

## **BRAND STORY**

In a world that never stops moving, we understand that your journey is more than just a destination, it's an experience. At American Tourister, we've always been committed to crafting backpacks that embody the spirit of the young and the thrill of fun.

This year, we're taking a leap forward, pushing the boundaries of backpack design and functionality.

Our 2024 collection is a testament to relentless innovation and sleek aesthetics that redefine what a backpack can be.





Sustainability isn't just a buzzword, it's woven into the very lining of the collection through RECYCLEX\*, breathing new life into discarded plastics.

When it comes to comfort, AT ERGO ensures that your backpack feels like an extension of you. It's a companion that supports your every move.

But that's not all. Your backpack should be as unique as you are. AT YOUNIQUE allows you to make every bag distinctly yours.

Our backpacks are engineered to keep up with you every step of the way. Each backpack in this range is a story waiting to be written, a canvas for your unique adventures.











# ZIP, ZOOM,

Kids get to step out in style with our adorable Backpacks in colourful, imaginative designs. Choose designs from cute animal prints or magical creatures to keep tiny belongings safe. Our backpacks love playdates, park trips or a day at school, so much fun.

#### **UNISEX POP PACKS**

Zoodle 3.0 Coodle 3.0

Yoodle 3.0 Swiddle 3.0

Diddle 3.0 Pazzo 3.0

Toodle 3.0 Moodle 2.0

#### **DIVA CHARM PACKS**

Ollie 3.0









Tiger Green ₹1200







ERGO SHO

FEA

X

Scan

360-0





Dimensions (LxHxW) 24 x 29 x 13 cms

⊠ Volume
8 Ltrs

#### **FEATURES**



recyclex\*

AT YOUNIQUE









Scan 360-c

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区 Volume 14 Ltrs

#### **FEATURES**



ERGO SHOULDER, ERGO STERNUM, ERGO BACK

**FECYCLEX**MATERIAL TECHNOLOGY

**AT**Y@UNIQUE

PICK, PLAY, PERSONALISE

Scan the OD Code for a





# DIDDLE3.0





#### Fabric

Fine Twill Polyester



Compartment

2 Full Compartments 1 Front Pocket



Dimensions (LxHxW) 29 x 38 x 19.5 cms



Volume 21 Ltrs

#### **FEATURES**







## ALPHABET CUT-OUTS

ARE WAITING INSIDE TO SPELL YOUR SUPERSTAR'S NAME ON A COOL SLOT!





- Dimensions (LxHxW)
  30 x 44 x 22 cms
- Volume
   31 Ltrs

#### **FEATURES**













# TOODLE3.0









Volume
32 Ltrs

#### **FEATURES**









EXPLORE YOUR CREATIVITY AND FILL IN A UNIQUE COLOUR SCHEME!



You choose what you want, every day!







Volume 29 Ltrs

#### **FEATURES**



## SHOULDER ON COMFORT

Tractum Suspension



Pack - Max interiors (separate pocket for diapers, wet tissues, clothes)\*



SNAP & GO Detachable Trolley Strap

CONVERTIBLE FRONT POCKET TO A KID — BACKPACK—

RIDES PIGGYBACK!











Volume 26 Ltrs

#### **FEATURES**







### ALPHABET CUT-OUTS

ARE WAITING INSIDE TO SPELL YOUR SUPERSTAR'S NAME ON A COOL SLOT!



THE GRAPHICS IN

ONLY FOR GLYPH ORANGE







## Sidekick

Stand out from the crowd with must-have designs and create a spontaneous, relaxed atmospher for any occasion.

