

Unofficial: Messenger / Backpack / Slipcase / Netbook

Spring 2010

PLATFORM

User segment: Urban working adult, creative professional, 18-45

User scenario: Professional with unstructured style, driven by global trends.

Competitive set: Swissgear, Incase, Case Logic

MATERIALS/FEATURES

- Designed for frequent travelers includes fully zipped compartment
- Simple integrated featuring
- Durable but trend sensitive material

