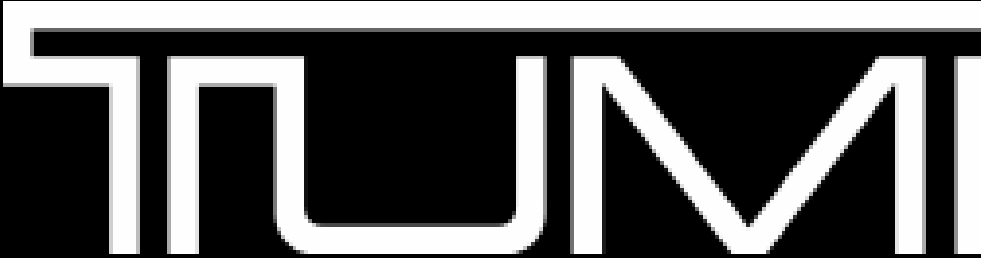


BRAND PROFILE







OUR MISSION



OUR MISSION

OUR BRAND

WE ARE A PERFORMANCE  
LUXURY BRAND FOR  
ACHIEVEMENT-MINDED  
PEOPLE ON THE MOVE.

OUR MISSION

TO PROVIDE BEAUTIFULLY  
OPTIMIZED SOLUTIONS THAT  
HELP PEOPLE MOVE MORE  
FREELY. WHERE OTHERS ONLY  
SHOW YOU WHERE TO GO, WE  
ACTUALLY TAKE YOU PLACES.

# BRAND KEY

**For** achievement-minded people on the move

**TUMI is** a performance luxury brand

**That provides** beautifully optimized solutions

**Because** while our competitors only show you where to go

**We create** products that actually take you places

**Our success** is rooted in yours

## OUR MISSION

With 125+ patents, innovation is our obsession.



### X-Brace 45® Handle System

An Innovative telescoping handle made from lightweight-yet-sturdy aircraft-grade aluminum.



### Omega Closure System

Our patented system reduces the risk of damage to the zipper, makes replacing one unnecessary.



### Easy Glide Wheels

Our state-of-the-art In-line wheels incorporate sealed steel ball bearings and are mounted on solid steel axles in custom-designed, shock-absorbing brushings. They roll smoothly and quietly for hundreds of miles.



### Add-A-Bag System

Slip your select TUMI bags and backpacks safely and securely over luggage handle for easy airport & travel excursions.



## OUR MISSION

Our products are tested to endure, wherever the journey takes you.

### 30 UNIQUE TUMI TESTS

- Product Safety
- Damage Colorfastness
- Colorfastness to Water
- Perspiration Colorfastness
- UV Fading Colorfastness
- Oil Resistance
- Clean Ability
- Finish Adhesion
- Abrasion Resistance
- Bally Flex
- Stiffness
- Tensile Strength
- Tear Strength
- Seam Strength
- Break/Pip
- Shrinkage
- Dimensional Stability
- Salt Spray
- Mini Tumble
- Operational Forces
- Zipper Crosswise Strength
- Zipper Puller Tensile Strength
- Environmental Cycle
- Handle Jerk/Strap Jerk
- Drop Test
- Tumble Test
- Telescoping Handle Impact
- Telescoping Handle Cycling
- Mileage Cycle
- Customized Tests as Required





OUR STORY

OUR STORY

Since 1975, TUMI has been optimizing world-class business, travel and lifestyle essentials with elevated, considered product design to uncomplicate, beautify, and seamlessly complement our customers' lives on the move.

