

Equator: Backpack / Topload / Messenger

Fall 2010

PLATFORM

User segment: Business casual adult, 18-45

User scenario: Professional, relaxed, organized, and value sensitive

Competitive set: Swissgear, Incase, Case Logic

MATERIALS/FEATURES

- Sling drop protection
- Designed for frequent travelers includes fully zipped compartments
- Fray and abrasion resistant materials at high impact points

