

NEW-AGE LUGGAGE BRANDS THAT ARE DISRUPTING THE CATEGORY & CHALLENGING PLAYERS LIKE VIP, SAMSONITE & SAFARI



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New age luggage brands are focusing on vibrant designs, functional and utilitarian designs and D2C models through their own websites or E-com portals to target a younger audience that has taken to travel in a big way. The idea is to create long term customer relationships with users who have different travel needs and make frequent short trips. They are also using Instagramable marketing campaigns to connect with their audiences. Even their choice of brand ambassadors reflects their TG relative to the established brands.

Established brands will need to play the new age game to compete with emerging brands. Product revamp, social media marketing, online channels, fresher messaging - all of these will need to come together for the established brands to fight this battle. Given their longstanding brand association with a specific TG, they might have to consider launching a new brand to ensure a break from possibly tired legacy.

Established brands have some things working in their favor. They have setup efficient supply chains which can adapt to emerging needs quickly. In-house manufacturing allows them to manage inventory and supply independently unlike brands that have outsourced manufacturing. As their legacy customer base catches up with the travel bug that seems to be going around, a fresh cycle of demand may get kicked off which they can tap into. Growth in the luggage category can come from product innovation and consumer awareness. Form factors other than strollers need to be explored - overnight bags, travel totes, convertible duffels, garment bags, vanity cases, under seat luggage, kids' luggage, etc. Building consumer awareness towards owning a collection of purpose-built luggage units instead of a single multipurpose piece Riding the q-commerce wave can also be an interesting option for luggage brands since a common purchase occasion for luggage is usually right before travel.

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