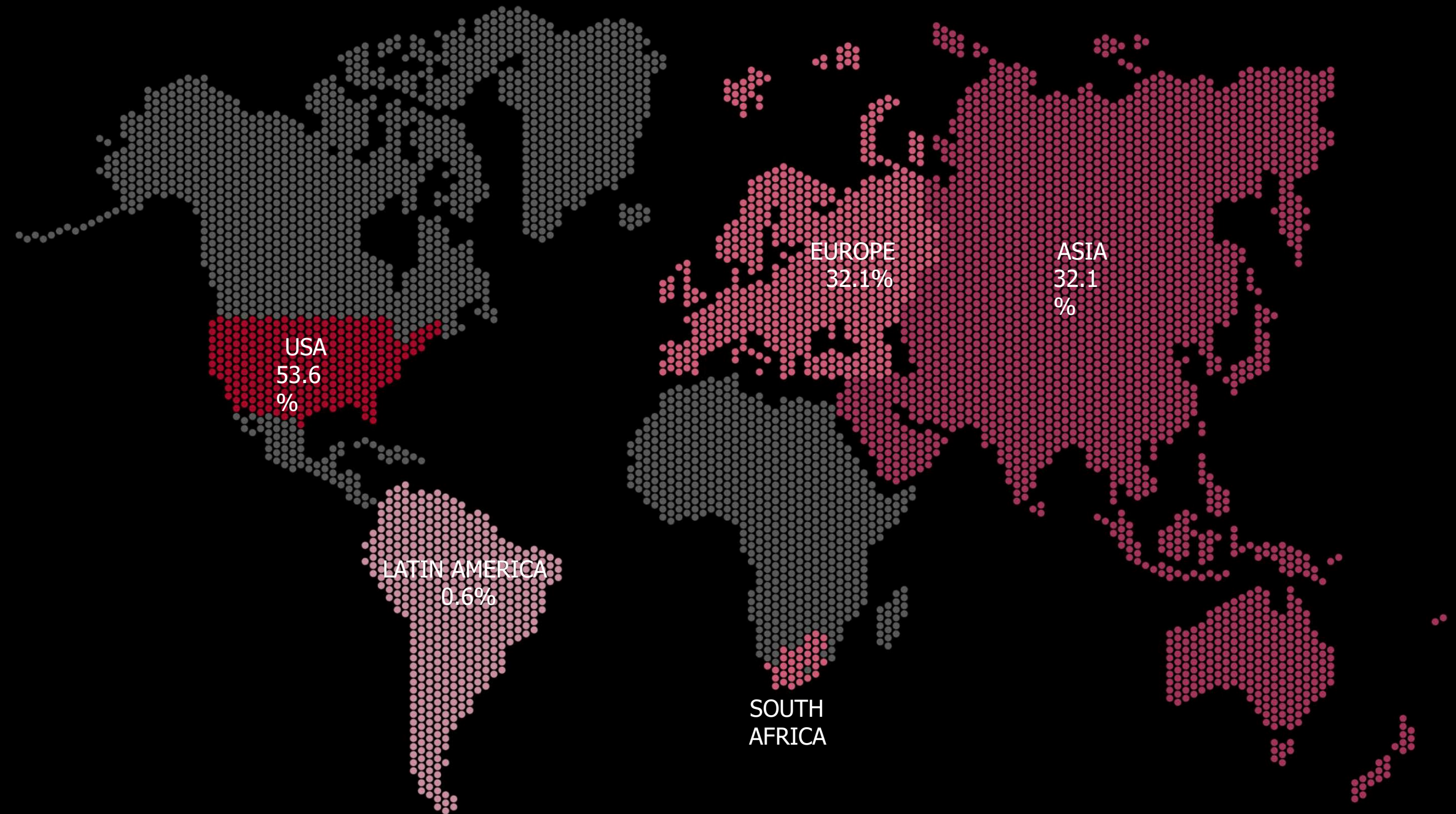
We are dedicated to excellence and innovation. Our designs are as purposeful as they are elegant, using premium and sustainable materials with an eye for intuitive functionality and new technology integration.

Everything we create is designed to move and built to last. We are in constant forward motion—always evolving and always responding to customers' needs so they can pursue their passions and move through the world with style and ease.



## OUR STORY

Global retail presence in over 75 countries.



# THE TUMI DIFFERENCE

- **Superior Quality**  
We seek it, we study it, we obsess over it. Our passion and forward thinking is what keeps us ahead of the curve.
- **Design Excellence**  
We believe in the beauty of purpose. To us, design is the intelligent art of making something that works effortlessly, uniting function and form into one exceptional object.
- **Technical Innovation**  
It's about the tools that provide solutions, even before the problems cross our path.
- **Functional Superiority**  
Every piece we create is made with the highest quality materials and backed by the industry's most rigorous testing.
- **World Class Customer Experience**  
When you purchase a TUMI product, you also purchase a promise that if something goes wrong we will fix it. If your question starts with "Can you help...?" The answer is always yes.



