



GANNI
Samsonite

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“We’re not just a fashion brand,
we’re a cultural brand.”

In a society where travel is not only a need but a way of life, the journey should be as significant as the destination. And these two well known companies, Ganni and Samsonite who are known for their style, innovation and their unique approaches, collaborate to produce a collection that is both practical and adventurous.

With its designs, the Scandinavian fashion brand Ganni has encapsulated their essence of contemporary femininity and gives a new and different viewpoint on the travel industry. With a love for designing clothing Ganni has come to represent a carefree yet effortlessly fashion minded.

On the other hand, Samsonite a leader in high-end baggage has more than a century of experience designing robust, stylish and useful travel assessors. Travellers that expect the highest level of performance and design have always decided for Samsonite because of its prominence on refinement and dependability.

These two brands come together in a collaboration that combines Samsonite's renowned ingenuity and craftsmanship, with Ganni avant-garde and imaginative style. This combination is an experience rather than just a luggage. The functional requirements of travel are mixed with the uniqueness of fashion in each piece, which is intentionally crafted and created with personality

This collection embodies the spirit of joyous travel, adventurous and adventure-ready. From the vivid colours to the eco-friendly materials. This partnership makes sure that necessity ever needs to take over style, whether you are heading out for a weekend trip or a world tour.

That journey is celebrated in this brand book. Discover how the Ganni x Samsonite partnership embodies the brands' dedication to sustainability, style, and innovation via its vision, craftsmanship, and inventiveness. Welcome to a new era of travel, when design and function combine harmoniously and there are countless opportunities ahead.





VALUE PROPOSITION

The Ganni x Samsonite collaboration delivers a distinctive blend of cutting-edge luggage technology and Scandinavian design for stylish travellers who want style, durability and functionality. This partnership combines Ganni's playful, eco-friendly fashion philosophy with Samsonite's renowned craftsmanship and travel knowledge. The Ganni x Samsonite collection guarantees to all those contemporary travellers that they will travel in style without sacrificing functionality thanks to its striking, eye-catching designs, features that enhance the travel experience and environmentally friendly materials.



TARGET CONSUMER



The Ganni x Samsonite collaboration is designed for the modern, style-savvy traveler who values both function and fashion. This individual is always on the go, whether it's a quick city break, a long-haul adventure, or a packed daily routine, and they need luggage and accessories that can keep up. Bold, contemporary design meets smart functionality, making this collection perfect for those who want to make a statement while staying organized. Sustainability is also a key priority for this traveler, as they seek out brands that align with their values and lifestyle. With Ganni's playful aesthetic and Samsonite's trusted expertise, this collaboration is a celebration of travel, style, and purpose.