#### UNISEX POP PACKS

Aleo 3.0

Sest 3.0

Quad 3.0

Mate 3.0

Herd 3.0

#### **DIVA CHARM PACKS**

Bella 3.0

Mia 3.0

Hestia 3.0

Zumba 3.0









### **FEATURES**



ERGO SHOULDER, ERGO BACK

*IECYCLEX* 

### **AT**Y@UNIQUE

PICK, PLAY, PERSONALISE

#### OF FRONT PULLERS A SLEEK COLLECTION

**BAG'S LOOK FOR EVERY MOOD! LETS YOU CHANGE THE** 





Scan the QR Code for a



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BAG'S

Scan







∑ Volume 33.5 Ltrs

#### **FEATURES**



ERGO SHOULDER, ERGO STERNUM, ERGO BACK

## **FECYCLEX**

MATERIAL TECHNOLOGY

















Volume 32 Ltrs

#### **FEATURES**

UNDER COVER



recyclex™ MATERIAL TECHNOLOGY

**AT**YOUNIQUE

PICK PLAY FERSONALISE

FIND BADGES INSIDE TO LET YOUR BAG WEAR YOUR ATTITUDE TOO!







Volume
33 Ltrs

#### **FEATURES**





recyclex™

### SHOULDER ON COMFORT

Tractum Suspension

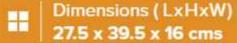












Volume 20 Ltrs

#### **FEATURES**

## RIDES PIGGYBACK!

Attaches Itself to Your Trollies



## recyclex™

## ATYOUNIQUE

GET A COLLECTION OF ENAMEL BADGE/PINS INSIDE FOR YOU TO SHARE YOUR VIBE WITH THE WORLD!







Volume 26 Ltrs

#### **FEATURES**



recyclex\*

ATYOUNIQUE

















Volume 26 Ltrs

#### FEATURES









You choose what you want, every day!





