

House of Samsonite Asia 2006



- **Date:** November 2006
- **Mission**
 - Host the first “House of Samsonite Asia” roadshow event in Shanghai to preview the 2007 Samsonite Black Label collections and launch the Samsonite Black Label by Alexander McQueen collection.
 - Position Samsonite as a leader in the creation of innovative, prestigious, luxury and fashion forward collections.
 - Communicate the Samsonite heritage, global brand story and achievements.
- **Method**
 - Daytime: Time Tunnel exhibition; tours of the collections; media interviews with CEO and Global Creative Director for the regional fashion media.
 - Evening: cocktail party for about 250 Samsonite business partners, guests and media; product displays; catwalk show joined by celebrities.
- **Measurement**
 - 114 clippings of coverage were collected with equivalent ad value of US\$696,829.
 - 71 media from mainland China, Hong Kong, Taiwan, Malaysia attended.



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