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Contact: Stephanie Beyer, Vessel
Stephanie@VesselBags.com; 760-456-9395

VESSEL LAUNCHES CUSTOM LIFESTYLE BAG COLLECTION *Customization process mirrors successful golf line*

November 1, 2015 (CARLSBAD, Calif.) – Today Vessel announced the release of its custom lifestyle bag collection to premier November 26th. The online, consumer friendly process will mirror their customizable golf line. This is the second announcement the company has made since launching the product expansion into luggage and travel gear market.

“Innovation and design are at the core of our company,” said Vessel CEO Ronnie Shaw. “We want our customers to be able to have something unique and one of a kind. The customize lifestyle collection is the answer.”

The Vessel lifestyle collection features four distinct bag silhouettes: backpack, briefcase, weekender duffle and Boston, in canvas and leather materials — ranging from \$179 - \$449 USD. The customization process offers twenty-two new colors in seven different materials. Vessel bags are available for customization at www.vesselbags.com.

The lifestyle collection draws on Vessel customers’ experiences on the field, in the classroom, or in the office, and are extremely lightweight, utilitarian, multi-functional in design, and built to wear beautifully with everyday and travel use. All bags carry computers, iPads, tablets and more in style; all offerings are unisex. All bags are 100 percent customizable.

In an effort to help every child receive an education, funds from Vessel bag purchases help provide children in the developing world with basic school supplies. Vessel works closely with on-the-ground organizations that help deliver the bags to the communities most in need.

On the potential impact of the Vessel’s give back program around the world, Shaw added, “Our *Buy a Bag, Give a Bag* program allows us to make global impact with our consumers. To date, they have helped provide more than 1650 school backpacks throughout the developing world.”

For more information about Vessel, visit www.vesselbags.com. For press inquiries, contact Stephanie Beyer at stephanie@vesselbags.com or (760) 456-9395.

About Vessel

Headquartered in Carlsbad, Vessel is the top custom bag maker for professional athletes and celebrities offering the best in quality and innovation. Each custom bag is handcrafted to reflect the unique personality of every Vessel customer. Vessel's product lines also come with a Buy a Bag, Give a Bag component. In an effort to help every child get an education, Vessel works closely with several incredible organizations who are helping deliver backpacks to children in need. Learn more at www.vesselbags.com.