



# live life in color

PRODUCT GUIDE 2016



# THE LUG® PALETTE

live life in  
*Color*®

## Color-ful Assortment



Olive Green



Grass Green



Coral Pink



Rose Pink



Orchid Pink



Lavender Purple



Concord Purple



Plum Purple



Cranberry Red



Heather Cranberry



Navy Blue



Cobalt Blue



Ocean Blue



Peacock Teal



Aqua Teal



Heather Navy



Pearl Grey



Fog Grey



Heather Grey



Midnight Black



Camo Black



Walnut Brown



Spice Orange

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# the Lug® story

It all started with a guy, a girl, and a dog, 1,456 miles of asphalt, and 23 hours logged in a white Jeep Grand Cherokee from Dallas, TX, to Toronto, ON, Canada. Ami and Jason had met a few short months before on August 31, 2004, at one of the largest trade shows in the nation. It was Magic. Las Vegas. Thousands of merchants and two entrepreneurs with bags on the brain. They hit it off and then hit the road.

Somewhere between stops for gas, Reese's Peanut Butter Cups, and Cherry Coke, Lug® was born with a clever name, clean logo, and an idea to provide travel accessories to savvy globetrotters. "We felt the market was filled with black and boring product," says Ami. "And we wanted to add some color!" By August 2005, one year after first meeting, Ami and Jason were offering luggage belts and coordinating luggage tags in bright colors—products for smart travelers with spirit.

By January 2006 they had expanded to bags. But not just any bags; super smart bags with unrivaled organizational features. Today, the little brand that tackled travel has since grown to include smart, stylish solutions for everything from work to play to active living everyday—think laptop cases, lunch totes, wallets, gym bags, school backpacks, and clever travel gear—all in brilliant color. With a focus on functionality, plus a good dose of fun, the Lug® team takes pride in generating fresh ideas for those on the go.

Six years after first meeting, Ami and Jason finally tied the knot, saying their "I dos" at Walt Disney World on May 25, 2010. Nearly one year later, they packed up the Dallas office and headed southbound on I-35 to their new "ranch" in the Texas Hill Country, outside of Austin. Just as the dust was settling on their happy Hill Country life, they welcomed Baby Olivia on May 22, 2012! Then, a year later on August 9, 2013 adorable Baby Teddy made it a party of four! Now, with their two little Lug munchkins in tow, Ami and Jason have made their way back to Austin and are living life in color like never before!



# glossary

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 c. **Streetcar** Short Tote (Walnut Brown)  
 d. **Propeller** Gym / Overnight Bag (Coral Pink)  
 e. **Sidecar** Cross-Body Bag (Rose Pink)

f. **Puddle Jumper** Gym / Overnight Bag (Lavender Purple)  
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 h. **Puddle Jumper** Wheelie Bag (Midnight Black)  
 i. **Windjammer** Everyday Tote (Cobalt Blue)

# What makes Lug, LUG?

## The Lowdown

Lug® is a lifestyle brand that provides smart, stylish solutions for everything from work to play to active living every-day – all in brilliant color. With a focus on functionality and fun, Lug® takes pride in generating fresh ideas for those on the go.



Water Repellent Material



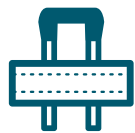
Cosmetic / Pen Holders



Wipeable Bottom



Adjustable Shoulder Strap



Luggage Strap for Luggage Handle



Soft-lined Accessory Pocket



Ventilated Storage Compartment



Lightweight Material

1. Cool geometric quilting



2. Attention to detail



3. Bright & happy colors



4. Lightweight & durable



5. Signature Lug features



6. Award winning bags





Sidecar Cross-Body Bag shown in Ocean Blue, Rose Pink, Cobalt Blue and Olive Green

# Cross-Body Bags

*all shapes and sizes*

Whether you think bigger is better or a petite pouch meets the mark, we're certain there's a bag in our cross-body collection that'll be a perfect fit for you.

