



CLIENT NEED

We were approached by a luggage company looking for a **durable, eco-friendly** luggage design. The client requested it fit the following characteristics:

- Durable body
- Protective aluminum frame
- Protective shell on the wheels
- Geographical indication embossed on shell
- Luggage tag on shell
- TSA lock

Our product design prioritizes sustainability with a comprehensive approach. We deliver:

- Sustainable Fabrication
- Responsible Sourcing
- Extended Product Lifecycle

INDUSTRY

No matter where you are in the world, luggage retail is an important market. Baggage or luggage consists of bags, cases, and containers which hold a traveler's articles while they board transportation.

Markets such as sports luggage, anti-theft luggage, and backpacks are part of the global luggage market. The global luggage market is projected to grow by 8.6 percent (CAGR) from 2021 to 2025. During that period, the compound annual growth rate of the backpack luggage retail market is estimated to reach 7.3 percent.

WHAT WE MADE

We set out to build the highest quality luggage on the market. Users can not only feel confident in the protection of their items, but in the eco-friendliness of their suitcase.

Our carry-on includes several industry-first features, custom components, and premium sustainable materials. These include:

- 1 bio-polymer shell (separated in 2 pieces 40-60%)
- 2 recessed exterior handles
- 1 oversized custom telescopic handle
- 1 custom aluminum center frame
- 4 custom designed, modular, suspension wheels with embossed logo
- 1 integrated TSA lock
- 1 personalized luggage tag
- 1 custom interior compression system
- 1 custom brand printed bluesign lining
- 5 interior pockets
- 1 secure technology compartment
- 1 magnetic clasp buckle
- 1 wrinkle-less packing system
- 1 surprise & delight package gift



As an **innovation consultancy**, we did the following:

- market research and competition
- brainstorm for a luggage
- 25 concepts
- 2 luggage designs
- engineering drawings
- CMF



OUR GOAL

Our client had a vision of a product that was both functional and environmentally sustainable. By observing market development, ORANGE-CIRCLE tackled the challenge to design the ultimate luggage.

CREATIVE

Creativity and innovation go hand in hand to provide:

- user and market research
- product innovation and design
- UX and technology
- ideation workshop
- design execution

BUSINESS

With innovation as our guide we offer the following:

- local market research
- product strategy
- technology research
- employee workshop
- project execution

LET' S TALK!

We are an award winning innovation consultancy that creates solutions powered by creativity and business acumen.

Whether you're a multinational company, small business, or start-up, we can bring your projects to life.

CONTACT US
Email : info@orange-circle.com
Web: www.orange-circle.com

The founders combined management consulting and design to create ORANGE-CIRCLE. We believe that innovation and creativity (ORANGE) should have no boundaries or borders. Therefore, we bring the best to our clients from our global network (CIRCLE)