

# Delivering Unmet Needs

Durability

**Function**

Personalization

Self-identification

Accessories

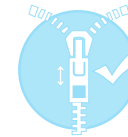
FOCUS ON THE FAMILY, NOT JUST THE CHILD  
BUILD LOYALTY IN OUR ASSORTMENT  
DELIVER AN ENGAGING IN-STORE EXPERIENCE



Upgraded fabric quality



Thoughtful construction



Smooth running zippers,  
sturdy handles and wheels



Clearly fit and organize must haves



Child sized/ Ergonomic solutions



Parent handling solutions