RFID  
protection

NEW  
HARDWARE



a. **Cable Car**  
*Satchel*

15"L x 3.5"W x 13"H

The Cable Car is the smartest of satchels with many swoon-worthy features. There are pockets and pouches aplenty, including one that's soft-lined for gadgets and a mesh zip pouch for stuff to keep in view, but the piece de resistance is a matching keychain that clips right inside.

-  Cranberry Red
-  Concord Purple
-  Fog Grey
-  Heather Grey
-  Midnight Black
-  Olive Green
-  Peacock Teal
-  **NEW** Walnut Brown

a.



CROSS-BODY

RFID  
protection

CONVERTIBLE  
CROSS-BODY /  
BELT BAG

**NEW**  
PRODUCT



b. **Carousel**  
*Mini Cross-Body Bag*

9.25"L x 2"W x 6"H

Go hands free in so many ways with this convertible crossbody and belt bag. Whether you attach it to your belt or sling from your shoulder, you'll be meeting your day with open arms. Plus, feel secure with the RFID protection that's built right into the bag.

-  Concord Purple
-  Heather Grey
-  Heather Cranberry
-  Heather Navy
-  Midnight Black
-  Spice Orange
-  Walnut Brown

b.



\*available September 2016





a.

Olive Green



Concord Purple

a.



Concord Purple

a.



NEW  
HARDWARE

RFID  
protection

b. **Flutter**  
Mini Cross-Body Bag  
8.5"L x 1.5"W x 9"H

Light as air, with a slim design, the redesigned Flutter Mini Cross-Body Bag is all function. We put a magnetic closure on the main compartment for easy access, plus two zip compartments on the front for items meant to be more securely stored.

-  Cranberry Red
-  Fog Grey
-  Midnight Black
-  Ocean Blue
-  Plum Purple



b.

a.



a. **Hopper**  
Hip Pouch  
7.5"L x 3.5"W x 10"H

This lightweight travel hip pack allows for everything you need to be within close reach, while you go about your day. Stash your phone, sunglasses, and camera in the soft-lined accessory pockets, while the interior cargo pockets and pen holders will organize your wallet, keys and cards. Stay hydrated on-the-go with our signature water bottle holder, or swap in an umbrella on a rainy day! With a slim and secure pocket on the back and overall RFID protection, you'll have peace of mind that your valuable information is secured.

-  Concord Purple
-  Midnight Black
-  Ocean Blue
-  Olive Green
-  Rose Pink
-  Walnut Brown



RFID  
protection



NEW  
HARDWARE

RFID  
protection

c. **Moped**  
Day Pack  
9"L x 3"W x 11.75"H

Redesigned and reworked, this versatile bag has been formatted to be a more dressed up version of its original, yet still as perfectly functional and compact. The sophisticated vertical design is the perfect size to carry an iPad or tablet anywhere you go!

-  Cobalt Blue
-  Concord Purple
-  Midnight Black
-  Olive Green
-  Pearl Grey
-  Rose Pink

c.





a.

Cobalt Blue

Cobalt Blue

a.

a.

Olive Green



b. **Skipper**  
Shoulder Pouch  
7.5"L x 1.5"W x 8.5"H

For those who travel light, this pint-sized Lug® pouch is the ticket. There's just enough space for the essentials. Flirty and fun, the Skipper adds class to any accessory collection.

-  Cobalt Blue
-  Cranberry Red
-  Midnight Black
-  Ocean Blue
-  Olive Green
-  Pearl Grey
-  Plum Purple
-  Rose Pink

b.



a.



a. **Sidecar**  
Cross-Body Bag  
10.5"L x 2.5"W x 8.5"H

The perfect place for all your essentials, this small yet sleek bag holds your wallet, keys, cellphone and lipstick with ease, while the front flap pocket gives quick access to your cell phone.