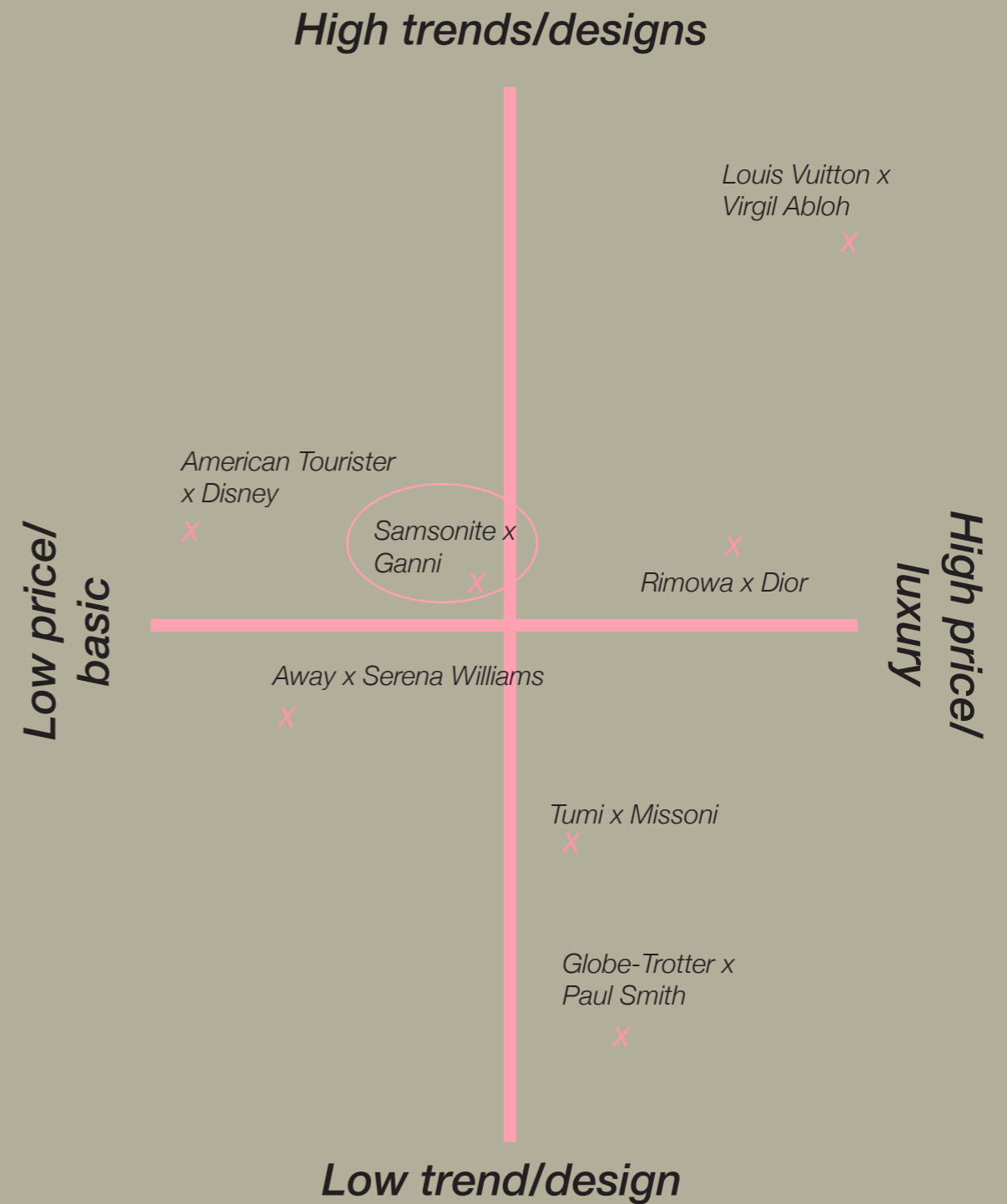


POSITIONING

The collaboration of samsonite x Ganni collaboration has a unique positioning as it blends function, high quality luggage and fashion-forward, bold designs with an emphasis on sustainability. It resonates to modern travellers, who value durability and practicality but also want to make a statement with their luggage. The collection offers a balance between utility, self-expression and environmental responsibility by combining Samsonite's expertise in innovative luggage with Ganni's playful, eco-conscious aesthetic.

This collaboration stands out as a premium yet accessible option, connecting the gap between ultra luxury collaborations like Rimowa x Dior and mass-market such as American Tourister x Disney. It resonates with sustainability conscious, style-driven and younger consumers who seek more than just functionality in their trips.

As illustrated in the positioning map on the next page, Samsonite x Ganni occupies a distinctive space in the mid-premium segment with bold, trendy aesthetics. Positioned alongside Away x Serena Williams, it brings a more vibrant and eco-friendly approach, cementing its appeal to a new generation of travelers.



BRAND STORY

The GANNI x Samsonite collection fuses GANNI's bold, playful designs with Samsonite's durable travel innovation. Featuring vibrant, Scandinavian-inspired prints and eco-friendly materials, these suitcases blend practicality with style, embodying adventure, individuality, and sustainability.



Where fashion and travel meets, Ganni and Samsonite have joined forces to launch an exciting collaboration that changes the modern mobility game. The vibrant collection that we offer is not just luggage, it's a statement of individuality, sustainability and adventure. To mark this milestone, Ganni is also celebrating the opening of its very first store in Spain. Located in the heart of Madrid, the new store will serve as one of the places to be for Ganni's fans but also fashion lovers agreeing to experience the unique blend of Scandinavian style and the Spanish warmth.



This collaboration is more than just a product launch—it's an invitation to embrace life's journeys with confidence, responsibility, and style. Whether jetting off to faraway destinations or wandering through the streets of Spain, the GANNI x Samsonite collection ensures you do so boldly and beautifully. With GANNI's arrival in Spain, a new chapter begins, promising to bring color, innovation, and a touch of adventure to every traveler's story.





This collaboration is made to revolutionise travel and lifestyle by combining Ganni's playful, sustainable fashion with Samsonite's innovative, durable craftsmanship. Together we want to empower modern, conscious consumers to explore the world boldly and responsibly.

MISSION

VISION

To change the future of traveling and fashion through a collaboration that empowers creativity, functionality and sustainability to make every journey a stylish and meaningful experience.





-Creativity: bonding travel gear with Ganni's iconic designs to inspire individuality.

-Sustainability: both brands commitments to environmentally friendly practices, from materials to production.

-Innovation: combining Ganni's trendsetting aesthetic for products and Samsonite's cutting-edge technology blends utility and style.

-Empowerment: encouraging customers to travel freely and express themselves.

VALUES

tone of voice and personality

Playful, confident and inspiring. Combining Ganni's effortlessly cool and joyful energy with Samsonite's trustworthy, forward-thinking tone. The message is inclusive, optimistic and dynamic, talking to adventurers who value both style and substance.



