

baggallini®

for life's journey

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 accessories
 - \$1.1 trillion spent of travel in 2018 (US Travel Association)

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 hydration

tech
 - Thoughtful details like RFID-protected 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 Research)

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



anti-theft features for worry-free travel



water-resistant fabric makes care and cleaning a breeze



laptop sleeve fits up to 15" laptop



lightweight



cellphone pocket fits plus size phones for easy access



luggage handle sleeve keeps bag secure

78% of baggallini's loyalist consumer travels every 6 months (+50% US average)



OUR LOYALIST, SUSAN

35-44 45-64 65+

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

OUR EXPLORER, JESSICA

35-54 55-64 65+

- 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



- product design**
trend-right, contemporary collection launches
- instagram**
hit 11k followers, and keep growing every day
- travel locations**
installed our first fully designed BG kiosks

Every Season, We Released Destination Themed Capsule Collections.

SPRING 2020

aloha! we're going to the sunny state of hawaii



Gorgeous beaches, lush jungles, friendly people. The Hawaiian islands truly are paradise.

