

NEW EXHIBITORS

SHOWTIME

The Place for **NEW** Discoveries,
NEW Beginnings, and
a **NEW** Crop of Amazing Travel Products

BY GARRETT LAI

IN TRAVEL, PLANNING AHEAD PAYS DIVIDENDS. STUDYING THE MAP FOR a glimpse ahead can help route you to points of interest you'd miss otherwise, special destinations that make your trip.

And so it is at The International Travel Goods Show. Delve into some of the new, first-time exhibitors at The Show, discover their unique signature products, and make plans to meet up at the world's largest travel goods showcase.

The Show is full of new beginnings. And some of them start right here. Right now.

Enjoy the discovery...

Star International *Hardside with a Soft Side*

Booth 3139

Star International's company founders "tried hundreds of cabin trolleys" on business trips, only to be met with disappointment. None, they felt, answered the real needs of frequent travelers like themselves – so they went about creating their own line of 20" and 24" cabin-friendly cases. Star's rollers feature polycarbonate hardshell main compartments paired with multi-pocketed nylon panels that come in a 6-pocket "traveler" version, or a detach-



Star International combines the multi-pocketed organizational convenience of soft luggage with the sturdy protection of polycarbonate construction. Choose from the 6-pocket "traveler" version, or the business-oriented model with detachable laptop case.

able laptop case in a model aimed at frequent business travelers.

On Show: Star International will debut its first case designed as checked luggage, which will complement its existing line of carry-on-friendly 4-wheelers. MSRP: \$219/checked, \$199/carry-on

Airopedic International Booth 2937 *Ergonomically Designed Comfort.*

To Go!

Airopedic's™ signature product, a multi-adjustable ergonomic office chair, is highly praised for its comfort in the workplace. And with its new Airopedic Portable Seat, its patented seating technology – loved by office workers the world over – can accompany you everywhere you go. The self-inflating cushion's pressure control button adjusts its density to direct forces away from your body's pressure points, using interconnected air chambers that control the distribution of air within the cushion for tunable support and optimal comfort.

On Show: The Airopedic Portable Seat, a self-inflating cushion with interconnected air chambers that provide ergo-

nomically correct, supportive comfort. Anywhere. MSRP: \$65



Airopedic's famously comfortable office chair technology goes mobile with the self-inflating Portable Seat. Interconnected air chambers control the flow of air in the cushion for tunable support that provides relief for your body's pressure points. All in a simple-to-deploy, easy-to-carry package.

American Jewel *Scented for Success*

Booth 2118

American Jewel may have come up with a luggage first: scented bags, as part of its Yummy Gummy and

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Jelly Belly lines. Its fashionably hip, playfully colorful bags run the gamut from bright wristlets to bucket-style backpacks made from silicone. These are fun bags that definitely skew young, like the company's line of Jelly Belly-branded scented (yes, scented!) wristlets, bracelets and handbag-friendly brush/mirror sets.

On Show: American Jewel's core products include the new Frogskin line made from waterproof tarpaulin (MSRP: from \$24.95-\$29.95) to keep contents safe from water, sand, dirt and snow.



American Jewel's lineup ranges from wristlets and everyday bags in whimsically fun, scented silicone with its Rockin' Candy, Yummy Gummy and Jelly Belly lines; to military-inspired waterproof tarpaulin baggage under its Frogskin brand.

Cardiff Products Booth 2837

Head Rest for Air Travelers

Cardiff Products got its start in 2013, with its Travel Headrest designed to provide more restful sleep in the car for the children of company founders (and in-laws) Will Regan and Jason Arriola. The new-for-2017 Cardiff Wings applies that same concept – a side bolster on which to rest one's head – but in a portable, clamp-on format that works with airline seats.



Cardiff Wings, the lightweight clamp-on headrest and mini privacy screen that provides restful in-flight slumber.

On Show: Cardiff Wings, a patent-pending 2-piece headrest that lets you rest your head to the side for restorative in-flight comfort, without the bulkiness of a typical travel pillow. MSRP: \$49.99

Cristina Girl Booth 2945

Confident, Comfortable, and Happy.

