-Polymer battery packs — currently the No. 1 power source for digital cameras/camcorders, MP3 players, flashlights and more. This compact charger gives you the ability and convenience to quickly charge over 120 different types of batteries. With a spring-loaded battery tray

and adjustable contacts, it can charge any Li-Ion battery from a digital camera, cell phone, PDA, video camera, etc., whose battery contacts are both at the same end of the battery. A handy stylus is supplied with the charger as an aid in adjusting the charger's contacts. MSRP \$45.99. Giottos debuts a new series of camera bags in two sizes and in three colors.

Made from a heavy duty canvas material with a waterproof coating, the fully padded bags are available in black, green and khaki. The smaller bag measures 13.4" x 8" x 10" and the larger one 15" x 8" x 10". Both series have a removable inner case. MSRP \$105.99. For more information on both products, call 800-735-4373 or visit www.hpmarketingcorp.com.



Giottos' new series of camera bags (top) and Ansmann New Li-ion Digicharger Vario (bottom) from HP Marketing



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Patty HO
Project Manager

[Milestones]

Luggage America Expands Office, Updates Website

LUGGAGE AMERICA, d.b.a. Olympia International, announces its new and expanded New Jersey sales office and warehouse at 538 Huyler Street, South Hackensack, NJ 07606, phone: 201-931-1001, 201-931-1002, and fax: 201-931-1003. With this larger facility, the company will be better able to service its east coast customers. Luggage America has also launched an updated website. Retailers and consumers may see all the new products and news about Luggage America at www.luggageamerica.com.

Industry Buzz continued on page 98

[Milestones]

Company Branding and New Patent for Landor & Hawa

NEW FOR 2010 is Landor & Hawa's company branding. Utilizing the Union Jack to reflect its UK heritage, you will see new badging on both the Landor & Hawa and International Traveller brands. A company with a global perspective, Landor & Hawa has offices on five continents and product in more than 32 countries. In addition, Landor & Hawa owns and operates 72

retail luggage stores in Great Britain. Recently, the company received Patent No. 7,641,030, which covers the zippered expansion feature on ABS/polycarbonate hardside luggage in all 4-wheel as well as all 2-wheel models.

"This U.S. patent strengthens our position in the world market as a leader in technology and design," said Paul

Richardson. "The ability to have an expansion feature with hardside luggage sets Landor & Hawa apart from any other supplier's hardside luggage product." For more information about the new company branding and new patent, contact Landor & Hawa at 317-865-8800 or sales@landor-hawa.us or visit www.landor-hawa.co.uk.

[Correction]

The MSRP for the Comply™ NR-10i high tech noise reduction earphones, on page 37 in the November 2009 issue, was incorrectly listed. The MSRP is \$99.95.

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Classifieds

Send your classified ad to Cathy Hays, *Travel Goods Showcase*, 5 Vaughn Drive, Suite 105, Princeton, NJ 08540; fax: 609-720-0620; email: cathy@travel-goods.org.

Deadline for the May 2010 issue is April 1, 2010.

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Professional relationships and service plans may be structured utilizing either a retainer or project basis as appropriate, to insure timely delivery of services.

Contact: david@davidsebens.com. Phone: 731-675-4917. All inquiries kept confidential.

SEEKING EXPERIENCED SALES REPS

Fox Luggage Inc., which for more than 10 years has been an importer of the travel product's brand known as ROCKLAND, is seeking experienced sales reps in all fields of retail outlets. We are looking for well-connected, independent agents or agencies to help grow and maintain our business in mass merchants, department stores, drug store chains, grocery chains and luggage specialty stores. Please email your resume to wwang@foxluggage.com or fax to 323-588-3399.

INDEPENDENT SALES REPRESENTATIVE

Hedgren, a Canadian company with a European high quality brand presently distributed in 35 countries worldwide, is looking to expand into the U.S. Market.

We seek experienced, energetic and well-connected independent agents or agencies to help us establish a foothold in the industry. Our goal is to grow into a business with a strong and highly visible profile in the U.S. marketplace. The image of the brand represents style, quality, and colors unique within our industry. We are looking for special representation consistent with what our brand stands for.

All interested parties, please send a fax to 905-338-3230 or email Gary Lazar, director of operations, Canada and U.S.A., at gary@hedgren.com.