

## FOR IMMEDIATE RELEASE

Contact: Stephanie Beyer, Vessel  
[Stephanie@VesselBags.com](mailto:Stephanie@VesselBags.com); 760-456-9395

### **VESSEL PREMIERS LIFESTYLE BRAND AT LIBERTY FAIRS LAS VEGAS**

*First appearance of Vessel luggage and travel line*

August 1, 2015 (LAS VEGAS, Nevada) – Vessel CEO announced its participation in the 2015 Liberty Fairs trade show taking place August 16-19, 2015. The exclusive fashion show marks the first official appearance of the company's new product expansion into the luggage and travel line.

"Liberty is home to all the frontrunners of the design and fashion industry." said Vessel CEO Ron Shaw. "We couldn't think of a better venue to launch the first appearance of our new lifestyle line."

Liberty Fairs features the latest fashion forward trends and brands of the industry. Some acclaimed brands that will be attending are: Toms, Quiksilver, Puma, Levi's, Kangol, and Jansport. Liberty Fairs also hosts two shows in New York and Florence, Italy.

The Vessel lifestyle collection features four distinct bag silhouettes: backpack, briefcase, weekender duffle and Boston, in canvas and leather materials — ranging from \$129 - \$699 USD. Vessel bags are available at [www.vesselbags.com](http://www.vesselbags.com).

The lifestyle collection draws on Vessel customers' experiences on the field, in the classroom, or in the office. The bags 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.

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

#### **About Vessel**

Headquartered in Carlsbad, Vessel is the top custom bag maker 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](http://www.vesselbags.com).

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