

## PRESS RELEASE

### Porsche Design Presents New Urban Eco Collection RL

Page 1 of 5

August 2023

#### Luggage Collection with a Conscience

**Stuttgart.** With the new Urban Eco Collection RL line, Porsche Design has taken on the challenge of launching functional and luxurious luggage while meeting the need for sustainability. The collection redefines both style and functionality in everyday situations – when commuting, traveling for business or for leisure. The special characteristic of the exclusive range is reflected in the use of a special leather: RL stands for “recycled leather” and refers to a reused, sustainable material that is both abrasion- and water-resistant. The elaborate surface finish using a special tumbling process has a particularly high-quality effect and guarantees a sporty, elegant look. The unique piping in combination with the black leather harmoniously rounds off the functional and puristic design.

#### Durable and Weatherproof

The collection focuses on the essentials for discerning professionals. There are three Backpack models, a Shoulder Bag, and a Belt Bag to choose from. The backpacks are available in three different sizes. Two models offer space for a 15-inch laptop and differ in their rectangular or more elongated shape. The third model offers space for a 13-inch laptop and features a compartment that runs across the entire front. The robust, weatherproof exterior material and welded zippers protect sensitive electronic devices. A large opening with a two-way zipper, interior laptop compartment, additional compartments for organizing everyday essentials, ergonomically designed and padded shoulder strap, trolley strap with hidden interior

## PRESS RELEASE

### Porsche Design Presents the New Urban Eco Collection RL

Page 2 of 5

August 2023

compartment, and USB port provide a whole host of functional everyday features. Not to mention the removable rain cover, which is stowed invisibly under the base panel of the backpack – until it comes in handy when the first rain drops fall.

#### Urban Daily Companions

The padded Shoulder Bag has a hidden additional pocket with a magnetic button and a flat outer pocket with reflective stripes; the length-adjustable shoulder strap means it can also be worn comfortably as a cross-body bag. The Belt Bag with a spacious main compartment as well as an additional hidden compartment on the back can be worn at the waist or as a cross-body version thanks to the length-adjustable strap. The series is rounded off by the Mini Pouch, which can be worn comfortably on the wrist with a wrist strap. All products have an elastic loop on the zipper, ensuring secure closure. The welded zippers, seamlessly connected to the leather, form a continuous surface and make the backpack reliably waterproof. The zipper slider in five different colors provides individual customization. All items come with a recycled polyester Porsche Design dust bag.

#### Technical Data

Backpack XS: Backpack measuring 27 × 40 × 14 cm, with separate laptop compartment for a 13-inch laptop. Available for €345 (RRP).

Backpack S: Backpack measuring 29 × 41 × 15 cm, with separate laptop compartment for a 15-inch laptop. Available for €365 (RRP).

**PRESS RELEASE**

## Porsche Design Presents the New Urban Eco Collection RL

Page 3 of 5

August 2023

Backpack M2: Backpack measuring 33 × 43 × 17 cm, with separate laptop compartment for a 15-inch laptop. Available for €425 (RRP).

Shoulder Bag S: Shoulder bag measuring 20 × 27 × 7 cm. Available for €179 (RRP).

Belt Bag: Belt bag measuring 22 × 14 × 5 cm. Available for €149 (RRP).

Pouch: Mini pouch measuring 22 × 14 × 2 cm. Available for €69 (RRP).

## PRESS RELEASE

### Porsche Design Presents the New Urban Eco Collection RL

Page 4 of 5

August 2023

#### **About Porsche Design:**

In 1963, Professor Ferdinand Alexander Porsche created the 911, one of the most iconic design objects in contemporary history. With his vision of taking the principles and myth of Porsche beyond the boundaries of the automobile, he founded the exclusive lifestyle brand Porsche Design in 1972. His philosophy and design language live on in all Porsche Design products to this day. Every Porsche Design product stands for exceptional precision and perfection at a high level of technological innovation and for a unique symbiosis of intelligent functions and purist design. Designed by Studio F. A. Porsche in Zell am See, Austria. Available worldwide in Porsche Design stores, exclusive department stores, specialist retailers, and online at [porsche-design.com](https://www.porsche-design.com).

#### **Follow Us Here:**

Facebook: [www.facebook.com/PorscheDesign](https://www.facebook.com/PorscheDesign)

Instagram: [www.instagram.com/PorscheDesign](https://www.instagram.com/PorscheDesign)

#### **About BRIC'S**

BRIC'S is an Italian luxury luggage brand known worldwide for its exceptionally designed luggage and bags. These include trolley cases, duffel bags, handbags, briefcases, and other leather and nylon goods. For 70 years, BRIC'S has been making history, celebrating its deep Italian roots and passionately dedicated to fine craftsmanship and manufacturing as well as great attention to details – all of which have been hallmarks of the brand from the outset. BRIC'S collections have always been characterized by a constant evolution, uniting research, heritage, innovation, tradition, functionality, and elegance with craftsmanship, advanced technology, and the interpretation of new trends. This creates a perfect union between form, function, and design. Today BRIC'S reflects the timeless elegance of its origin, Lake Como, which blends harmoniously with the urban and cosmopolitan style of Milan – the city where the main flagship store is located in Galleria Vittorio Emanuele. More information at [www.brics.it](https://www.brics.it).

**PRESS RELEASE**

Porsche Design Presents the New Urban Eco Collection RL

Page 5 of 5

August 2023

Text and image free for use. Specimen copy requested.

Rights of use for images: Bric's Industria Valigieria Fine S.p.A.

Responsible for editorial content: Bric's Industria Valigieria Fine S.p.A.

Press Contacts:

**Porsche Lifestyle Group**

Daniel Rätz

PR Manager

Cell: +49-152-0911-4534

Email: [daniel.raetz@porsche-design.de](mailto:daniel.raetz@porsche-design.de)

**BRIC'S Germany and Austria**

Anja Sziele

Anja Sziele PR

Phone: +49-89-203-003-261

Email: [anja@anjasziele.de](mailto:anja@anjasziele.de)