Dimensions (LxHxW)
30 x 45 x 18 cms

⊠ Volume 25 Ltrs

#### **FEATURES**

UNDER COVER Rationor On the go

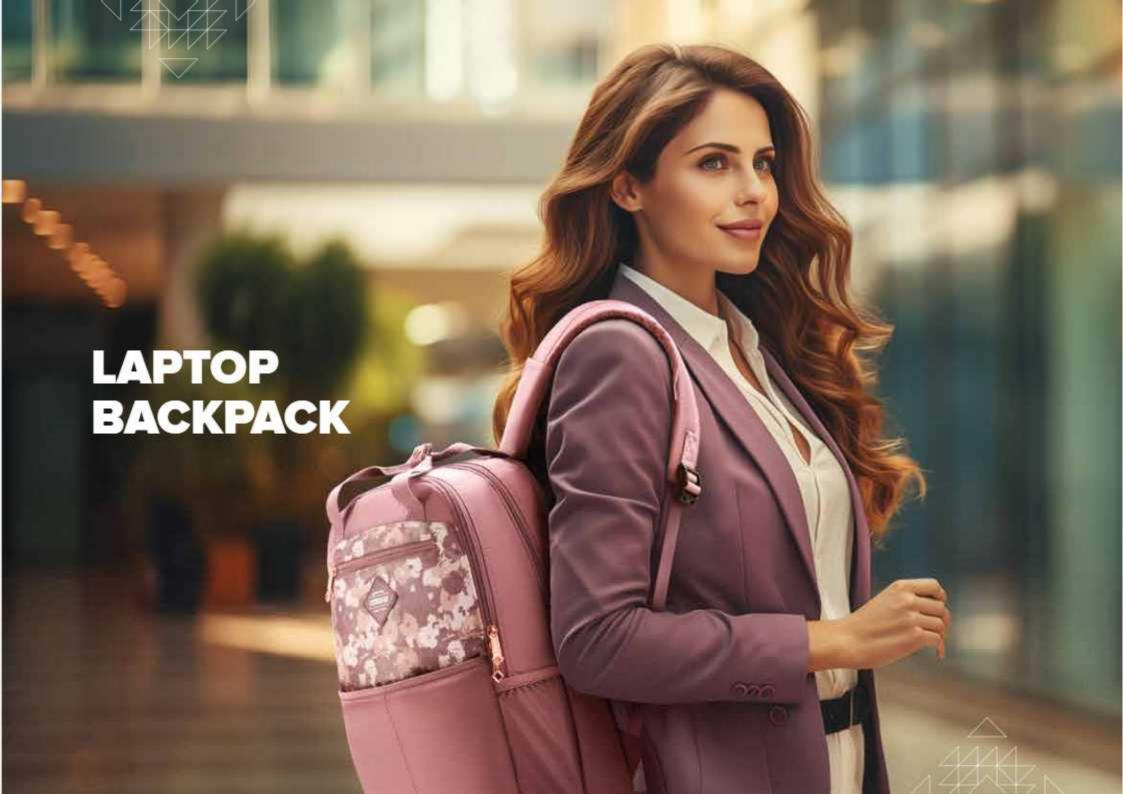


recyclex\*\*

### SHOULDER ON COMFORT

Tractum Suspension





# CARRY YOUR

Our laptop backpacks are crafted with ambition, and designed for the hustle, for those who play to win. Elevate your journey with purpose packed designs, tailored for those carving their path.

#### UNISEX POP PACKS

Tron

Slate 3.0

Braydon

Riley

Sigma 3.0

Hall 3.0

Brett 3.0

#### **DIVA CHARM PACKS**

Pixie













Volume 30 Ltrs

#### **FEATURES**

THINK BEG

**AT**ERGÖ





STYLE 1





STYLE 2





₹2250









#### **FEATURES**









Compartment
2 Full Compartments
2 Front Pockets

Dimensions (LxHxW)
31 x 46 x 15 cms

Volume 22 Ltrs

#### **FEATURES**



recyclex™

## REST IN EASE

A compartment where your 15.4" Laptop can rest



## RILEY









Volume 28 Ltrs

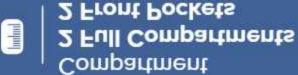
#### **FEATURES**

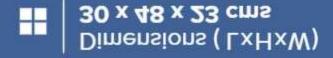




## REST IN EASE

A compartment where your 15.4" Laptop can rest





区 Volume 33 Ltrs

#### **FEATURES**

## THINK BENG

17" Inch Laptop Compartment



ERGO SHOULDER, ERGO BACK

**FECYCLEX**MATERIAL TECHNOLOGY

SHOULDER ON COMFORT

Tractum Suspension



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Scan the OB Code for a



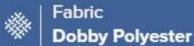






STYLE 2









Volume 31.5 Ltrs

#### **FEATURES**















Dimensions (LxHxW)
32 x 48 x 22 cms

Volume 34.5 Ltrs

#### **FEATURES**







LOCK AWAY
YOUR WORRIES
Lockable Laptop Compartment

SHOULDER ON COMFORT

Tractum Suspension

REACH IN FOR COMFORT

Comfortable fleece pocket



## PIXIE





420 D Polyester



Compartment
3 Full Compartments





Dimensions (LxHxW) 29 x 46 x 14 cms



Volume 21 Ltrs

#### **FEATURES**



recyclex\*





### BORN TO BE WIRED



ractum Suspension



Lockable Laptop Compartment





# MODERN Go-getter ON THE MOVE

From boardroom sessions to networking events, this backpack is the perfect ally for the modern go-getter. With thoughtful functionality and style as sharp as your ambitions, it's time to stride forward with confidence. Elevate your presence and make every move count.

