



LIVE LUGGAGE

PRESS RELEASE

June 2010

## A year-round solution to the luggage dilemma



### ***Three bags in one on a unique anti-gravity chassis - Live Luggage introduces the Sports Bag in black***

Black really does go with everything! A one-purchase solution for taking sports kit to the gym, clothes and personal belongings away overnight and holding enough clothes and personal belongings for a two-week holiday is now a reality, thanks to the new Sports Bag from Live Luggage. This truly multi-functional luggage system comprises three separate bags which all fit onto a unique trolley system with an ergonomically designed anti-gravity wishbone handle. There's even a version with powered wheels which runs off a built-in battery that can be re-charged just like a mobile phone, using the supplied charger and handy multi-country adapter. This really is one purchase which can be used in different ways for different trips throughout the year.

The Live Luggage Sports Bag system, now available in black, comprises a rucksack, a weekend bag and a large soft case which can each be used as standalone items, yet all zip together and clip onto the chassis for easy travelling to and through airports, train stations and car parks. Even with all three bags fully packed, its patented anti-gravity handle makes light work of moving along, being ergonomically designed so that 85% of the weight is over the large flat wheels instead of on the user's arms and shoulders. Pivoting from the base of the chassis, the anti-gravity handle is height adjustable and pulls out from the back of the case when in use and closes neatly when stationary. Awkward items, such as racquets, fins for snorkeling or snowboards can also be attached to the chassis system using simple ski clips. Having one hand free while toting all this luggage makes travelling a more comfortable and convenient experience. There's even a model with power-assisted wheels. Sensors in the handle automatically activate pan-cake motors in the wheels when slopes or kerbs are detected, taking all the strain out of walking uphill. Designed by the well-known London fashion designer Jacqui Ma, the Live Luggage Sports Bag system really does combine practical functionality with styling: the handy rucksack is ideal for taking swimming gear and towels to the beach and even has mesh pockets for putting damp costumes in or holding sandy beach shoes. It's equally practical for sightseeing, with an internal pocket to hold an MP3 player and a port for the earphones.

The weekend bag and/or the rucksack can be zipped off and used as aircraft carry-on hand baggage then simply zipped together again on arrival for the trek through the airport to the hire car or taxi. On holiday, the 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. Both practical and fashionable. Use the rucksack and the weekend bag all year round for everyday use. Its tough PU material simply wipes clean.

The Live Luggage Sports Bag in black with black and white rucksack cord is available with a choice of black, white, yellow, red or pink handle and costs just £265 complete for the anti-gravity (AG model) and £395 for the powered PA version. Available now from John Lewis stores, Prokit in London and the Live Luggage website.

ENDS

Please go to [www.liveluggage.com](http://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:

Clive Hemsley: [clive.hemsley@liveluggage.com](mailto:clive.hemsley@liveluggage.com) or telephone +44 1491 636 393 or

Anna Johnston: [anna.johnston@liveluggage.com](mailto:anna.johnston@liveluggage.com) or telephone +44 1491 636 393

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](#)