Unofficial: Messenger / Backpack / Slipcase / Netbook

Spring 2010

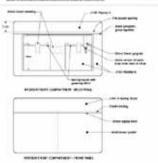
PLATFORM

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





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