



OTIS BATTERBEE LAUNCHES FIRST TRAVEL COLLECTION

For nearly a decade the brand Otis Batterbee has been synonymous with selling wash bags and makeup bags to the well-heeled UK consumer, now he wants to be a global travel brand.



Launched in 2010, Otis Batterbee, started by creating a capsule collection of wash bags for men which were snapped up by the beauty buyers at Liberty London. Skip 5 years to the launch of his first makeup bag collection which have become a mainstay for the UK female consumer in her late 20's.

"I've always wanted to design a travel collection but when you're doing this organically and with no shareholders you have to wait for the right time. It took time to get the makeup bags right and It's taken time to get the luggage just right too. It's essentially a category that lacks any excitement and I want to bring the fashion to luggage which is what I've done with the wash bags and makeup bags".

Like many consumer companies, Otis Batterbee originated from a gap in the market that Otis wanted to fill. Not being able to find a decent wash bag under 50 pounds Otis set about designing one. He left

his job designing and consulting on accessories for the cycling brand Rapha to come up with a brand to meet the needs of the traveller.



“I didn’t set out to launch a brand of wash bags and makeup bags, it just happened that way. People started to like what I do and it’s just been something I’ve become known for”.

Born in North London, Otis was always had a knack for design and a teacher at his school encouraged him to apply to Central St Martins School of Art & Design. He went on to work at Louis Vuitton in Paris where he developed an interest in the accessories side of the business.

At first site the new luggage collection looks completely different, with geometric prints and colours not generally associated with luggage. The cabin cases are well designed, affordable, sturdy and practical. Otis Batterbee’s products include matching backpacks, holdalls, laptop sleeves, cross-bodies, mini-messengers and of course makeup bags and wash bags.

Prices range from £38 RRP for a laptop sleeve, backpacks at £80 RRP, holdalls £98 RRP and cabin cases at £195 RRP.

“I wanted to create a well-designed collection that’s beautiful with a passion for travel. When I bought my luggage from a well-known luxury brand I wasn’t emotionally connected to it, the brand had just made the case. I want to create luggage that people just fall in love with no matter where they buy it, be that online or in one of our retail partners. We’re aiming for the luxury consumer but were about

a third of the price of the more inexpensive luxury travel brands. We naturally see a lot of opportunity”.



Otis Batterbee currently collaborates with luxury London hotel, Claridges. The brand also works with private jet company Netjets providing exclusive onboard amenities.

Today Otis Batterbee is stocked in Liberty, Harrods and John Lewis nationwide in the UK. The brand launched a partnership with online luxury fashion retailer Farfetch in 2018 to strengthen its international presence. They also have a small footprint in the US, Japan and Sweden. Celebrity fans of the brand include Rita Ora, Florence Welch and Chris Martin.

Otis Batterbee is a former Walpole Brand of Tomorrow.

The brand will be launching its new travel collection at Maison & Objet, Parc des Expositions of Villepinte, Paris from 17^h to 21st January, 2020

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