-  Cobalt Blue
-  Midnight Black
-  Ocean Blue
-  Olive Green
-  Rose Pink

c.



c. **Swivel**  
Cross-Body Bag  
11.5"L x 3"W x 8.75"H

Designed to accommodate all of your every day essentials, the Swivel includes enough space for a full size wallet, a handy front flap for your cell phone, and our signature water bottle holder on the side.

-  Cranberry Red
-  Fog Grey
-  Midnight Black
-  Ocean Blue
-  Olive Green

c.





# Diaper Bags

*baby or not these bags are hot*



*NEW*  
HARDWARE



*Includes two zip storage pouches and change pad*



*NEW*  
HARDWARE



*Includes removable change pad and drawstring bag*




a. **Caboose**  
*Carry-All Bag*  
16"L x 6.5"W x 11"H

Designed to provide parents with quick access to all of the compartments, even when they only have one free hand. This bag effortlessly transitions from diaper bag to office bag with ease and style.

-  Cranberry Red
-  Grass Green
-  Heather Grey
-  Midnight Black
-  Ocean Blue
-  Plum Purple

b. **Hula Hoop**  
*Carry-All Messenger*  
16"L x 5.5"W x 12"H

Whether you're changing diapers or changing time zones, this stylish messenger is stacked with clever features to keep you organized on the go.

-  Concord Purple
-  Heather Grey
-  Midnight Black
-  Olive Green



Cobalt Blue



NEW  
HARDWARE

NEW  
COLORS

## Tuk Tuk Carry-All Bag

17"L x 6"W x 12.5"H

Whoa baby! This big bag comes equipped with a slew of baby-friendly features, like two front pockets for bottles, and straps that attach the bag to any stroller.



Includes removable change pad and drawstring bag

-  Cobalt Blue
-  NEW  
Concord Purple
-  Cranberry Red
-  Grass Green
-  Heather Grey
-  Midnight Black
-  NEW  
Orchid Pink
-  Plum Purple

# Gym & Overnight

*perfect for the gym or an overnight adventure*

These bigger bags have all the smart organizational features you've come to expect from Lug®, plus additional space for clothes and shoes.



a. **Propeller** Overnight / Gym Bag (Aqua Teal)  
 b. **Puddle Jumper** Overnight / Gym Bag (Cobalt Blue)  
 c. **Cartwheel** Fitness / Overnight Bag (Pearl Grey)



GYM / OVERNIGHT

Pearl Grey

NEW  
HARDWARE



## Cartwheel Fitness / Overnight Bag

18"L x 7"W x 13.5"H

You're going to flip for this bag's unique front patch! The buckle clasp on this compartment means that removing and fastening your yoga mat or jacket will now be a snap - literally. In addition, a larger storage compartment and a removable cross-body strap are two more of the added features we know you'll love us for.



-   
Midnight Black
-   
Olive Green
-   
Peacock Teal
-   
Pearl Grey
-   
Rose Pink





Lavender Purple



Aqua Teal



Cobalt Blue



Concord Purple

GYM / OVERNIGHT



Lavender Purple



Concord Purple

## Propeller Gym / Overnight Bag

17"L x 8.5"W x 11"H

First Lug® travel bag with RFID protection! Function, fashion, and color can be part of every arrival and departure – thanks to the Propeller carryall bag! Whether zipping around town or hopping on a plane this well-organized bag is up for adventure. It is packed with amazing unique detail such as a built in jewelry/cosmetic organizer, quick access cell phone pocket and ventilated mesh shoe compartment, a popular Lug® feature.