## OUR STORY

We collaborate in order to innovate and push the boundaries of luxury.



McLaren



KITH



Public School



Anna Sui



Mini



Crash



## OUR STORY

We work with the best talent, culturally relevant and achievement-minded people who are in the thick of their journey.



Lenny Kravitz



Rosario Dawson



Public School



Russell Westbrook



Zoe Kravitz



DJ Clark Kent



## OUR STORY

From trailblazers to commuters to celebrities, TUMI consumers expect excellence in all aspects of their lives.

Friends of the Brand include:

Barack Obama

Angelina Jolie

Dwayne Johnson

Idris Elba

Elle Fanning

Kaia Gerber

Cindy Crawford

Cate Blanchett

Ruby Rose

Viola Davis

Justin & Hailey Bieber

Sterling K Brown

Channing Tatum & Jessie J

Eva Longoria

January Jones





# SUSTAINABILITY & CHARITY



ALWAYS WITH AN EYE TO THE  
FUTURE, WE ARE GROWING AND  
EVOLVING TOWARDS A BETTER  
TOMORROW.



#SUSTAINABLEBYCHOICE

DURABILITY IS OUR PASSION.  
IT'S OUR MISSION TO PROTECT  
WHAT MATTERS MOST - THE  
THINGS YOU OWN AND THE PLANET  
YOU TRAVEL TO SEE. BETTER FOR  
YOU, BETTER FOR YOUR JOURNEY  
AND BETTER FOR THE PLANET.



Built To  
Last



Recycled Materials  
Innovation



Global Repair Network



# TUMI IS COMMITTED TO BUILDING A SUSTAINABLE FUTURE.

## INNOVATIVE PRODUCTS

TUMI products are designed to last. By adopting recycled materials, TUMI has diverted 980,531 plastic bottles from landfills.

## CARBON ACTION

TUMI's goal is to reduce carbon intensity by 15% and transition to 100% renewable energy by 2025.

## THRIVING SUPPLY CHAIN

TUMI requires our suppliers to meet our standards of fair and responsible business.

## COMMITMENT TO PEOPLE

We support our team by providing a safe working environment and offering the best opportunities, culture and support.



## CHARITY

Since 2016, TUMI and Waves For Water have banded together to make an impact on the world water crisis - supporting communities in more than 10 countries around the globe, providing clean water for more than 500,000 people in need.



### HUMANITARIAN MISSIONS

In 2019, TUMI Europe has supported two humanitarian missions in Nepal and South Africa sending world-known influencers to help local communities into the implementation of 200 water filters and 2 rainwater harvesting systems.



### 1 % FOR THE PLANET

Since 2019, TUMI Europe is part of the 1% for the Planet family, committing to donate 1% of the Recycled Collection annual sales towards additional support for Waves For Water projects.



### SUSTAINABLE TALKS

Since 2019, TUMI Europe has organised a series of Sustainable Talks to discuss the environmental crisis, the future of travel and introduce Waves For Water noble cause to our customers and friends.



### TUMI DIGITAL ART GALLERY

In 2020, TUMI Europe collaborated with eleven world-known street artists to support Waves For Water cause. The unique art pieces had been auctioned and the funds supported the northern provinces of the Philippines, where communities didn't have access to water after the devastating typhoons.



## CHARITY

Giving back is essential to our community and our culture.



### CHRS & AU FIL DE L'EAU

Providing support in social integration for isolated families, single mothers and young children as well working on the protection of the fluvial heritage of Ile-de-France.



### ST. JUDE CHILDREN'S HOSPITAL

\$4.5M raised in partnership with St. Jude Children's Research Hospital for cancer research and treatment.



### ALL HANDS AND HEARTS

Rebuilt six schools in areas impacted by natural disasters, giving hundreds of children the opportunity to learn in a safer environment.



