

## FOR IMMEDIATE RELEASE

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

### **VESSEL LAUNCHES LIFESTYLE BAG COLLECTION FOR SUMMER 2015**

*Product line expansion releases luggage and travel gear*

July 14, 2015 (CARLSBAD, Calif.) – Vessel today announced the release of its lifestyle bag collection, marking the company’s official product expansion into luggage and travel gear. With every Vessel bag purchased, Vessel will donate a school backpack to a child in need. The announcement was made today by Vessel CEO Ronnie Shaw.

“Innovation and design are at the core of our company,” said Vessel CEO Ronnie Shaw. “Our consumers asked for bags they could use on-and-off the green, and the lifestyle collection is their answer.”

The Vessel lifestyle collection features four distinct bag silhouettes: backpack, briefcase, weekender duffel 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, 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 550 school backpacks throughout the developing world.”

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 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](http://www.vesselbags.com).

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