

Victorinox launches 'next level' Spectra 3.0 trolley collection



The collection offers the expandable sizes Global Carry-On, Frequent Flyer Carry-On, Frequent Flyer Plus Carry-On, Medium Case and Large Case and additionally introduces a new Trunk Large Case which comes with two packing cubes for advanced organization

Known for its superior quality and sustainable offerings, premium lifestyle brand Victorinox has just unveiled its new Spectra 3.0 trolley collection. The first to be made from recycled, next-generation polycarbonate shell material, this collection took over three years to develop.

With the tagline "Let life take flight," the collection will be promoted in domestic and travel retail markets with a series of pop-ups that make evident the key features and also allow customers to personalize their luggage. At Zurich airport, the launch is currently being supported by an advertising campaign that includes a mega billboard on the exterior of the main car park.



Several features support a hassle-free journey — especially important these days. The front opening compartment on the Global Carry-On and the Frequent Flyer Carry-On enables quick access to store a laptop, documents and other valuables without needing to open the main case area. The compartment features an organization panel and can be locked independently from the main luggage storage thanks to a four-slot TSA approved lock

Victorinox Head of Global Channels, Thomas Bodenmann, commented: “Travel gear is one of the few categories in travel retail which must readily react to fundamental changes in the way we go about our lives, where functionality, not indulgence, lies at its heart. As travel evolves, so must travel gear, putting the onus on manufacturers to consistently invest and innovate.

“The launch of the impressive Spectra 3.0 collection is very timely as consumers begin traveling again and seek sustainable, premium luggage that they can rely on for years to come. I’ve used it myself and the superior functionality of Spectra 3.0 brings another dimension to the travel retail luggage offer, providing consumers with an unrivalled level of comfort and security which enables them to travel worry-free.”