### COVID-19

TUMI has donated Waist Bags, Slings, Crossbodies and Pouches to the emergency staffs of hospitals including NY Presbyterian in NYC, Assistance Publique Hopitaux De Paris (AP-HP) in Paris, France, Montefiore Medical Center in Bronx, North Shore University Hospital in Long Island. TUMI is proud to continue the fight against COVID-19 and support our medical professionals by helping to ensure they have what they need in order to care for their patients and themselves.





OUR COLLECTIONS



WE ARE A GLOBAL BRAND  
CREATING PERFORMANCE  
ORIENTED PRODUCTS FOR  
PEOPLE ON THE MOVE. OUR  
PRODUCT OFFERING IS  
COMPRISED OF 3 CORE  
CATEGORIES.

- Men's Bags
- Women's Bags
- Travel



## MAN - PREMIUM



### ASHTON

Aesthetic: Refined, future-classic, trend-forward

Target: The sleek, sporty nonconformist with a "street" sensibility.

Tone: Cool, assured, inviting

#### Collection Overview:

Designed for the go-getters and bold movers, the Ashton collection inspires through its elevated, innovative style. The juxtaposition of sophisticated craftsmanship and utilitarian hardware make this unique collection suitable for work, weekends, and beyond. Finished with pockets for tech gear and sporty details, these sleek pieces will take you through your days in style.



### ARRIVÉ

Aesthetic: Ultra-modern, sleek, luxurious

Target: The design-obsessed connoisseur who expects nothing less than the highest quality.

Tone: Discerning, intelligent, direct

#### Collection Overview:

No need to sacrifice luxury for high performance. Move with style and confidence with the automotive-inspired Arrivé collection, designed for functional elegance. With high-polish chrome details and sleek magnetic zippers, our ultra-modern pieces make world-class business or travel companions.



## MAN - BUSINESS



### ALPHA 3

Aesthetic: Durable, optimized, iconic

Target: The performance-minded professional looking for a bag that will last forever.

Tone: Straightforward, confident, efficient

#### Collection Overview:

Uncomplicate your travel with Alpha 3, a collection of bags, luggage and accessories made from TUMI's signature FXT ballistic nylon®. The iconic collection is the pinnacle of design innovation, engineering, functionality, and performance.



### ALPHA BRAVO

Aesthetic: Military-inspired, multi-purpose, rugged yet refined

Target: The detail-oriented individual who leads a multi-faceted lifestyle.

Tone: Deliberate, bold, action-oriented

#### Collection Overview:

Designed to perform under any condition, the Alpha Bravo collection moves where you move. Inspired by military gear, this rugged yet refined collection ranges from backpacks to travel kits to messenger bags. With a focus on functionality and versatility, these multi-purpose styles will take you from the office to the outdoors and beyond.



## MAN – LIFESTYLE



### HARRISON

**Aesthetic:** Sophisticated, uncomplicated, contemporary  
**Target:** The minimalist who appreciates timeless design. **Tone:** Mature, simple, no-nonsense

#### Collection Overview:

The Harrison collection is a sophisticated take on classic, minimal design. Made with mixed materials, featuring strategically-thought out compartments to hold all your essentials, this collection is an effortless, comfortable and efficient addition to your life. Clean silhouettes and pared down details make these styles modern yet timeless, so you'll want to carry them forever.



### TAHOE

**Aesthetic:** Active, adventurous, tough  
**Target:** The adventurer who feels most at home in the outdoors.  
**Tone:** Free spirited, unafraid, resilient

#### Collection Overview:

Get out there with the Tahoe collection, made for the eternally active and adventurous. From backpacks to duffels, slings to messenger bags, these functional designs capture the freedom of movement between work, travel, and the great outdoors.



## WOMEN - BUSINESS



### STANTON

Aesthetic: Polished, skilled, confident

Target: The style-driven professional powerhouse with refined taste.

Tone: Smart, savvy, poised

#### Collection Overview:

The sleek and sophisticated Stanton collection features highly functional business-focused styles guaranteed to make a statement. With an energy of subtle refinement, this assortment of totes, backpacks and briefs makes the transition from the office to every day or evening activities effortless.



### PAVIA

Aesthetic: Elegant, refined, luxurious

Target: The sophisticated boundary breaker, leading the charge in effortlessly enviable fashion.

