

25 years ago, our female founders set out to design the kind of bag they needed for their busy lifestyles. Inspired by their innovative spirit, we're committed to creating the bag that's best for you. From the perfect work backpack to lightweight minis - and everything in between - you can count on our commitment to stress-free organization.

Life is a journey. And no matter where it leads, we're with you every step of the way.

Top Consumer Trends that Matter to Her







travel

- Fully integrated, coordinated Getaway Travel System, complete with new carry-on luggage and thoughtfully designed packing
- \$1.1 trillion spent of travel in 2018

wellness

- Lightweight, hands-free designs - 80% of the population will experience back pain at some point (American Chiropractic Association)
- Organizational pockets fit most popular water bottles for on-the-go

tech

- Thoughtful details like RFIDprotected card slots, quick access phone pockets, and charging ports
- -65% of our loyalists consider themselves Mac users
- RFID technology market will be worth \$40.85B by 2025 (Grandview

PRODUCT OVERVIEW:

Handbags, Totes, Backpacks, Minis, Travel & Travel Accessories

TOP IN-DEMAND FEATURES & BENEFITS:



RFID-protection keeps your personal information safe



interior organization keeps everything in its place





water-resistant fabric makes care and



or easy access



luggage handle sleeve keeps bag secure







78% of baggallini's

loyalist consumer travels every 6 months

(+50% US average)





OUR LOYALIST, SUSAN



- 53% have \$100k+ household income
- 76% have bachelor's degrees or higher - 67% are employed, mostly management

OUR EXPLORER, JESSICA

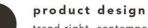


- 21% have \$100k+ household income
- 62% have bachelor's degrees or higher
- 38% are homemakers / housewives



5 million impressions, from 17 Influencers from 8 countries





trend-right, contemporary collection launches



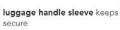
travel locations installed our first fully designed BG kiosks

Every Season, We Released Destination Themed Capsule Collections.









lightweight