

RETAIL

## German lifestyle brand Porsche Design turns to Italy's BRIC'S for new line of luggage and leather goods

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*The alliance between Germany's Porsche Design and Italy's BRIC'S will marry clean design with sturdy functionality and craftsmanship. Image courtesy of Porsche Design*

By LUXURY DAILY NEWS SERVICE

Germany's Porsche Design and Italian travel brand BRIC'S have formed a long-term partnership to produce a new line of bags, luggage goods and leather goods.

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Marketed under the Porsche Design name, the collection will bear the design sensibility of the German lifestyle brand and the craftsmanship and Made-in-Italy manufacturing of BRIC'S.

"With BRIC'S, we have a partner who brings a rich heritage, a lot of passion, and many years of experience in the manufacturing sector of fine leather and travel goods into this collaboration," said Jan Becker, CEO of Porsche Design Group, in a statement.

"This expertise will further elevate and expand our well-known bags and luggage collection, helping us to take the category to the next level," he said.

In the bag

The new Porsche Design bags and luggage collection will debut in the fall and winter.

The lightweight products include hard- and softcase luggage, bags, backpacks, and small leather goods for business and leisure.

Based in Stuttgart, Germany, **Porsche Design** was founded in 1963 by Ferdinand Alexander Porsche, designer of the Porsche 911 sports car. The approach to products was the same as with cars: engineered functionality with design.

Created by Studio F. A. Porsche in Austria, Porsche Design's products are sold worldwide in 130 company-run stores, high-end department stores, specialist and travel retailers and online at [Porsche-design.com](http://Porsche-design.com).



*The new Porsche Design luggage collection will debut this fall and winter. Image courtesy of Porsche Design*

Older than Porsche Design, **BRIC'S** was launched in 1952 by Mario Briccola. The family-run brand based in the Lake Como region is known for its Italian-made trolleys, duffle bags, handbags, and leather and nylon goods.

"Our production has always been characterized by constant development, where innovation and tradition, functionality and elegance are intertwined, and balanced with skilled craft, advanced technology, interpretation of new trends, [and] attention to market demands and customers' needs," said BRIC'S president Roberto Briccola in a statement.

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