Tone: Empowered, timeless, premium

#### Collection Overview:

Exquisitely crafted in Florence, Italy from the finest leather, the Pavia collection features seasonless, state-of-the-art design that's undeniably timeless. The collection of ultra-luxe bags is intended for women who appreciate the true art of craftsmanship.



## WOMEN - LIFESTYLE



### VOYAGEUR

Aesthetic: Purposeful, versatile, optimized

Target: The detail oriented go-getter in constant motion who appreciates purposeful design that compliments her style.

Tone: Fun, optimistic, adaptable

Collection Overview:

Move through life with ease with Voyager, a collection that is as functional as it is stylish. Made with ultra lightweight nylon and leather trim, Voyager supports whatever life throws your way. Highly versatile and thoughtfully designed, the best-selling styles range from carry-ons to travel kits, backpacks to crossbodies, and everything in between.



### DEVOE

Aesthetic: Youthful, utilitarian, fresh

Target: The contemporary, free spirited trend-setter with an eye for modern construction.

Tone: Energetic, dynamic, refreshing

Collection Overview:

Crafted in a luxuriously lightweight fabric, the Devoe collection delivers with a unique blend of fashion and function. With a modern architectural sensibility and design innovations that make organizing and carrying your everyday essentials effortless, Devoe is the ultimate companion for any journey.



## OUR COLLECTIONS



### 19 DEGREE ALUMINUM

Aesthetic: Exceptional, inspired, cutting-edge

Target: The design-loving trailblazer who travels the world with a passion for life.

Tone: Cultured, passionate, driven

#### Collection Overview

Wherever you're off to next, go with strength, style, and innovation. 19 Degree Aluminum is the new gold standard of travel featuring super durable and artful styles with fluid, beautifully contoured angles. As with any metal, these styles will nick, dent, and scrape along the way, telling stories of journeys well-traveled.



### 19 DEGREE POLYCARBONATE

Aesthetic: Exceptional, inspired, cutting-edge, lightweight

Target: The design-loving trailblazer who travels the world with a passion for life.

Tone: Cultured, passionate, driven

#### Collection Overview

19 Degree conveys the long-standing notion that travel is not just a utilitarian experience; it emotionally connects travelers to their own unique journeys. 19 Degree Polycarbonate a stylish expression, but it is also lightweight. All materials used contribute to a weight-reducing effort. The relaunch of the collection now offers updated features such as a USB power port, integrated TSA lock system and it is expandable.



### TEGRA LITE®

Aesthetic: Resilient, unique, strong

Target: The globetrotter who demands the ultimate in modern design and unparalleled strength.

Tone: Advanced, thoughtful, direct

#### Collection Overview

Protect your precious cargo with the unparalleled strength of the Tegra Lite® collection. This expandable, hardside travel collection made of Tegrin®, an exceptionally durable yet lightweight material used in lifesaving armor, Nascar race cars, and protective NFL gear, is the ultimate impact resistant case to take along on any journey.

## OUR COLLECTIONS



### TUMI LATITUDE

Aesthetic: Sturdy, state-of-the-art, lightweight

Target: The frequent traveler who prioritizes easy packing and lightweight solutions.

Tone: Tactful, assertive, technical

#### Collection Overview

The lightest hard case yet, the TUMI Latitude collection defies durability and engineering standards. Constructed from a unique and groundbreaking material that is made to flex and bend, TUMI Latitude is the pinnacle of form and function. These tough luxury styles are built to withstand any environment, and even the most eager over packers.



### MERGE

Aesthetic: Laid-back, durable, eco-conscious

Target: The pioneer who cares about low-impact sustainable travel and is looking for a bag that will be with them for the long haul.

Tone: Spirited, adventurous, encouraging

#### Collection Overview

Your next adventure awaits with the Merge collection—TUMI's first travel collection built with recycled materials. The hardworking, life-proof styles prove durability is our promise, keeping your belongings safe and protecting the world's resources by using less.



### V4

Aesthetic: Streamlined, expressive, effortless

Target: The free thinker who gravitates towards crisp, defined lines with a flair for color and pattern.

