



[LongLat Incorporated](#)

Media Contact:

Marcy Schackne

347.762.1516

Mail to: marcy@longlatinc.com

Leading Luggage Manufacturer LongLat Launches New Travel Goods Website

LONGITUDE + LATITUDE = LONGLAT

Clifton, NJ – November 17, 2017 – LongLat Incorporated, a leading designer, manufacturer and marketer of travel goods based in New Jersey, announces that they are inviting visitors to explore and shop their new website [[LongLatInc](#)] and E-Catalogue featuring #AmericanFlyer #IsaacMizrahi #BodyGlove #EdHeck #JenniChan and

(coming soon)
#KathyIreland.

OUR BRANDS



The new website has been designed to provide the ultimate user-friendly experience with improved navigation and functionality throughout, allowing customers to access detailed product information with the option to share information across all major social networking sites.

The site includes extensive product information to help customers understand LongLat's complete range of lifestyle brands of travel goods, including: American Flyer, Body Glove, Isaac Mizrahi, Ed Heck, Kathy Ireland (coming soon) and Jenni Chan. Created with the user experience firmly in mind, the website has been designed using the latest technology so the site is compatible with multiple browsers and mobile devices.

The new website and E-Catalogue means that customers can now benefit from richer online content that is easier to navigate, shop and purchase. Furthermore, the new website allows users to share travel products and pages that interest them with others - across Facebook, Instagram, Pinterest, Twitter and Google+.

The multi-disciplined site also engages new business partners to explore the opportunities for product development, private label manufacturing, OEM manufacturing and promotional products personalization of travel goods.

#####

About LongLat Incorporated

With a history dating back to 1986, LongLat Inc. has excelled at growing business and brands, including the iconic American Flyer and Jenni Chan. Holding an industry edge with factory ownership, the LongLat team has manufactured for Disney, Guess, Isaac Mizrahi, Ed Heck, Body Glove, Victorinox, Marvel, Lori Greiner, Briggs & Riley, Timbuk2, Swiss Gear, AMG, Iman, Jump, Swiss Cargo, as well as sports branded travel goods for the NFL, NBA, MLB, and NCAA franchises, and marketed a variety of travel goods under these and other nationally and internationally owned and licensed brands. The Company also designs and sources products under private label brand names for various retailers. The Company's wholesale distribution includes department stores, specialty stores, national chains, online retailers and mass merchants.