

From a thread to a luxury collection of lightweight, innovative and high-performance trolleys: Bric's presents the VENEZIA collection



Bric's, a historic Italian luggage and accessories company, who always aims for excellence has launched VENEZIA, a new collection of ultra-light and resistant trolleys.

The Venice collection, whilst reflecting the unmistakable Heritage of Bric's, overturns the traditional brand key words of *Tradition & Innovation*, thus giving great weight to innovation and characteristic of the main material used.

The collection, thanks to its evocative and ethereal naming, reminds us of intangible meanings that recall atmospheres of light, soft transparencies and delicate reflections, typical of the Venetian lagoon. Venice and its incomparable charm, is reflected in the timeless elegance of this collection, from that it inherits its name. Together with the pride, architectural strength and vocation to the art of a unique city in the world.

The consumer appreciates the abstract and material value of this travel collection. He/She is demanding and cosmopolitan, loves to distinguish himself/herself with luxury but discreet products, which are top-of-the-line and defined by the pure quality together with the *Italian look & feel*.

With Venezia Bric's turns to the Global Citizens that travels on short trips but also long-haul flights. They will also take nothing less than high quality when it comes to design and functionality and are always looking for a unique travel experience.

THE MATERIAL: innovative, resistant and light

The strength of VENEZIA is the material used to make the shells, a highly innovative material.

The thermoformed shells are created from a high-tech thread, which is woven to give life to a material, characterized by weft and warp as a textile and at the same time, by very high performance. The high-tech SRPP fabric (Self-Reinforced Poly-Propylene), rigorously MADE in ITALY and life guaranteed by the company,



is enriched with genuine leather finishes, fully expressing the Italian Style and Design Innovation. The special characteristics of the SRPP, already adopted in various product sectors, give the trolley high performance results: ultra-lightweight, excellent resistance to abrasion, cuts, impacts and cold temperatures.

In addition to the new material used for the shells, the Venezia trolleys boast a series of technical features which are essential to high quality standards in luggage: four double wheels, swiveling and equipped with ball bearings which significantly enhance the smoothness; water-repellent protected zippers; TSA combination lock; adjustable telescopic handles, spacious and optimized interiors, organized and elegantly finished compartments. Last but not least, the collection presents an excellent volume-weight ratio, among the best in the luggage market, an important feature in a context of increasing limitation of weights and volumes by the airline companies.



To enhance the consumers' travel experience, these characteristics result in an exclusive luxury collection, of innovative, ultra-light, highly durable, functional and maneuverable trolleys which are ready to face external stresses and the typical mistreatment of every journey.

"We are proud of this collection. It is the result of months of work for our R&D team, strictly supported by the marketing team and trusted collaborators. We are confident we have created a state-of-the-art collection that best expresses technological innovation, maintaining high levels of design and aesthetics" states Attilio Briccola, CEO of the company. "With this collection we can confidently confirm that we have not only added a fundamental element to complete our offer, but we have also located the brand in a new market position to captivate our target audience.

We want to provide our loyal consumer with the best performing products - adds Briccola - as we know he/she is highly demanding with every purchased product. A mature, conscious, hi-tech but highly esthetic, refined but pragmatic traveler who likes to move with a touch of glamour. " The VENEZIA collection is destined for an exclusive distribution, and from the end of 2018 will involve only selected top international key accounts, and of course the Bric's flagship stores."

ASSORTMENT and COLOURS

The collection offers a four wheeled, ultra-light trolley in a selection of colors: One Carry-on, supported by two larger, check-in sized trolleys. The color palette is inspired by the natural shades of the precious stones: sapphire, pearl and ruby.

Handles, address tag and finishes are in genuine black leather. In addition, the plastic components and zips are black.

The inside lining creates an elegant and refined dimension, thanks to the particular herringbone pattern, in tone with the color of the outer shell.



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