CONTENT GUIDELINES



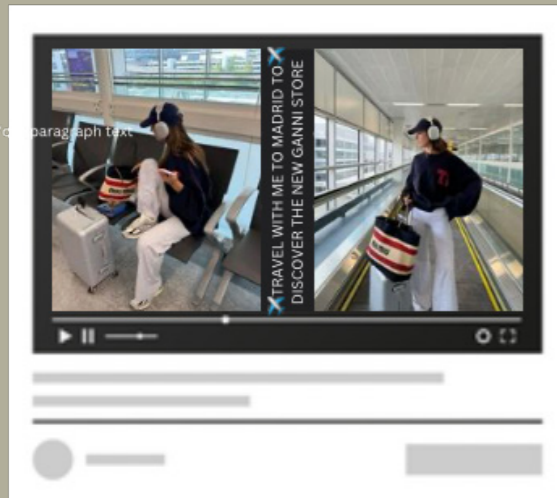
Instagram & TikTok

Instagram is the perfect platform to promote your product and this collaboration offers an unparalleled reach and engagement for the consumers. With the collaboration core designs and the usage of Instagram we will be able to showcase the collaboration blends of functionality and fashion by compelling imagery and videos that represent the diverse audience. We will partner with travel and lifestyle content creators and brand ambassadors, with whom we will create authentic, aspirational content that aligns with the brand aesthetic for both, Ganni and Samsonite.

TikTok's dynamic video content thrives on authenticity and creativity, making it an ideal medium for influencers and ambassadors to showcase the stylish and practical elements of Samsonite x Ganni products in real-life scenarios. A Madrid-themed packing video taps into a sense of wanderlust while seamlessly promoting the brand's functionality and aesthetics.

We will encourage Ganni and Samsonite followers to share their own packing videos with the hashtag GanniXSamsonite, creating an organic promotion. Also tagging Ganni's new store in Madrid.

With its global reach, tailored ad tools, and natural alignment with our travel-centric campaign, Instagram ensures the Ganni x Samsonite collaboration achieves maximum visibility, engaging both loyal customers and new audiences in a meaningful and creative way.



YouTube

YouTube serves as an excellent platform to advertise the collaboration, providing interaction with the viewers. By engaging vloggers to capture their journey to Madrid to visit the store. Reaching to those passionate about travel, fashion, and sustainability. These influencers/vloggers display the latest collection in action, merging practicality and functionality in everyday situations, while advertising the new store in Madrid. YouTube's algorithm enhances the visibility of the content, linking it to suitable audiences.

Adpresence



For this collaboration I decided to use billboards as they are one of the most impactful ways of advertisement, specially when promoting a collaboration like the Ganni x Samsonite collection. Bill boards have a large format, highly visibility and ability to reach all audience, this makes them such a great way of delivering bold, eye-catching message.

Bill boards have the ability to captivate attention instantly. For this partnership centered around bright colourful suitcases, billboards provide a perfect canvas to expose the products and the aesthetic of the brand. Walking by and seeing the boards create an immediate connection between the products and the consumer. When strategically placed in high placed in traffic areas, such as transportation hubs, city centres or highways, this ad presence ensure maximum exposure to a big demographic, from locals to tourists.



For the Ganni x Samsonite project, the mock-ups billboards shown in this page and next one, highlight the soul of the collaboration. Playful, practical travel solutions and stylish. Vibrant hues and striking patterns radiate vitality, which is consistent with Ganni's forward-thinking philosophy and Samsonite's standing as a manufacturer of robust, creative luggage. These images not only draw in viewers, but they also tell an inspiring tale of travel.

By enhancing brand awareness in the real world and creating a lasting impression, billboards also support digital campaigns. They demand attention and cannot be ignored, so the message is repeatedly absorbed, unlike short-lived internet advertisements.

Furthermore this medium works perfectly for collaborations, creating an immediate, conversation between the two brands. The Samsonite x Ganni billboards emphasise the connection between the two, combining fashion designs with functional excellence. This approach not only advertise the products but also strengthens the consumers perception on both brands.

With their high-impact visuals, strategic placement, and enduring presence, billboards are the ultimate choice to bring this vibrant collaboration to life.

CAMPAIGN LAYOUT

GANNI

Samsonite



As seen in the page prior, I have taken the original logos from Ganni and Samsonite. Respecting both brands logos and aesthetic I created a smiley face that represents Ganni's boldness, irreverent style as the brand is known for its fun and memorable designs that challenge norms and spark conversation. It's a way to stand out and make a statement. I replaced the O in the Samsonite logo with the smiley face and placed GANNI on top of Samsonite.

