



  
happy journey



**In 1971, VIP Industries was born in India to address the need for great travel products available all across the country at accessible prices with an assurance of quality backed by reliable after sales service ♦ a single entity devoted to ensuring happy journeys for all.**

**VIP was launched as a lifestyle brand with high aspirational value and an elite ambience of sophisticated luxury. It also catered to the need of the hour coming up with a light and sturdy alternative to existing luggage in the form of PP moulded luggage. Stylish products with excellent features built into a brilliant design, made VIP a much sought after brand in the expanding luggage market. VIP's national distribution network also played a major role in ensuring that customers all over India had access to VIP products. People preferred VIP for air travel and there was a gradual move away from steel trunks towards PP moulded luggage.**

**VIP, in line with its new found status as a front runner in the global luggage market, got itself a new Brand Identity "Happy Journey". VIP also aimed to contemporize the brand with a studied disassociation with its earlier emotional connect. Targeting the youth brigade, VIP launched backpacks. VIP also launched Travel Accessories under the name 'Travel Essentials' to plug a hole in its portfolio. Finally, to give VIP customers the ultimate in ambience, **VIP Lounges** - exclusive company owned retail stores, were opened in selected locations. Together with its imposing presence in the modern retail store formats, VIP has ensured substantial presence in the retail channel too. VIP portrays the India which is of the new millennium. Aspiration for global leadership, inspiration from inner values, quality of the highest order and a visionary team at the helm of affairs are a potent combination from which great things are expected.**

## Oxford

Elegant uprights with classic, chequered trims.  
Command respect, without demanding it.



Oxford Stroly 75  
Stroly 55: L39 X W55 X H24  
Stroly 65: L41 X W64 X H28  
Stroly 75: L46 X W73 X H32



Chequered trim designs



Multi-safe number lock

- Chequered trim designs
- EVA-moulded front panels for greater durability
- Soft retractable handle for carrying comfort
- Multi-safe number lock for added security

## Poise

A range of chic, classy soft luggage  
For those in total control.



Expander for last minute packing



Distinctive front panel design



- High-quality 600D polyester
- Expander for last minute packing
- Distinctive front panel design

### Poise Stroly 72

Stroly 55 L51 X W36 X H18

Stroly 72 L68 X W47 X H23

Stroly 80 L78 X W52 X H27















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[www.vipbags.com](http://www.vipbags.com)