- |                |             |             |            |                 |
|----------------|-------------|-------------|------------|-----------------|
|                |             |             |            |                 |
| Aqua Teal      | Camo Navy   | Camo Pink   | Coral Pink | Lavender Purple |
|                |             |             |            |                 |
| Midnight Black | Olive Green | Orchid Pink |            |                 |

**NEW**  
PRODUCT

RFID  
protection



**NEW**  
COLORS



Includes Clearview Envelope

As seen in



## Puddle Jumper Gym / Overnight Bag

14.5"L x 6"W x 15.5"H

Our bestseller just got even better! Not only does it have all the Lug® favorites that made this bag a superstar, we also added two side pockets. This bag has all the bells and whistles. The Puddle Jumper design was inspired by frustration of having to topple over and squish larger duffel bags to fit into a gym locker. The bag was specifically designed to fit upright for easy in and out access!

- |                |             |            |                |                 |
|----------------|-------------|------------|----------------|-----------------|
|                |             |            |                |                 |
| Aqua Teal      | Cobalt Blue | Coral Pink | Concord Purple | Lavender Purple |
|                |             |            |                |                 |
| Midnight Black | Olive Green | Pearl Grey | Rose Pink      | Walnut Brown    |



# Totes

## keep you organized

Bring everything you need with you and have space to spare. These totes will let you show off your personality with their bright and bold colors while also allowing you to keep organized with their numerous storage features.








TOTES

Cranberry Red



**Streetcar**  
Short Tote  
16" L x 4.25" W x 8.5" H

With its classic shape and unique quilted fabric, this tote has a fresh and sophisticated look. It's perfect for work, school or travel and can even double as a diaper bag with all of its fabulous compartments.

-   
Cobalt Blue
-   
Cranberry Red
-   
Heather Grey
-   
Midnight Black
-   
Walnut Brown



a. **Streetcar** Short Tote (Cranberry Red)  
b. **Taxicab** Full Tote (Heather Black)  
c. **Windjammer** Everyday Tote (Cobalt Blue)





Heather Grey



Heather Grey






NEW  
HARDWARE

**Taxicab**  
Full Tote

16.5"L x 5"W x 13.5"H

The Taxicab is loaded with clever features - like the three front pockets (each bigger than the last), the water bottle pocket, the luggage strap, and the bonus removable mirror and change purse. This versatile bag is perfect for work, school or travel and can even double as a diaper bag with all of its fabulous compartments!

-  Grass Green
-  Cranberry Red
-  Heather Grey
-  Midnight Black
-  Ocean Blue
-  Plum Purple



NEW  
PRODUCT







RFID  
protection

**Windjammer**  
Everyday Tote

12"L x 6.5"W x 12.5"H

Stacked with all the Lug® features you know and love - padded shoulder straps, soft-lined accessory pocket, wipeable bottom, and plenty of pockets and pouches for organizing - then we added more! RFID protection - giving you peace of mind on the go! Designed with your daily routine in mind, this tote is nothing short of chic.

-  Camo Black
-  Cobalt Blue
-  Heather Grey
-  Walnut Brown



# Wheelies

## cruise through with ease

The wheelie bags from Lug® are on a roll! Snap one up for your next trip, and you'll cruise through airports with ease.

UPDATED DESIGN

NEW HARDWARE

NEW COLORS



Includes removable drawstring bag and Clearview Envelope

### Puddle Jumper

Wheelie Bag

15.5"L x 7.75"W x 21"H

Our fans spoke, so we gladly obliged, giving our Lug® lovers a wheeled version of the best-selling Puddle Jumper. We added a high-quality aluminum handle and 4-wheel system to this larger, souped-up version of the fan favorite, but kept all the original bells and whistles. Plus we went over the top on function, adding an exterior padded laptop compartment. It's everything you love about the original functionality and form, but on wheels.