To Go!

"Fun, cute, practical" is the personality of Cristina Girl, a spirit captured in a hand-drawn portrait of a little girl – the company's logo. The company's stock-in-trade is a series of playfully sassy mini backpacks, satchels and cross-body bags; plus casual, trendy items for everyday use, many incorporating tablet and laptop compartments.

On Show: Functional urban bags with fashionable flair, in colorful nylon. MSRP: \$50/mini backpacks and cross-body bag; \$60/larger daypacks and messenger bags



The Lily Collection daypack in Spanish Red waterproof crinkle nylon, with padded laptop compartment and metal Cristina Girl logo.

Day & Mood Booth 2439

Scandinavian Sensibility, Edgy Elegance

Founded in 2014, Day & Mood is a Scandinavian bag company that merges edgy elegance and Scandinavian design with traditional leatherwork and modern materials. Like sister company Still Nordic, Day & Mood's bags are handmade in its own factory in India, where skilled craftsmen bring its typically Danish, functionally minimalist designs to life with a minimum of machine work.

On Show: Fashion-forward women's bags in buttery soft handworked leather, ranging from small cross-body bags

(MSRP: \$68) to everyday items like totes, shoppers, handbags and buckets; to larger weekenders (MSRP: \$320).



Day & Mood's buttery-soft leathers result from sustainable, lasting practices, and are hand-crafted at the company's own factory. Witness the fashionable profile and functional esthetic of the Rose Satchel.

Destination Bags Booth 434

Toiletries Made Travel-ready

There's some irony in the fact that cosmetics – which are all about lookin' good – are often consigned to being carried in plain-Jane toiletry bags. Which is where Destination Bags comes in, with its toiletry kits that definitely put some bling into those hotel bathrooms.

On Show: Destination Bags brings glam to the powder room with four ladies' hanging toiletries bags/organizers, sized for everything from the quick overnighter to a longer stay. Stocked with 100-ml containers for liquids like shampoo and conditioner. MSRP: from \$100 to \$200



Bling it! The Weekender's compact 8" x 9" silhouette opens up into an 8" x 36" hanging cosmetics organizer to simplify personal beautification, anywhere you are.

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DetoxAir Booth 351

Deep, Cleansing Breaths. Anywhere.

Taking note of the fact that active people take in up to 30 times more air than they do at rest, and that global air pollution levels have increased 8% over the last five years, DetoxAir comes to the rescue with its Personal Breathing Filter for Active Lifestyles.

On Show: *The Personal Breathing Filter for Active Lifestyles, which removes 99.7% of all damaging dust, airborne bacteria and viruses, pollen spores, smoke, smog and other particulates.* MSRP: \$22.95



Breathe easy with the patented Personal Breathing Filter for Active Lifestyles, by DetoxAir, which filters out 99.7% of smoke, smog, airborne particulates, bacteria, viruses and pollen.

Safeguard your lungs and respiratory health during outdoor exercise. Anywhere you travel.

Flat Pack Beauty Booth 2947

Look Good on the Fly, and on the Go

Sometimes, travel size simply isn't small enough. At least that's the conclusion Sharon Simpson arrived at, when she discovered even travel-size cosmetics were "just too big, expensive and inconvenient for a week-long trip." So the career marketing communi-



Makeup, check. Mirror, check. Applicators and a TSA-compliant see-through container, check. It's all here, in Flat Pack Beauty's flagship Makeup Essentials Mini Pack.

ties exec launched Flat Pack Beauty™, with a patent-pending mini makeup kit as its flagship item. The Makeup Essentials Mini Pack provides a full palette of colors to suit various skin tones and color preferences, fits into a TSA-friendly 6" x 9" clear bag, and tips the scales at just 8 oz.

On Show: *The Makeup Essentials Mini Pack which includes a flat makeup palette, applicators and beauty tools that fit inside a TSA-compliant see-through bag.* MSRP: \$34.95

GILANCE Booth 335

Kiwiwho – Saving Children's Backs, One Book Bag at a Time

Longtime leather goods company GILANCE, founded in 1964, introduces kid-friendly brand Kiwiwho to The International Travel Goods Show.

