TUMI Leads Innovation in Travel Lifestyle with the launch of First Virtual Store

#TUMIGoesVirtual

This season, TUMI, the leading international travel , lifestyle and performance luxury brand, launches the breakthrough TUMI Virtual Store to debut its spring 2021 collection and deliver an immersive and enhanced Omnichannel experience to customers all around the Asia Pacific and Middle East region.
Ushering in a creative new age of digital retail that connects fans with the brand like never before, the TUMI virtual store is a dynamic storytelling medium that inspires customers to embark on a journey through thoughtfully designed interactive touch points and activations. From exploring the Virtual Store's sophisticated visual presentation of a cutting-edge space to engaging with shareable social photo moments and entertaining mini-games; guests can also discover TUMI products via mesmerizing 360° 3D and AR implementations and shop the Spring 2021 collection's latest styles.

Further enhancing the overall TUMI O2O ("Online to Offline" but also "Offline to Online") shopping experience, the Virtual Store is connected to other TUMI shopping channels via its Chat & Shop function allowing for seamless customer movement to the point of purchase. Customers exploring the Virtual Store can easily connect with sales associates to ask for advice and questions, and to place orders, or they can do so via the connected local e-commerce websites. Furthermore, those visiting the TUMI physical stores in the region can explore the TUMI digital landscape via in-store kiosks, for an enhanced offline experience.

With the goal of being everywhere where the customer is, the Virtual Store adds another dimension in TUMI's evolving omnichannel retailing approach conveying both the best of TUMI's modern design aesthetic and its commitment to innovation. As another pioneering landmark for the brand, the launch of the TUMI Virtual Store also sees TUMI rollout its first- ever Regional Livestream Event, bringing all of the Asia Pacific and Middle East customers together in the digital realm to unveil the Spring 2021 collection at 6 pm IST (India Standard Time) on Thursday, 4th February 2021 at https://www.virtualstore.tumi-asia.com.
"The TUMI Virtual Store is an incredible milestone for the brand. For the last few years, we have been pioneering new digital experiences and looking for ways to enhance and elevate the customer journey. Our new Virtual Store is part of this holistic approach to connect with our customers wherever they are and evolve with their changing circumstances and lifestyles. Accelerated digitization and shifting customer habits brought on by the turbulent 2020 have reinforced this direction and shown that we must continue to create exciting, meaningful interactions both in the physical and digital worlds. Through the TUMI Virtual Store and our Regional Livestream Launch Event, we are excited to welcome fans to experience the latest innovation from TUMI as well as our new Spring 2021 collection," says Adam Hershman, Vice President of TUMI, Asia Pacific and Middle East.

Pioneering A Truly Interactive Digital Experience with the TUMI Virtual Store
More than just a shopping destination, the new TUMI Virtual Store engages visitors with digital interactive activities that offer a fresh, state-of-the-art evolution of more traditional digital retail concepts. Discover and activate these fully integrated touch points as you explore every section of the TUMI Virtual Store to uncover the new possibilities of this elevated virtual experience.

- **"Perfecting The Journey"** Instagram and WeChat Game - Embark on an exhilarating fast-paced adventure and zip through a whirlwind scenery with TUMI's new Instagram and WeChat game. As you race through a forest and across the city, control your player's vehicle using facial movements to collect your favorite TUMI bags while avoiding obstacles along the way.

- **Magic Mirror Selfie** The ultimate virtual photo moment, come and snap a three-second video selfie at the TUMI Virtual Store magic mirror. Enjoy watching it appear on the store's magic mirror before downloading the video file to easily share with friends on social media. This fun, interactive experience, usually available in offline stores only, can now be experienced wherever the customer is, unbounded by physical presence.

- **Long Table 3D Floating Showcase** This season, TUMI uses the latest dynamic 3D technology to present highlights of the new Spring 2021 collection at the TUMI Virtual Store. In addition to shelf displays that integrate 3D models of key products, the Long Table serves as a central focal point with a futuristic eye-catching showcase of this season's most anticipated *Alpha Bravo* bag styles for everyday wear. At the Long Table, 3D models *of Alpha Bravo* bags are shown suspended above the table in a vivid, floating transformation sequence.

