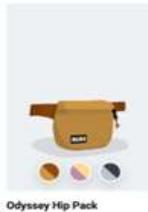


Product Name	Price	Target Market	Product Description	Secondary Market	Tertiary	Rational	Image
American Dream Backpack	\$65	Daypacker Tom	Affordable, durable, outdoor utility	Back-to-School Mindy	Up-and-Comer Raj	Rugged but minimal design, good for hiking, school, or a casual commute	 American Dream Backpack \$65
American Dream Duffel	\$40	Seaside Sally	Lightweight, ideal for weekend getaways	Energetic Jill	Hipster Mommy Kami	Light, versatile duffel for weekend trips, gym gear, or overnight bags	 American Dream Duffel \$40
American Dream Messenger	\$60	Up-and-Comer Raj	Simple, functional, urban commuter fit	City-Hopper Sue	Daypacker Tom	Clean lines for urban use, great for digital nomads or minimal travelers	 American Dream Messenger \$60
Odyssey Hip Pack	\$35	City-Hopper Sue	Small, stylish, great for festivals & travel	Seaside Sally	Energetic Jill	Compact and trendy, ideal for fast-paced or minimal-travel lifestyles	 Odyssey Hip Pack \$35
Atlas Duffel	\$120	Up-and-Comer Raj	Sleek, premium, high-performance profile	Energetic Jill	Daypacker Tom	Premium duffel good for professionals, gym users, or stylish travel	 Atlas Duffel \$120

<b>Aurora Backpack</b>	\$80	<b>Back-to-School Mindy</b>	Trendy, casual, and student-friendly	Up-and-Comer Raj	City-Hopper Sue	Stylish and tech-friendly; school, work, or city usage	 Aurora Backpack \$80
<b>Bahamas Tote</b>	\$60	<b>Hipster Mommy Kami</b>	Stylish, lifestyle-first design	Seaside Sally	City-Hopper Sue	Functional but fashionable; works for parenting, errands, or city hopping	 Bahamas Tote \$60
<b>Jungle Duffel</b>	\$140	<b>Energetic Jill</b>	Sporty, utility-driven duffel bag	Seaside Sally	Daypacker Tom	Sporty, rugged; gym-ready and suitable for adventurous short trips	 Jungle Duffel \$140
<b>Lakeside Tote</b>	\$90	<b>Seaside Sally</b>	Elegant, perfect for a weekend trip	Hipster Mommy Kami	City-Hopper Sue	Elevated design, spacious, and elegant — ideal for leisure or lifestyle	 Lakeside Tote \$90
<b>Journey Messenger</b>	\$60	<b>City-Hopper Sue</b>	Versatile, sleek, travel-ready	Up-and-Comer Raj	Hipster Mommy Kami	Good blend of casual and smart — fits professionals or light travel	 Journey Messenger \$60

<b>Legacy Backpack</b>	\$60	<b>Back-to-School Mindy</b>	Tech-friendly, high school/college-ready	Daypacker Tom	Energetic Jill	Balanced for students and active commuters, universal BUHI shape	 Legacy Backpack \$60
<b>Legacy Messenger Bag</b>	\$60	<b>Up-and-Comer Raj</b>	Commute-focused, minimal design	Back-to-School Mindy	City-Hopper Sue	Professional and compact for laptops and docs; multi-audience potential	 Legacy Messenger Bag \$60
<b>Legacy Duffel Bag</b>	\$90	<b>Energetic Jill</b>	Fitness-ready, mid-price duffel	Up-and-Comer Raj	Daypacker Tom	Sleek gym/travel crossover; perfect for busy days or weekend trips	 Legacy Duffel Bag \$90
<b>OG Backpack</b>	\$80	<b>Back-to-School Mindy</b>	Modern, durable, universal student fit	Daypacker Tom	Up-and-Comer Raj	Classic durable style; high school, college, or entry-level work fits	 OG Backpack \$80
<b>OG Tote</b>	\$60	<b>Hipster Mommy Kami</b>	Classic style, market shopping compatible	City-Hopper Sue	Seaside Sally	Beautiful for day trips, errands, or light beach/city use	 OG Tote \$60

<b>Pioneer Backpack</b>	\$80	<b>Daypacker Tom</b>	Outdoor build, daily-use rugged bag	Energetic Jill	Back-to-School Mindy	Gear-based design with practical storage — outdoors or class compatible	 Pioneer Backpack \$80
<b>Rooftop Tote</b>	\$90	<b>Hipster Mommy Kami</b>	Higher-end tote, fashion-forward	Seaside Sally	Up-and-Comer Raj	Slightly premium tote, fits work meetings, parenting, or brunch	 Rooftop Tote \$90
<b>Score Messenger Mini</b>	\$30	<b>City-Hopper Sue</b>	Trendy, compact, easy travel solution	Back-to-School Mindy	Seaside Sally	Trendy and minimal — micro-mobility accessory for various ages	 Score Messenger Mini \$30
<b>Settlement Case</b>	\$15	<b>All Personas (Accessory)</b>	Accessory add-on for cross-sell	—	—	Universal accessory — great upsell for any bag buyer	 Settlement Case \$15
<b>Signature Tote</b>	\$60	<b>Hipster Mommy Kami</b>	Everyday lifestyle match	Seaside Sally	City-Hopper Sue	Lifestyle-forward, simple lines, elevated casual tote	 Signature Tote \$60

<b>Switch Luggage Carry-on</b>	\$70	<b>City-Hopper Sue</b>	Travel-heavy professional persona	Seaside Sally	Up-and-Comer Raj	Rollaboard for short trips — smart traveler, stylistic and compact	 Switch Luggage Carry-on \$70
<b>Switch Luggage Large</b>	\$150	<b>Seaside Sally</b>	Vacation traveler luggage, checked bag	Daypacker Tom	Hipster Mommy Kami	High-capacity for full trips or long-haul — stylish and rugged	 Switch Luggage Large \$150
<b>Tactics Backpack</b>	\$100	<b>Up-and-Comer Raj</b>	Premium commuter gear, modern professional	Back-to-School Mindy	City-Hopper Sue	Premium finish, designed for laptops and tight commuters	 Tactics Backpack \$100
<b>Urban Classic Backpack</b>	\$80	<b>Daypacker Tom</b>	Crossover urban + outdoors fit	City-Hopper Sue	Up-and-Comer Raj	Blends outdoor and urban styling; sturdy commuter or light hiker	 Urban Classic Backpack \$80