On Show: *Taking inspiration from New Zealand's tough little Kiwi, and its survival in the face of environmental adversity, Kiwiwho is a range of luggage and school bags that help call attention to the precarious balance of ecology, pollution, deforestation and fair trade.*



The Roulette Binder, a rolling schoolbag with plenty of carrying capacity and organizational features, helps protect children from the burden of heavy loads.

Go Far Booth 2949

Time to Travel

Shannon Potenzo applied her 20 years of product sourcing experi-

ence to an all-too-common problem: "I was tired of purchasing luggage for each visit to China because the luggage would fall apart after one trip." The result is Go Far, which is launching its entire product line this year and bringing it all to The Show.

On Show: *Go Far's first-ever product lineup, all new for 2017, with luggage price points from basic rollerboard (MSRP: \$49) up to the ABS hardside All American 2-piece set (MSRP: \$189.99), or the 3-piece Fleur Di Lis set (MSRP: \$199.99).*



Go Far's Fleur Di Lis 3-piece set is its higher-end set, designed and priced to appeal to the daily traveler in 600D fabric, your choice of red or blue, in 20", 24" and 28" sizes.

HydraPak Booth 1641

Hydration When and Where You Need It



The aptly named Stash comes in 750 ml and 1-liter sizes, weighs less than a conventional hard plastic bottle, and accords down to the size of a slightly over-size hockey puck for compact carry.



HydraPak began almost 20 years ago, making reservoirs for backpack-style hydration systems for adven-

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turers and endurance athletes. Today, the company is a leader in the active sports arena, and it's bringing its wares – including clever collapsible water bottles and cups – to the traveling public.

On Show: HydraPak's full line of fluid-carrying solutions, including collapsible water bottles and personal-size flasks and water carriers, not to mention cleverly compact reusable cups and bladder-style drinking systems. MSRP: from \$18

InUSA

Booth 2744

Assembled in the USA, Made to Last

InUSA was launched in 2014 to produce affordable, durable luggage that lasts. Its founders – travel goods industry veterans with more than 30 years' experience – established its own assembly lines in Miami, FL, where it assembles luggage from parts sourced from other countries, with the goal of increasing its made in the USA content to produce a 100% made in the U.S. luggage line to complement its imported offerings.

On Show: Hardside and softside luggage, including items assembled in Miami, FL. MSRP: from \$420 to \$620, 3-piece sets



InUSA's Camouflage 3-piece set features an ABS and polycarbonate structure, dual spinner wheels at each corner, fabric lining, 3-digit TSA-accepted lock and a 10-year warranty. Set consists of 20", 24" and 28" sizes.

Lapnap

Booth 658

Forward Thinking Comfort

Lapnap presents a new twist on the traditional u-shape travel pillow, with a lightweight, foldup stand that lets you rest facing forward with your head and face cradled like it is when lying supine on a massage table.

On Show: Lapnap's simple-yet-sturdy A-frame support turns this u-shape travel pillow, with washable ultra plush fabric sleeve, into a face-first, massage table-style comfort rest. MSRP: \$30



Lean back and relax. Or lean forward, and... relax. Lapnap allows for restful slumber on airline seats in a face-forward position, with a lightweight support that takes the load so you don't have to.

LOQI

Booth 561

Celebrating Art, the Universal Language

LOQI collaborates with artists from all over the globe to create its fun travel items, with designs from 20 artists, including museum artworks drawn from famous collections from 24 museums including the Louvre, Guggenheim, Rijksmuseum Amsterdam and New York's Museum of Modern Art.

On Show: LOQI's lineup is infused with artistic imagery, starting with polyester zip pockets sold in sets of three for water-resistant organization (MSRP: \$17.95-\$19.95); tote/shopper style bags (MSRP: \$10.95-\$12.95); drawstring backpacks (MSRP: \$15.95); and poly/spandex stretch luggage covers (MSRP: \$26.95-\$28.95).