- Interactive Product Displays Products displayed throughout the Virtual Store can easily be tapped to display essential information and to shop. Additionally, you can view selected TUMI products in 360 3D and use AR to virtually place certain styles in your surroundings. For the ultimate customer experience, visitors will be able to either shop selected products now or contact sales associates to book a personal virtual shopping experience.

The new TUMI Spring 2021 Collection makes its debut in stunning fashion with the brand's first-ever regional livestream event. Giving fans across Asia Pacific and Middle East unprecedented access and insight into this season's hottest new launches, TUMI unveils the Spring 2021 collection with a virtual runway show along with exclusive presentations by Victor Snaz, TUMI. Creative Director, and Adam Hershman, Vice President of TUMI, Asia Pacific and Middle East.
For the first-time region-wide, fans will be treated to an in-depth look at the new collection as Victor introduces the Spring 2021 inspiration, while Adam gives fans a preview of some of the season's most exciting new arrivals. To attend this not-to-be-missed regional livestream event, please visit the TUMI Virtual Store at 6 pm IST: https://virtualstore.tumi-asia.com.

"The past year has shown us the importance of connection and we at TUMI have been exploring and developing new ways for us to connect and engage with our community as a result. This season, we are thrilled to elevate the experience of our Asia Pacific and Middle East fans with the new TUMI Virtual Store and our first-ever regional livestream event. I am personally so honored and excited to be able to introduce the Spring 2021 collection to our audience across the entire region for the first time! I can't wait to show you how the TUMI DNA lives on in our Spring 2021 launches, share our latest innovation, and highlight how sustainability is playing a big role in this season's collections and the brand moving forward," said Victor Sanz, Tumi Creative Director.

For Spring 2021, TUMI explores the idea of migration to approach the collection with a contemporary lens. The new collection sees TUMI continue to hone in on sustainability as a key focus for the brand moving forward, not only through the use of innovation, sustainable materials, but also with deisgn that extends beyond singular, season function. This commitment to sustainbility is exemplifed in this

season's iconic *Alpha Bravo Collection*, with new seasonal colors in Navy Camo, Russet and Spruce all made with recycled materials. The new Alpha Bravo Spruce sustainable capsule made with a recycled nylon fabric consists of unique convertible two-in-one styles providing dual options for customers who may need to carry more or less. This evolved capsule, designed to celebrate the 10-year anniversary of the iconic Alpha Bravo collection, is exclusively launched in Asia Pacific and Middle East via the Virtual Store and e-commerce channels, becoming globally available only from April, 2021. The Navy Camo seasonal print, which spans across a number of collections such as Devoe and Alpha Bravo uses sustainable materials for a trifecta of stylish appearance, functionality and responsible material use. Offering fresh Spring 2021 designs that withstand the test of time, the men's Alpha J and Harrison collections introduce new styles and colorways as Tohoe experiments with a new technical material, Tyvek^, known for its incredible durability. For women, Voyogeur debuts day bags, compact styles and travel cases designed for the needs of the new normal, while Stanton is relaunched to offer feminine micro-pebbled leather day bags and backpacks perfect for workdays and weekends.

Rounding out the Spring 2021 collection, the TUMI travel assortment welcomes new innovations in metallics and earth tones, most notably with the launch of the *TUMI MAX*, the brand's latest premium travel collection, as well as new additions to the iconic f9 *Degree Aluminum* and *19 Degree Polycarbonate* collections. *19 Degree Aluminum* launches the new Rolling Trunk silhouette and unique seasonal Russet Ombre colorway, while the Asia Pacific and Middle East exclusive f9 *Degree Polycarbonate* showcases a new Cordovan colorway.

Enjoy discovering the new TUMI Spring 2021 collection at the regional livestream event and by experiencing the groundbreaking TUMI Virtual Store at https://www.virtualstore.tumi-asia.com.