Cobalt Blue



Concord Purple



Midnight Black



Walnut Brown



Midnight Black



Midnight Black



Midnight Black



Midnight Black



Midnight Black

WHEELIE



Midnight Black



Olive Green



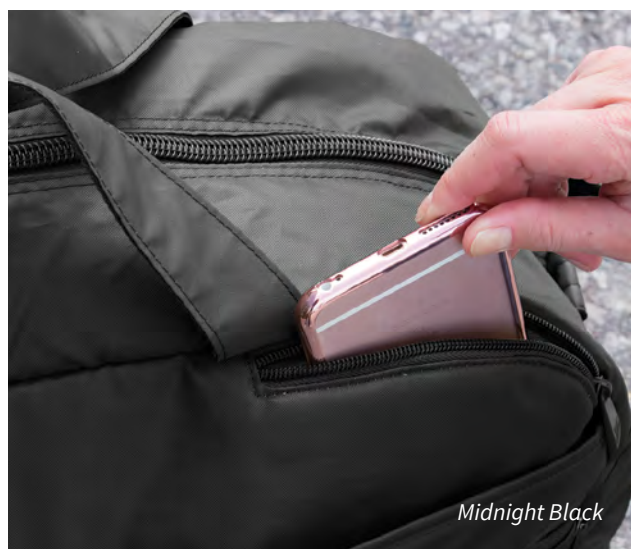
Olive Green



Olive Green



Olive Green



Midnight Black



**Shuttle Bus**  
*Wheele Bag*  
21"L x 12"W x 14"H

A smart, stylish, and savvy solution for short trips, this Lug® Shuttle Bus wheeled duffel bag has everything you need for a well-organized jaunt to the city or a stop at the gym. A ventilated zip compartment on the back is the perfect spot to slip in those sneakers for later, while the soft-lined accessory compartment gives you a safe space to store any fragile items or pop in your phone and wallet.

-   
Midnight Black
-   
Navy Blue
-   
Olive Green



# Celebrity Spotting

## Press and Awards

**CARRIE UNDERWOOD**  
Country Music Artist



**EMMA WIGGLE**  
Member of The Wiggles



**"PRETTY LITTLE LIARS"**  
The Hit Television Show



**AMY POEHLER**  
From Parks and Recreation



**OPRAH WINFREY**  
with Lug founders Jason and Ami Richter



**JOSÉ BAUTISTA**  
Captain of the Toronto Blue Jays



**JASON MRAZ**  
Singer-songwriter



Gondola Featured in Good Housekeeping



Cartwheel Featured in Weight Watchers



Puddle Jumper Featured in Women's Health,  
Winner of the "Fitness Award"



Puddle Jumper Featured in Self



Winner of the The Shopping Channel's  
Shoppie Award for "Favorite  
New Collection 2012"



Cartwheel Featured on "The O List"  
in The Oprah Magazine





together  
**WE CAN MAKE  
 A DIFFERENCE**

Lug® is committed to supporting and sponsoring health and education initiatives and getting involved in as many ways as we can. We have had the privilege of working with some incredible charities and organizations and now with deep roots in both Austin and Toronto, Lug® is able to focus on helping local communities with partners who share our ideals.

Visit us at [www.luglife.com/Lug-Cares](http://www.luglife.com/Lug-Cares)

**Organizations we support:**



**Propeller**  
 Gym / Overnight Bag



**Additional Features**

- VENTILATED STORAGE COMPARTMENT
- ADJUSTABLE SHOULDER STRAP
- SOFT-LINED ACCESSORY POCKET
- COSMETIC / BRUSH HOLDERS
- WATER REPELLENT MATERIAL
- WIPEABLE BOTTOM



*The colors are attractive & different from other brands. It's light weight and durable. I love the wipeable fabric & water proof material.*  
 Bev

*The quilting detail on the outside pocket takes this bag several cuts above all others in luxury.*  
 Judy

*What an amazing addition to my travel style! This bag has it all. The material is both soft & sturdy.*  
 Moe

*I love this bag! It holds all of my various needs for traveling to the gym after work. Very much worth the price.*  
 Carrie

*I'm using this as my gym bag and it's perfect. If I needed a new travel bag I would purchase a second one.*  
 Shannon



*Puddle Jumper Gym / Overnight Bag (Cobalt Blue)*

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*#luglife*



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