Travel with artistic style – LOQI's Flower Dream Bag, from a collaboration with Japanese artist Shinpei Naito and his futuristic, fantasy graphics.

Luggage Leash

Booth 2839

Keeps It Tethered – Electronically

Luggage Leash lets you keep your eye on your luggage – or most anything else – without literally having to keep it within eyesight. The Leash It is a small Bluetooth-enabled chip you attach to your luggage, which interacts with Bluetooth 4.0 and later phones, to sound an alarm when your bag approaches on a baggage carousel; or if your bag is removed from your immediate vicinity. It can also report its location to your phone, using a combination of GPS and the network of other users' phones in the Leash It community.

On Show: Water-resistant, dustproof Luggage Leash tracking device that can update your Bluetooth-enabled phone with its location. With user-replaceable battery, no subscription fees or added cost, it's a forever solution for locating lost items. MSRP: \$39-\$45



Track luggage and belongings with the Luggage Leash, which uses your Bluetooth 4.0 phone and a community of fellow Leash It users' phones to update its location and provide you with proximity alerts as your luggage approaches (or is removed from your vicinity). No subscription fees, no added charges, runs on user-replaceable batteries.

LuxePak

Booth 443

Secure Those Liquids!

On a business trip, Dee Dee Niedzwiecki opened her suitcase to discover everything soaked in shampoo, conditioner and body lotion. After winging through an executive presen-

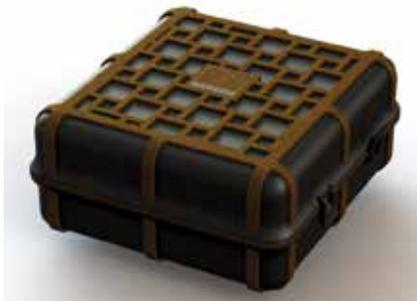
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tation with nothing to wear but the traveling clothes she'd worn the last 24 hours, she came home determined to do something about it.

On Show: The LuxePak Mini, a hard plastic case with a non-skid exterior containing a trio of 2-oz bottles with locking pump dispensers, and your choice of a vegan body sponge or net loofah. With room for other spoilable, crushable items that warrant protection. MSRP: \$59.99, Show special: \$35



LuxePak Mini's 6" x 6" x 2" crushproof case is armored protection for its trio of included 2-oz liquid pump dispensers, warding off in-flight toiletry blowups like the one that inspired LuxePak's invention. Comes with charcoal vegan body sponge or net loofah, plus room to add your own items.

Matador Booth 653
Pragmatism Meets Thoughtful Design

Matador began with an observation – so many people at the beach, in the park and outdoor concerts end up sitting on their coats or backpacks. So Matador founder Chris Clearman came up with the first Matador product, the cleverly pragmatic Pocket Blanket that fits in a pants pocket and provides waterproof seating for four. It's a beautiful piece of design, especially in version 2.0 with weighted corners, built-in stakes and sand pockets for secure anchor against the wind – and a fine example of the thoughtfulness Matador brings to all its designs.

On Show: Packable adventure gear like the DayLite16 backpack, a 16-liter day-pack with two zippered compartments and water bottle holsters that pack down smaller than a tennis ball. And

the Transit30 duffel, a 30-liter carry all weighing a tick over a quarter pound. MSRP: \$49.99



Siliconized Cordura gives the lightweight Transit30 duffel heavyweight hauling capacity, yet keeps it svelte at just 4.25 oz, and scrunchable enough to fit into a fist-size pouch.

Nunzia Palmieri Booth 448
Your Window to the Digital World

As fabulous as smartphones are, they're no match for a tablet when it comes to most online tasks. Which is where Nunzia Palmieri's designs really shine – they're the tablet carrying solution that protects those magical tablets, enhances their portability, but still allows access.

On Show: Italian-made handbags and



The Alex shoulder bag provides an access window for your tablet – which, in turn, is your window on the digital world that's become an everyday necessity. Made in Italy with fine leatherwork, a modern silhouette and forever styling.

messengers with tablet compartments that protect while still granting access to the screen, improving the tablet's usefulness by letting you take it with you and use it on the go. MSRP: \$228

OUUL Bags Booth 827
Style. Substance. Tech.

