



For Immediate Release

American Tourister Reveals Special Edition Season's Pearl for HS MV+

Feast Your Eyes On White This Spring/Summer 2013



SINGAPORE, January 2013 – Fashionistas welcoming spring will be thrilled to note that the ever-popular **HS MV+** collection will debut in pearly White, a first ever colour for American Tourister. White is the perfect fashion statement for Spring/Summer 2013 and WHITE is seen notoriously rocking out along high-fashion runways across the globe. Never going out of style with white, chic travellers can now be spotted with **HS MV+** the elegant 'IT' snow white colour of the year!

HS MV+, the hard case variation of its revolutionary **Maximum Volume Plus (MV+)** series, is set to rest travellers' unfounded worries of over packing which results in bursting seams. With its cabin size luggage designed in a smaller, unconventional frame of 50cm, this sleek **HS MV+** collection continues to astound frequent travellers with its amazing capacity to contain inordinate amount of content – up to 30% more than conventional luggage.

With the virtually limitless luggage space, packing for a trip with American Tourister **HS MV+** will be effortless and fuss-free, well eliminating common travellers' nightmares of over packing which results in bursting seams. The **HS MV+**'s expandability function also keeps travellers well prepared to accommodate last minute purchases with the significantly additional space.

Made of strong yet lightweight Polycarbonate (PC) and Acrylonitrile Butadiene Styrene (ABS), the **HS MV+** not only features an ultra lightweight body yet with maximum durability, it is fully equipped with a fixed TSA combination lock. Together with its four recessed spinner wheels for easy manoeuvrability, push-button trolley, smart dividers and packing straps, the **HS MV+** undoubtedly provide great convenience with seamless usability.



The **American Tourister HS MV+ Collection** is available at the following stores and leading department stores:

- Suntec City Tower 1 #02-45
- Tampines One #02-34/35

American Tourister's Time-Tested Durability

All American Tourister luggage undergo extremely stringent and rigorous quality tests on a continuous basis to ensure that they are in line with the tough guidelines set by the company.

These tests include:

- Drop Test - a fully loaded bag is dropped five times at the corners to check its strength
- Jerk Test - a loaded bag is given jerks 3,500 times in quick succession to ensure the durability of critical parts like handles;
- Lock Test - where the locks are opened and closed 15,000 times in quick succession to ascertain the safety aspects;
- Wheel Test - where a loaded bag is made to travel nearly 32 km to establish its sturdiness;
- Tumble test - where a loaded bag is tumbled in a big drum 50 times continuously to ensure that it withstands rough handling.

About American Tourister

Since its inception by Sol Koffler in 1933, American Tourister has grown to become one of the most trusted and recognised brand names with a heritage that spans over 79 years. Its commitment to selling durable and affordable luggage began in the 1930s and has continued to this present day. With the acquisition by Samsonite in 1994, the company continues its tradition of marrying superior quality and design at a great value, offering a wide selection of travel gear targeted at the masses. Take on the world with American Tourister.

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