

# LANDS' END

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## FLIGHTWISE

### New Lands' End FlightWise Luggage Collection Helps Travelers Spend Money on Fun, Not Fees

With many airlines charging to check in baggage, travelers are often forced to pay for fees instead of fun. In fact, according to the US Transportation Department, checked baggage fees are 33% higher this year compared to 2009. So far that higher percentage has translated to the airline industry collecting \$769 million in just the first quarter of the year! To put the fun and convenience back into travel, Lands' End is offering six great luggage options in its new FlightWise™ collection.

“We specifically designed the FlightWise collection to meet airline carry-on guidelines, which means travelers can save up to \$50-\$75 per trip,” said Shawn Colley, senior luggage merchant, Lands' End. “Best of all, there are six different pieces within the FlightWise collection to personally accommodate every traveler’s packing style.”

The FlightWise collection is available at [landsend.com](http://landsend.com) or by calling 1-800-800-5800. Each piece of FlightWise luggage can be purchased separately. Priced from \$59.50 to \$169.50, the FlightWise collection is available in black, dark sapphire, arctic gray, canyon orange and chili pepper. Each piece comes with three unbreakable, flip-top plastic bottles in a clear, zippered bag that is TSA approved.

**22” Wheeled Upright** – This is the number one style all travelers need. Priced at \$169.50, this upright weighs only five pounds, twelve (per the internet) ounces; roughly half the average upright weight of 11 lbs. Made with ballistic ripstop polyester and a collapsible handle that zips completely inside the bag, this upright is strong and will travel well. One of the two exterior pockets is a padded laptop sleeve, so travelers can eliminate their laptop bag. Unlike other uprights, this bag is crushable, meaning it can fit into tighter storage spaces if needed.

**Carry-on Duffel** – A bag that’s easy to carry thanks to its padded shoulder strap, the FlightWise Carry-on Duffel has a zipper around its base that allows the bag to expand up to 14” so travelers can maximize their carry-on allowance. Weighing only one pound, 11 ounces, this duffel is one of the lightest of the FlightWise collection. The duffel opens horizontally across the top of the bag with a two-way zipper so packing and unpacking won’t be a fight. At \$69.50, the bag pays for itself after avoiding checked baggage fees from three one-way trips.

**Carry-on Wheeled Duffel** – This bag has many of the great features and benefits of the duffel with the added comfort of wheels and a pull handle. Feet positioned opposite the wheels mean this duffel can stand upright, and the handle zips inside the duffel meaning time-conscious travelers won’t need to worry about tangled handles in the overhead during the hectic deplaning process. This four-pound, eleven-ounce bag is priced at \$129.50.

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**Soft Sided Bag** – Resembling a large attaché case, the FlightWise Soft Sided Bag has two compartments, with one padded for carrying a laptop. Three zip pockets on the inside help organize clothes and other items. The Soft Sided Bag weighs only two pounds, fourteen ounces and has adjustable, hide-away backpack straps for carrying versatility. Able to expand up to 9", the Soft Sided Bag is priced at \$79.50

**Trip Tote** – For travelers who don't want a bag quite as large as the rest, the FlightWise Trip Tote is the perfect answer. At 18 ½", the Trip Tote fits easily under seats and is flexible to fit in even tighter spaces. Priced at only \$59.50 and weighing a mere one pound, eleven ounces, this tote pays for itself in avoided checked bag fees after just one trip!

**Backpack** – Split into two compartments, one for clothes and one for a laptop, this two-pound, eleven-ounce backpack is perfect for weekend travelers. Priced at \$79.50 and measuring only 16", the backpack will fit under the seat or in the reduced-size overhead compartment on smaller regional airplanes.

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*For more information about Lands' End FlightWise, please contact Adam Sodersten at [adam.sodersten@landsend.com](mailto:adam.sodersten@landsend.com) or 608-935-6395.*