OUUL was born in August 2016, and already has a dizzying array of golf bags, backpacks, satchels, rolling suitcases, totes, and duffels in its catalog. (By the way, OUUL doesn't have a specific meaning, but it's pronounced owl, which rhymes with Wow – and that's the response they're going for.)

On Show: The new Wave Collection, inspired by the detail, texture and design of OUUL's proprietary fabric. The Boat Wave's pattern evokes ocean waves, in olive, white and yellow colorway. The Check Wave's crisp white and blue check pattern features a royal blue finish and comes in a variety of styles from golf bags to totes, rollerboards and daypacks.



The Boat Wave is part of OUUL's new Wave Collection, with olive accents and textured proprietary fabric.

PlaneTags Booth 331
Bag Tags That Really Take Flight

MotoArt Studios is famous among airplane aficionados for its stunning office furniture/decor: conference room tables made from old Boeing 747 engine turbofan housings, tables made from gorgeously polished and preserved airplane wings and control surfaces, desk clocks crafted from old pistons and the like. Call it recycling, in a manner that preserves the original object's most artistic form in a new, functional format. They now add PlaneTags to their line of offerings.

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On Show: *PlaneTags*, luggage tags cut, stamped and etched from the skin of retired airplanes, including commercial favorites like Boeing's 7-series jetliners, from 737-777; Douglas' DC-9 and Airbus' A320; or historic flyers like the Douglas DC-3, WWII's B-17 and B-25, and more. MSRP: from \$24.95, increases with the rarity of the donor aircraft



MotoArt's PlaneTags are cut from genuine airplane skin, taken off retired aircrafts. Each tag is cut, stamped, serial-numbered and etched with the tail number or serial number of the donor aircraft.

Smoots Booth 438
A Cozy Name for a Comfort-conscious Brand

"I thought Smoots felt like a cozy name for a comfort-conscious



Step lively – and in comfort – with Smoots lightweight footwear. Part bamboo/cotton sock, part shoe, with flexibly comfy recycled rubber sole, Smoots are environmentally kind and personally comfortable.

brand," says founder Ken Kammal (who later learned that it's a humorous/fictitious unit of measure originating at MIT, equivalent to 67"). And coziness is what Kammal wished for after taking his shoes off to go through airport security for the umpteenth time, which inspired these cozy-comfy, lightweight shoes.

On Show: *Sock-like Smoots Comfort Conscious Footwear*, which marry the breathable comfort (and washability) of bamboo/cotton blend socks with a recycled rubber sole (MSRP: \$25). And *Smoots Comfort Conscious Boxer Briefs* – anti-fungal, anti-bacterial, hypoallergenic natural fabric men's undergarments of cotton and bamboo (MSRP: \$7).

Still Nordic Booth 2439
Timeless, Modern, and Casually Cool

There is a distinctly urban feel to Still Nordic's gorgeous leather bags and wallets that gives them almost universal appeal. Like most Scandinavian design, function is paramount, but where sister company Day & Mood is more whimsically fashionable (albeit guided by a strongly Nordic undercurrent of functionality), Still Nordic is more up-front about its purposefulness. Still Nordic officially launched as the male-directed counterpart to sister company Day & Mood, but women also gravitated toward its urban-inspired, functional-yet-stylish personality and it's become a unisex brand. All design originates in Denmark, with production taking place in the company's own factory in India.

On Show: *Beautifully crafted leather goods, handcrafted in Still Nordic's*



Urban styling, a handsome silhouette and fine handcrafting are all on display in Still Nordic's Cubic Weekender.

Indian Factory. MSRP: from \$38/wallets and credit card holders, \$88-\$358/bags

tab – the adjustable bag Booth 3027
Three Sizes, One Size-adjustable Bag

In the quest for the one bag that does it all, the one almost insurmountable hurdle is size. There's no getting around the fact that a weekend getaway and a week-long adventure demand different-size bags. But now there's tab, the adjustable bag that can be configured as three different-size duffles.