GANNI
Samsonite

COLOUR

The colors chosen for the Ganni x Samsonite collaboration—light peachy pink, olive green, lemon yellow, and orange-red—reflect a vibrant, energetic aesthetic that blends Ganni's playful, bold style with Samsonite's functional design. These colors evoke a sense of adventure, warmth, and optimism, aligning with both brands' spirit of individuality and creativity. Together, they create a fresh, modern look that's perfect for travelers seeking style and personality in their accessories.



FONTS

In order to preserve brand coherence and support Ganni's sleek, contemporary style, Helvetica Neue was selected as the primary typeface for the Ganni x Samsonite partnership. Being Ganni's original font, it embodies the brand's aggressive yet understated design aesthetic. By combining Ganni's unique style with Samsonite's classic functionality, its use in the partnership guarantees a smooth relationship between the two businesses.

HELVETICA NEUE (medium)

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

HELVETICA NEUE (light italic)

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

HELVETICA NEUE (thin)

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Helvetica neue (medium)

Title heading

Helvetica neue (light italic)

Sub-heading

Helvetica neue (thin)

Description.



MOCK-UPS

For this collaboration I created four different mock-ups. These mock-ups, are done in a palette of pink, green, yellow and orange, highlighting the practicality and the playfulness of both brands.

Each suitcase reflects Ganni's unique vibrancy, translating this Scandinavian fashion-forward values into the travel industry. The design combines the durability and functionality that Samsonite is known for, blending this with Ganni's unapologetically bold aesthetic. The result? A luggage collection that turns airports in to runways.

The green colour offers a nod to nature and sustainability, aligning with Ganni's commitment to eco-conscious fashion, and the pink provokes a chic and feminine touch. While the orange suitcase gives a sense of confidence and adventure, and the yellow represents the joy of travel. All of these colours celebrate individuality and encourage people who want to travel to express themselves everywhere they go.

Beyond aesthetic, the mock-ups designs show the logical features that Samsonite is known for. Compact yet spacious, the design prioritises practicality and style, making sure that these suitcases are not just eye catching but also travel ready.

This collection of the two emblematic brands embodies a blend of creativity and functionality, reaching to travellers who don't want to compromise between personal style and utility. With their minimal designs and bold hues, these suitcases feel equally at home in the tropical getaways and the cosmopolitan cities.

The Ganni x Samsonite collaboration is the perfect example of partnerships that celebrate creativity and innovation. These suitcases are much more than travel companions, they are a statement of joy, personality and modern sophistication.







GANNI
Sams@nite





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Picture taken by Julia Pineda.
Modeling Family DosSantos
Without background



Instagram. (2020). Runaway Bay Centre on Instagram [online] Available at: <https://www.instagram.com/runawaybaycentre/p/C5jvz-BL177/> [Accessed 1 Dec. 2024].



Picture taken by Julia Pineda.
Modeling Family DosSantos



Picture taken by Julia Pineda.
Modeling Family DosSantos
Without background



Instagram. (2020). Samsonite Australia & New Zealand on Instagram [online] Available at: https://www.instagram.com/samsonite_au/p/C_SlpZ-NN1PB/?img_index=1 [Accessed 1 Dec. 2024].



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Picture taken by Julia Pineda.
Modeling Family DosSantos
Without background



Instagram. (2020). Samsonite Australia & New Zealand on Instagram [online] Available at: https://www.instagram.com/samsonite_au/p/DCBX2xsl-tRM/?img_index=1 [Accessed 1 Dec. 2024].



Picture taken by Julia Pineda.
Modeling Family DosSantos



Picture taken by Julia Pineda.
Modeling Family DosSantos



Mock up made in Canva by Julia Pineda



Picture taken by Julia Pineda.
Modeling Family DosSantos



Picture taken by Julia Pineda.
Modeling Family DosSantos



Mock up made in Canva by Julia Pineda



Picture taken by Julia Pineda.
Modeling Family DosSantos



Dobrovol'skaya, E. (2024). Luggage Photography. [online] Pinterest. Available at: <https://es.pinterest.com/pin/308567011986333711/> [Accessed 1 Dec. 2024].



Mock up made in Canva by Julia Pineda

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blog.hubspot.com. (n.d.). The Ultimate Guide to Instagram Influencer Marketing for Brands. [online] Available at: <https://blog.hubspot.com/marketing/instagram-influencer-marketing>.



Suitcase orange mock-up made in photoshop (adobe)



Suitcase pink mock-up made in photoshop (adobe)



Picture taken by Julia Pineda.
Modeling Family DosSantos



Suitcase yellow mock-up made in photoshop (adobe)



Picture taken by Julia Pineda.
Modeling Family DosSantos



Picture taken by Julia Pineda.
Modeling Family DosSantos



Suitcase green mock-up made in photoshop (adobe)



Picture taken by Julia Pineda.
Modeling Family DosSantos