#### UNISEX POP PACKS

Segno 2.0

Rubio

Zork 2.0

#### **DIVA CHARM PACKS**

Jit+ 2.0





DETACHABLE LAPTOP SLEEVE\*



LOCKABLE PULLERS



RAIN COVER



USB



HIDDEN POCKET



SMART



EXPANDER\*

BET CUSTOMINE



AT ERGO (ERGO BACK, ERGO SHOULDER)

\*Only in select models

SEGNO2.0



**SEGNO BASIC** 





## **SEGNO EXPANDER**



Grey ₹5000



Fabric

**Dobby Polyester** 



Compartment

3 Full Compartments 2 Front Pockets



Dimensions (LxHxW) 31.5 x 47.5 x 20 cms



Volume 29 Ltrs

#### **FEATURES**

UNDER COVER

CHAMBER OF SECRETS

A Hidden Pocket for Whe You Value the Most.

BORN TO

eparate Cable Pocket

SHOULDER ON COMFORT

REACH IN FOR COMFORT

Comfortable fleece pocket

THINK
BEG



recyclex\*

RIDES PIGGYBACK!

LOCK AWAY YOUR WORRIES

BILIG HEARTED

Extra space, just a zip away Expander





Dimensions (LxHxW)
32 x 48.5 x 20 cms

⊠ Volume 34 Ltrs

#### **FEATURES**



UNDER COVER

BORN TO

SHOULDER ON COMFORT

REACH IN FOR COMFORT

recyclex"

THINK
BEG

17 Inch Detachable
Compartment

CHAMBER OF SECRETS

RIDES PIGGYBACK!

LOCK AWAY



## **RUBIO**







Fabric **HD Reverse PU** 1680 D Polyester



Compartment **2 Full Compartments** 1 Front Pocket



Dimensions (LxHxW) 32 x 48 x 18 cms



Volume 23.5 Ltrs

#### **FEATURES**



recyclex™



**PØWER** 

RIDES PIGGYBACK!
Attaches itself to Your Trolles
Smart Steore











Dimensions (LxHxW)
32 x 46 x 16 cms

⊠ Volume 23 Ltrs

#### **FEATURES**

MULTI-TASKER

CHAMBER OF SECRETS A Helder Podest for What Now Wall to Mean

GERMØ-PHOBE

KEEP TABS!

LOCK AWAY YOUR WORRIES

#### PØWER PLAY

RIDES PIGGYBACK!



THINK

Detachable 17inch Laptop Sleeve

SHOULDER ON COMFORT

Scan the QR Code for a 360-degree view of the product







Blue Moon 35800

## STYLE 3





Black ₹5800

Carbon Grey ₹5800

# JIT+



Sage Leaf ₹5800





Fabric **Twill Polyester** 



Compartment

**2 Full Compartments** 2 Front Compartments



Dimensions (LxHxW) 31 x 44 x 17 cms



Volume 28 Ltrs

#### **FEATURES**



THINK 17" Inch Laptop Compartment

recyclex

CHAMBER OF SECRETS

A Hidden Poolet for What
You Value the Most. PØWER PLAY USS Port

BORN TO



# FOR THE GREAT Suidoors

Lightweight and ultra-durable, this Backpack buddy visits your favourite adventure spots with you. The compartments provide extra storage space for all your items, making them easier to find and access. Ideal for all explorers who love camping, hiking, or just being in the wild.

#### **UNISEX POP PACKS**

Magna Pace

Aston







TRACTUM



ADJUSTABLE STERNUM STRAPS



SHOE POCKET



RAIN COVER



TOP FLEECE POCKET



WET SIDE POCKET



17" LAPTOP



COMPARTMENT

**MAGNA PACE** 



- Compartment
  3 Full Compartments
- Dimensions (LxHxW)
  31.5 x 51 x 20 cms
- Volume

  42 Ltrs

#### **FEATURES**



recyclex™



# Sutdool BACKPACK Essentials



POCKET



SMART SLEEVE





SHOE POCKET



HIDDEN POCKET



EXPANDER



KEY HOLDER



VENTILATION



INTERIOR WITH **DETACHABLE POCKET** 

**ASTON** 

# **ASTON**





Dimensions (LxHxW)
31 x 51 x 16 cms

Volume 40 Ltrs

#### **FEATURES**



recyclex\*





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