



LIVE LUGGAGE

PRESS RELEASE

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Luxury luggage for British Olympic Skier Pam Thorburn



Flexible multi-bag Live Luggage 2012 Sports bag is ideal for professionals and winter sports enthusiasts

The new 2012 Sports Bag (powered and non powered) has been designed for skiers and snowboarders on the move with typical boots, skis and even snowboards from home to your base with ease. The new 2012 Sports Bag is a multifunctional luggage system which includes a large weekend bag for heavy-duty items like ski boots, a multi-purpose rucksack and a capacious main case, which all zip together and apart for complete flexibility. Featuring patented Live Luggage powered wheels and an anti-gravity handle (PA range), and the patented anti-gravity “wishbone” handle (AG range) this 2012 sports bag makes light work of hauling skiing and snowboard equipment of all kinds from coach or car to train to plane and is the one-purchase flexible luggage solution for the stylish winter sports enthusiast.

Weight is a major consideration when flying these days, so Live Luggage designed the 2012 sports bag system so all three bags are detachable, with the weekend bag and rucksack meeting current dimensional requirements for hand luggage. The spacious main bag is big enough for a whole winter sports trip's worth of clothing, gloves, goggles, accessories and personal belongings. When attached to the main anti-gravity handle system using simple ski clips it can take heavy loads such as snowboards and even skis very easily.

Taking luggage from a drop-off point in resort to the hotel or chalet can sometimes be a challenge, but the 2012 PA Sports Bag features high-technology powered wheels and a clever patented anti-gravity handle system with tilt switches and force sensors which took six years to develop. The result is luggage which feels as light as a feather, powers up when it senses gradients and kerbs and takes all the weight and effort out of pulling, avoiding any strain on the user's body and allowing them to save their energy for tackling challenges on the slopes! The pancake motors (Nano technology) in the wheels are powered by rechargeable batteries and last up to 1.5 miles off a single charge, recharging easily just like a mobile phone (a charger and multi-country adaptor are included).

The 2012 AG Sports Bag features exactly the same patented anti-gravity handle which puts 85% of the weight of the luggage over the wheels. This results in a case which feels almost weightless, is more stable and is far easier to manoeuvre.

The fashion-conscious skier or snowboarder will appreciate the 2012 sports bag in stunning polar white with black and white trim and additional thoughtful design features, such as the detachable rucksack with padded internal pocket for keeping an MP3 player securely inside out of sight, with a port to the outside for the headphones and an outside mesh pockets for storing damp items such as gloves.

Designed by the well-known London fashion designer Jacqui Ma, it combines cool styling with functionality. Jacqui comments: "This is such a unique product. The idea of combining Live Luggage's PA and AG technology with specially-designed bags for the sports person is brilliant. It's about making individuals and teams feel at ease when travelling and about arriving in style and with confidence. Getting to your destination with the right clothing and equipment in a flexible sports bag system gets your winter sports holiday or training session off to the best possible start. Once you've arrived, the 2012 Sports Bag can be separated into different bags for everyday use, then it all zips together again and onto the AG handle system for an easy trip back home – it's both practical and fashionable."

The 2012 Sports Bag is available in two colours: white with black trim and either a black or white handle, and black with black trim and either a black or yellow

handle. The 2012 PA Sports Bag is priced at £445 and the 2012 AG Sports Bag is priced at £265.

Please go to www.liveluggage.com to Media Centre to download hi-res images. For further information or for editors in London wanting to test-drive the 2012 Sports Bag, please contact:

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Live Luggage cases have been voted into Time Magazine's Top Ten Best Travel Gadgets of 2009: [click here](#)

See Live Luggage bags on the Gadget Show: [click here](#)

Also featured on the Discovery Channel: [click here](#)

Raef Bjayou star of BBC's "The Apprentice" 2008 promotes the new Hybrid PA Bag: [click here](#)

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