

House of Fraser launches its lightest ever suitcase collection - Samsonite B'Lite

HOUSE OF FRASER

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Samsonite is celebrating its 100th birthday with the launch of B'Lite, its lightest ever luggage collection available at houseoffraser.co.uk.

The new series of luggage is now available online at houseoffraser.co.uk and it boasts the lightest luggage ever produced by Samsonite.

[Samsonite](#) luggage is renowned for its high quality build and stylish, yet practical designs. Established in 1910, the brand developed its first suitcase range weighing around 10kg. However, Samsonite has constantly developed its products over the years to produce its lightest luggage collection to date. This has led to the creation of the new [B'Lite luggage](#) range which includes a cabin sized



case (55cm) that weighs approximately 2.3kg.

The Samsonite B'Lite range has been tested in Samsonite's laboratory and as always customers can expect to find the B'Lite luggage range has been made to a very high standard. The luggage is constructed from lightweight twisted polyester - a super light durable fabric and the front edges of the suitcase are made with tough polyester - a strong, solid and durable material. Samsonite's innovative construction incorporates the carry handles in the side and top panel of the suitcase, which results in a unique design that's stylish yet functional. Samsonite B'Lite luggage also features YKK RC zippers which are well known for lasting a lifetime and it includes a TSA padlock to keep belongings secure and safe.

The B'Lite case from [Samsonite](#) is ideal for those travelling on airlines that have restricted cabin baggage allowances and the lightweight luggage can help customers avoid excess baggage fees.

The [Samsonite ultra light range](#) is now available online through the House of Fraser website.

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Notes to Editors:

About

Samsonite:

Samsonite Corporation and its subsidiaries engage in the design, manufacture, and distribution of luggage products worldwide. It offers luggage, business, computer, outdoor, and casual bags, and travel-related products under various brand names.

It sells products through approximately 300 Samsonite-operated retail stores in North America, Europe, Asia, and Latin America; and in shop-in-shop concessions principally in Asia, as well as in franchised retail stores. Samsonite Corporation was founded in 1987 and is based in Mansfield, Massachusetts. As of October 25, 2007, Samsonite Corporation was taken private.

About

House

of

Fraser

House of Fraser is a department store group with 62 enviable locations across the UK and Ireland and a fully transactional website. As one of the best known names on the high street, House of Fraser has presented customers with an unrivalled nationwide department store for more than 160 years. The company was acquired by the Highland

consortium in November 2006 marking the beginning an exciting new chapter in its history. The group has annual sales in excess of £1.25bn and employs 6,500 House of Fraser staff and 10,000 concession staff through 5 million sq ft of selling space.

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