

## FOR IMMEDIATE RELEASE

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### VESSEL LAUNCHES TWO NEW PRODUCT LINES FOR 2016 HOLIDAY SEASON

*Introducing Pure and Refined luggage line to meet lower price point consumers.*

CARLSBAD, Calif. (November 2016)- Driven by the success of their first lifestyle line growth, Vessel Bags continues to expand into the luxury travel bag industry. This product expansion comes shortly prior to the holiday buying season.

Vessel had recently partnered with KAABOO Music Festival where Vessel had an opportunity to gauge fan interest. Crafted with KAABOO branding, customers were offered a selection of duffel, backpack and weekender bags from the new “Pure” collection. Due to the event success, Vessel decided to add additional styles to the official launch totalling 16 new designs to their existing lineup.

*The two new lines, “Pure” and “Refined”, strip the bags to the most basic necessities while offering a unique touch,” describes Product Designer, Gilbert Cacayan. “The bags are a clean, minimalist take on the classic backpack, duffel, & weekender bags – capturing the fashion-forward essence.”*

Vessel continues to bring innovative products to the market that challenge consumers to be unique and different. The “Pure” and “Refined” both offer a customizable backpack available in eight material options with 23 colorways. Similar to the “Signature” collection, all bags carry computers, iPads, tablets and more in style; all of which are unisex. The “Pure” and “Refined” line are a special unique vegan friendly line.

To learn more about Vessel, visit [www.vesselbags.com](http://www.vesselbags.com). For press inquiries, contact Stephanie Beyer at [Stephanie@VesselBags.com](mailto:Stephanie@VesselBags.com) or 760.456.9395.

#### About Vessel

Headquartered in Carlsbad, Vessel is the top custom bag maker for professional athletes and celebrities offering the best in quality and innovation. Each custom bag is handcrafted to reflect the unique personality of every Vessel customer. Vessel’s product lines also come with a Buy a Bag, Give a Bag component. In an effort to help every child get an education, Vessel works closely with several incredible organizations who are helping deliver backpacks to children in need. Learn more at [www.vesselbags.com](http://www.vesselbags.com).