

## Luxury Lifestyle and Premium Golf Bag Brand Announces Opening of Flagship Store

### *Vessel to Open in UTC in Time for the Holiday Season*

October 25, 2017 [SAN DIEGO, CALIF] The bag you carry says worlds about you. That's something luxury luggage maker **Vessel** has always understood. That's why it creates its sleek, sophisticated line of totes, backpacks and golf bags to make a strong statement. Carrying one shows you care about detail, quality and style. Just in time for the holidays, you'll be able to find your favorite Vessel products in its flagship store. Vessel is expanding its growing influence in the luxury golf and lifestyle arena by opening its first store in the Westfield UTC mall in La Jolla November 15<sup>th</sup>.

"We're excited to launch our first flagship store alongside other upscale retailers in the heart of La Jolla" says Vessel CEO Ronnie Shaw. "The UTC store location is the start of many retail locations where our customers can look, touch and feel our bags in person."

Vessel will be thanking its first 200 customers with a special opening day gift of a free limited-edition Vessel item.

Carry what's important to you in clean, timeless style with a bag from Vessel's golf or lifestyle line and give yourself or someone special the ultimate gift.

#### **A Few Favorites from Vessel:**

- **Signature Tote:** Seamlessly transition from business meetings to brunches with this elegant, everyday tote. Gorgeous, sophisticated, feminine and brilliantly designed with a secure magnetic clasp, interior lining with zip pocket and keychain, interior organizational slip pockets, padded laptop sleeve and more!
- **Custom Golf Bags:** Customize your look with luxury textured leathers and colors. These gorgeous bags make the ultimate statement on the course. Pockets galore for balls, valuables, keys and more. Water bottle pockets, premium zippers. No wonder why they're a favorite of the pros.
- **Signature Backpack:** Ditch your standard backpack and upgrade to a sleek, premium carryall with lots of space for all your necessities for school, work, and play. Featuring a main laptop sleeve compartment, a spacious interior and adjustable bottom compartment with waterproof zippers – Vessel has you covered wherever you go.

With every Vessel bag you buy, you're helping to make a difference in the world. Vessel gives a backpack to a child in need for every bag purchased. Since the Buy a Bag, Give a Bag program launched, the company has given out over 18,000 backpacks.

**About VESSEL:**

Headquartered in Carlsbad, CA, VESSEL is trusted by more than 70 PGA and LPGA professional athletes and over 20 celebrities. Each bag is handcrafted through quality and innovation to reflect the unique personality of every VESSEL customer. VESSEL is a company that strongly believes life is an adventure filled with purpose. VESSEL bags allow you to carry a customized design to inspire the world with your own vision, creativity, and chic style.

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