

APPAREL AND ACCESSORIES

Purdey maintains tradition in luggage collection debut

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Purdey, fall/winter 2016

By STAFF REPORTS

British gunsmith James Purdey & Sons is complementing discerning sportsmen's weekend getaways with the introduction of a luggage collection.

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Alongside gunsmithing, James Purdey, the brand's founder, was in the business of crafting fine travel goods intended to accommodate his bespoke guns and rifles. Purdey's new luggage collection follows in this tradition and sets out to offer gun owners all the needed accessories for sport shooting.

Accessories for sport

Purdey has designed a range of six luggage pieces that boast the same attention to detail as the gunsmith's rifles, apparel and other accessories.

Details found on the luggage collection include the oval-shaped straps and the original Purdey sunburst emblem, drawn by Mr. Purdey in 1826, on the clasps. As with the entirety of Purdey's offerings, the materials used for the luggage are sourced from within the United Kingdom and use traditional manufacturing techniques.

For instance, Purdey's luggage uses a nettle cotton canvas made by John Spencer, the last traditional cotton weaver in Burnley, where the industrialized textile weaving first began.



Promotional image for Purdey's luggage collection

The oak bark leather used for the collection has been sourced from J. & F.J. Baker, a traditional tannery using methods dating back to the Romans, on the banks of the River Coly in Colyton.

Each piece of the collection includes a serial number to maintain the heritage of the bag, similar to Purdey's shotguns and rifles. The metal parts of the luggage are made from solid brass and coated with "black gold," the same technique used on Purdey guns.

Purdey's luggage collection, available online and in-store, includes weekender sizes, totes, a backpack and a messenger style bag.

Many brands have embraced their travel roots to connect heritage with modern consumers' needs.

For instance, French leather goods maker Louis Vuitton has introduced an innovative range of rolling trunks for the 21st-century traveler.

Louis Vuitton made its mark as a steamer trunk and luggage manufacturer, a heritage that is often explored by the brand in its advertisements and collections. The luggage collection, "The Spirit of Travel," aligns with Louis Vuitton's travel narrative as this is also the title of its biannual campaign ([see story](#)).

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