Tone: Cheerful, flexible, enthusiastic

#### Collection Overview:

The colorful *V4* collection is engineered to offer unparalleled strength and impact resistance while remaining remarkably lightweight. Designed for travelers who value TUMI's time-tested endurance, this unique collection is built with a special, multi-layer polycarbonate alloy formulation which forms its clean precise lines and raised channels, providing immense structural integrity. V4 is the consummate travel companion for any adventure.



FROM COMPACT TRAVEL KITS  
TO OUTERWEAR, FIND A  
BROAD RANGE OF CATEGORIES  
HERE AT TUMI:

- Travel and Mobile Accessories
- Small Leather Goods
- Outerwear
- Electronics
- And more

## Monogramming

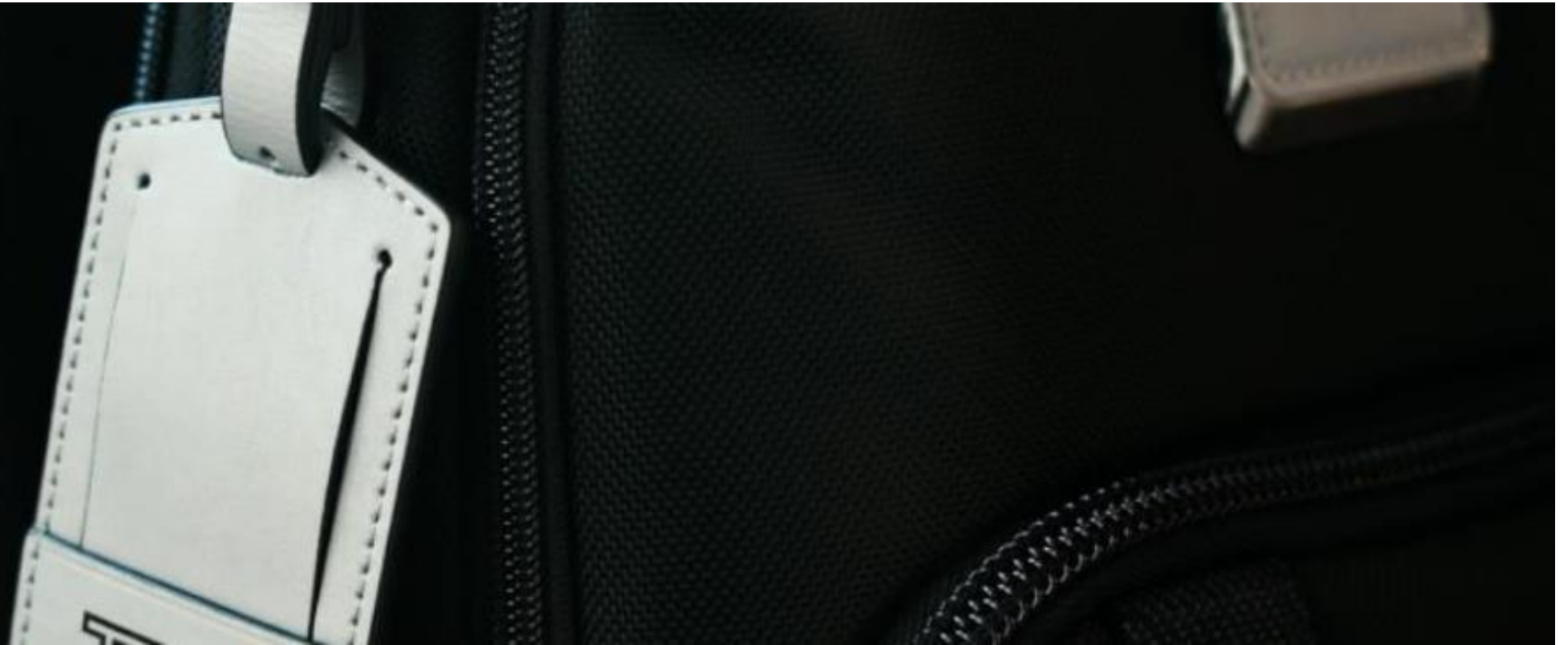
Make it more personal with a traditional monogram or, on select styles, premium metal lettering.





## Accent Kits

Up your travel game with our custom kits featuring monogram patches, zipper pulls, and a luggage tag.



THANK YOU