On Show: *The tab size-adjustable bag that telescopes (or accords, if you prefer musical metaphors) from a 31-liter overnighiter/gym-size to a 46.5-liter weekender or 62-liter heavy hauler. Multiple carry handles, internal and external pockets, backpack straps and a shoulder sling provide a host of organizational and portaging options. MSRP: \$119*



Three sizes, one duffel: tab's signature product is a full-featured duffel that can be configured as a 31-, 46.5- or 62-liter bag and rigged as a backpack, shoulder slung or hand carried. At \$119 MSRP, you could argue it's like single-bag pricing for a three-piece set.

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TERRACOMO New York Booth 1132

Travel and Adventure, the Anti-fashion

Terracomo was born in 2015, as a pushback against deeply embellished, logo-driven accessories that focused on fashion. The company's leather goods take inspiration from Earth's elements, as does its name – terra meaning earth, and como meaning like. Small items start at less than \$100, and the range includes leather backpacks, workplace bags and full-size leather duffels (MSRP: \$295 to \$325).

On Show: Terracomo's signature leather duffels speak to the brand's aspirations of travel, adventure and escape. Digital-ready offerings include meticulously engineered spaces to fit laptops, smartphones and travel essentials.



The Alicante Leather Overnighter Duffel (left) shows off Terracomo's vegetable tanned leather, gunmetal-finish brass hardware and vintage-inspired silhouette. The Vigo Leather Weekender Duffel (right) is a signature item, showcasing Terracomo's commitment to craft and timeless functionality.

Trochi

Booth 2739

Affordable Luxury

Trochi might be a relatively young company, founded in 2015, but visiting its website displays a selection of wheeled hardcases that resembles something from a more mature brand.

On Show: Hardside luggage, business briefcases and cosmetic travel cases with security features like anti-theft zippers, Travel Sentry/TSA-accepted combination

locks, 3-position telescoping handles and quad spinners. MSRP: from \$440



Terry, with its metallic finish and deep, vertically oriented ribs, is Trochi's most popular design. Available in 20", 24" and 28" versions.

Universal Travel Systems Booth 1531

When Technology is the Suitcase

Canadian start-up Universal Travel Systems is ambitiously pushing the boundaries of technology and luggage with its first products, carry-on and checked-size 4-wheelers with a host of integrated features.

On Show: Carry-on and checked luggage with a dazzling array of built-in technology, including a compartment with 8" x 14.9" window that's switchable from transparent to opaque through the use of electronically controlled liquid crystal



A dizzying array of features is built into Universal Travel Systems' first product – carry-on and checked luggage with serious electronics integration, laptop tray, built-in scale, location tracking and much, much more.

film; integrated laptop tray workstation for 15.6" (or smaller) computers; E-ink display to show flight time, boarding info and other data obtained from UTS's smart travel app; a mechanical lifting mechanism so you don't need to bend as much to get to the bag's contents; retractable wheels; remote e-lock; mobile-device charging bank; location tracking and proximity alert to guard against theft. MSRP: TBD, anticipated at \$400-\$499

Villagio of Miami Booths 3124, 3125

Mobility Goes Electric

We've all done it – rushed through an airport terminal trying to make the flight, wishing for wheels: a bicycle, skateboard, roller skates, anything to get us there faster. With a 12 mph top speed, Villagio of Miami's Transmover luggage scooter is like that wish come true. It won't transform you into Usain Bolt, but with a range of 8-10 miles that's more than enough to get you through the world's longest airport terminal.

On Show: The Transmover, a 3-wheel scooter that attaches to matching carry-on luggage (even a pet carrier!) to whisk you through the terminal with electric smoothness, up to 12 mph. MSRP: \$550-\$595/electric, \$250-\$295/non-powered



The Transmover scooter luggage in electric-driven form contains a motor in its rear wheel, with a battery mounted behind the handle (battery must be removed if checking Transmover) to propel you through the terminal at up to 12 mph. Also available in a non-powered version. 