

Design My Samsonite
European Design Contest to create new Limited Edition Cosmolite

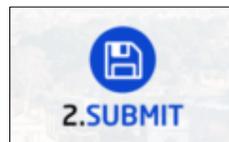


Following the great success of the first Design My Samsonite contest, Samsonite®, the world's largest travel solutions brand, is thrilled to announce the launch of **Design My Samsonite 2014**. Beginning January 15, this unique international design competition is open to many European countries, Russia, South Africa and Turkeyⁱ. Participants are invited to create their own original artwork to be printed onto a **Cosmolite®** suitcase using a pioneering printing process. The Cosmolite suitcase is made with **Curv®** material, exclusive to Samsonite in the luggage arena, and is one of its most innovative and best-selling collections to date. Design My Samsonite will give participants the once-in-a-lifetime chance to make their mark on this iconic collection, visit the dedicated website for more details: <http://www.designmysamsonite.com>.

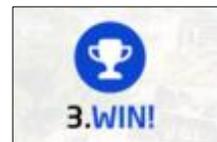
Contestants can choose one of 14 themes to base their artwork on: Europe, United Kingdom, France, Spain, Germany, Denmark, Finland, Sweden, Norway, Belgium, The Netherlands, Russia, Turkey and South Africa. One winner from each theme will be awarded a Cosmolite suitcase, and the overall five best theme designs will receive the grand prize of an exciting trip to a European city of their choice (up to the value of 1.500€). Samsonite will produce a limited edition of Cosmolite suitcases featuring one or more eye-catching designs from the five Grand Prize Winners. Winners will be selected by a Samsonite jury comprised of six members of the design and marketing teams.ⁱⁱ



Design your artwork to be printed on the front shell of a Samsonite suitcase. Download a template and choose one of the 14 themes. Get creative!



Fill in the application form and upload your artwork(s). You can submit up to three designs, but remember quality over quantity! COMPETITION CLOSES 14.03.2014.



The winners will be selected by a jury. Furthermore, the design that receives the most votes will be awarded with the People's Choice Award.



Get ready to pack your suitcases! The chosen Grand Prize Winners can spend their 1.500€ voucher on an exciting city trip in Europe.



The Grand Prize Winners are not the only ones to win awards; all entries are eligible for the People's Choice Award. The design with the most votes on the Design My Samsonite website will win the accolade of The People's Choice Award Winner and take home a set of Cosmolite suitcases.

Samsonite has developed a revolutionary printing technique which enables bespoke designs to be embedded within the Curv material. Curv material, paired with Samsonite's patented shell-forming process, results in luggage made with innovative material widely known for high-energy absorption and outstanding shock impact performance. Curv is also used to make ice hockey skates, shin guard protection and body armour and is widely known for its feather light and advanced impact-resistant qualities.

All admissions will see their designs exhibited on the Design My Samsonite website gallery (www.designmysamsonite.com), Samsonite Facebook page (www.facebook.com/samsoniteofficial), Samsonite Pinterest page (www.pinterest.com/mysamsonite), the contest will also be promoted via Twitter (www.twitter.com/mysamsonite) and Instagram (www.instagram.com/mysamsonite).ⁱⁱⁱ

Participants may enter their design at the official Design My Samsonite website (www.designmysamsonite.com) where they will find the contest artwork template and briefing, product information on the Cosmolite collection, Curv material, videos, pictures and a gallery page of submitted artworks.

The Design My Samsonite winners will be selected in March 2014 and a limited production of the official winning suitcases will be produced in time for summer 2014.^{iv}

For the full competition rules, terms and conditions and additional information, please visit www.designmysamsonite.com.^v

- ENDS -



For more information please call or email:

INSERT NAME INSERT PR AGENCY	INSERT NAME OF MARKETING MANAGER SAMSONITE {INSERT COUNTRY}
Tel: {INSERT CONTACT NUMBER}	Tel: {INSERT CONTACT NUMBER}
Email: {INSERT EMAIL ADDRESS}	Email: {INSERT EMAIL ADDRESS}

NOTES TO EDITORS:

Established in 1910, Samsonite is the world’s leading luggage brand with a rich heritage of creating trendsetting travel solutions. Renowned for breakthrough research, development and its commitment to innovation, Samsonite has cemented its prominence with a number of industry firsts, including the use of the revolutionary Curv® material. Samsonite caters to all offering an extensive spectrum of travel, business, kids, casual and personal accessory products. Always looking forward, Samsonite helps global travellers journey further, with ever lighter and stronger products.

With Samsonite by your side, nothing should stop you from chasing destinies, discovering new horizons and exploring the world beyond your imagination.

www.samsonite.com (markets to also insert local Samsonite URL)

<http://www.enjoyeverysecond.com/>

Samsonite Travel Miles App: <http://itunes.apple.com/gb/app/samsonite-travel-miles-europe/id402853695?mt=8> or <https://play.google.com/store/apps/details?id=com.inthepocket.samsonite&hl=en>



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Curv is a registered trademark of Propex Operating Company, LLC

ⁱ Participation is open to applicants who have obtained the legal age from every European country (except Italy) and Russia, South Africa and Turkey. The registration opens on January 15th, 2014 and the deadline is March 14th, 2013. Registration is free and applicants must accept the Contest terms and conditions. Residents of Italy are not eligible to participate in the European Design My Samsonite but are eligible to participate in the *Design My Samsonite Italian* competition.

ⁱⁱ Five grand prize winners will be chosen by a jury composed of six people from the marketing and design department. Each of the grand prize winners will win a trip to a main European city of their choice, including flight and lodging and a Cosmolite spinner 55 suitcase, and may have their design produced as a limited edition Cosmolite.



ⁱⁱⁱ The winning designs may also be used for commercial purposes and may be communicated on fairs, in the Samsonite Dealer Catalogue September 2014, on Samsonite e-commerce websites, Samsonite contest mini-site and in the shops.

^{iv} The winners will be selected and informed on March 21st 2014, but the date may be delayed due to unexpected circumstances.

