






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	 <p>A red backpack with two straps and a small logo. Below the image are five color swatches: red, blue, green, yellow, and black.</p> <p>American Dream Backpack \$65</p>
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	 <p>A green duffel bag with two handles and a small logo. Below the image are five color swatches: green, blue, red, yellow, and black.</p> <p>American Dream Duffel \$40</p>
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	 <p>A blue messenger bag with a yellow strap and a small logo. Below the image are five color swatches: blue, green, red, yellow, and black.</p> <p>American Dream Messenger \$60</p>
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	 <p>A brown hip pack with a small logo. Below the image are three color swatches: brown, blue, and black.</p> <p>Odyssey Hip Pack \$35</p>
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	 <p>A grey duffel bag with two handles and a small logo. Below the image are three color swatches: grey, blue, and red.</p> <p>Atlas Duffel \$120</p>

Aurora Backpack

\$80

Back-to-School Mindy

Trendy, casual, and student-friendly

Up-and-Comer Raj

City-Hopper Sue

Stylish and tech-friendly; school, work, or city usage



Aurora Backpack  
\$80

Bahamas Tote

\$60

Hipster Mommy Kami

Stylish, lifestyle-first design

Seaside Sally

City-Hopper Sue

Functional but fashionable; works for parenting, errands, or city hopping



Bahamas Tote  
\$60

Jungle Duffel

\$140

Energetic Jill

Sporty, utility-driven duffel bag

Seaside Sally

Daypacker Tom

Sporty, rugged; gym-ready and suitable for adventurous short trips



Jungle Duffel  
\$140

Lakeside Tote

\$90

Seaside Sally

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

Journey Messenger

\$60

City-Hopper Sue

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

Legacy Backpack

\$60

Back-to-School Mindy

Tech-friendly, high school/college-ready

Daypacker Tom

Energetic Jill

Balanced for students and active commuters, universal BUHI shape



Legacy Backpack  
\$60

Legacy Messenger Bag

\$60

Up-and-Comer Raj

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

Legacy Duffel Bag

\$90

Energetic Jill

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

OG Backpack

\$80

Back-to-School Mindy

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

OG Tote

\$60

Hipster Mommy Kami

Classic style, market shopping compatible

City-Hopper Sue

Seaside Sally

Beautiful for day trips, errands, or light beach/city use



OG Tote  
\$60

Pioneer Backpack\$80Daypacker TomOutdoor build, daily-use rugged bagEnergetic JillBack-to-School MindyGear-based design with practical storage — outdoors or class compatible



Pioneer Backpack  
\$80

Rooftop Tote\$90Hipster Mommy KamiHigher-end tote, fashion-forwardSeaside SallyUp-and-Comer RajSlightly premium tote, fits work meetings, parenting, or brunch



Rooftop Tote  
\$90

Score Messenger Mini\$30City-Hopper SueTrendy, compact, easy travel solutionBack-to-School MindySeaside SallyTrendy and minimal — micro-mobility accessory for various ages



Score Messenger Mini  
\$30

Settlement Case\$15All Personas (Accessory)Accessory add-on for cross-sell— —Universal accessory — great upsell for any bag buyer



Settlement Case  
\$15

Signature Tote\$60Hipster Mommy KamiEveryday lifestyle matchSeaside SallyCity-Hopper SueLifestyle-forward, simple lines, elevated casual tote



Signature Tote  
\$60

Switch Luggage Carry-on

\$70

City-Hopper Sue

Travel-heavy professional persona

Seaside Sally

Up-and-Comer Raj

Rollaboard for short trips — smart traveler, stylistic and compact



Switch Luggage Carry-on  
\$70

Switch Luggage Large

\$150

Seaside Sally

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

Tactics Backpack

\$100

Up-and-Comer Raj

Premium commuter gear, modern professional

Back-to-School Mindy

City-Hopper Sue

Premium finish, designed for laptops and tight commuters



Tactics Backpack  
\$100

Urban Classic Backpack

\$80

Daypacker Tom

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