



# Kipling is 30!

## Let's celebrate in style

The world's favourite bag maker is turning 30, and is celebrating with giveaways, competitions and an exclusive range of special bags to mark the event.



Kipling is a worldwide brand sold in 67 countries and famous for providing stylish and beautiful bags for every occasion. The bags are colourful, practical and fun – ideal for work, leisure, travel and everyday activities for both adults and kids.

The brand was founded, in January 1987, in the heart of Antwerp, Belgium, by Paul Van de Velde and Xavier Kegels. Now it is part of VF Corporation, a global leader in branded lifestyle apparel, footwear and accessories, with known brands like The North Face®, Vans®, Timberland®, Wrangler® and Lee®. The founders recognised that a bag is an extension of a woman's personality and charisma. The designs should be stylish, elegant, and packed with positive energy.

Bags also need to be practical – and so they designed Kipling bags to be water repellent, lightweight and secure with multiple compartments and zippers. Paul and Xavier's vision was to create bags that matched every occasion, so that women could have the solution easily to hand for every situation in life:



### EVERYDAY BAGS

casual bags built to tackle everything life can throw at you!



### TRAVEL BAGS

to explore the world, carry the essentials and look fabulous.



### LEISURE BAGS

functional bags ideal for a wide range of sport and play activities.



### WORK BAGS

to look professional and stylish, effortlessly.



### KIDS BAGS

fun, colourful and rugged.



## It's Kipling's 30th birthday – help them celebrate

Kipling is asking all its customers, fans and followers to help celebrate on social media using the hashtag #30YearsKipling. Customers can send to Kipling fun homemade birthday cards. Ideally Kipling says it would love to see original card creations.



Gwenda van Vliet, Global Marketing Director at Kipling, says:

*"To mark our 30 years' celebration, we are launching a unique collection of tote bags.*

*Creations of some of the world's influencing female artists. They have played with our loved icon: the monkey and with the other typical Kipling elements, like colour – fun and creativity. Since we want to celebrate our anniversary with our fans we give them the opportunity to win these special designs. We encourage them to get creative themselves, make a personal birthday card and send it over to us. The ones who stand out the most will receive this collector item 30 years' tote bag as a present!"*

The celebration totebag designs will be released throughout the year, with different designs every season. A big selection of influencers will also be asked to celebrate with us and spread the Kipling love!

## Meet the designers



### Ana Morelli

an inspiring textile artist specialized in digital prints based in Brazil



### Niky Roehreke

a German / Japanese artist and illustrator born and raised in Tokyo



### Hannah Alice

a fabulous illustrator and designer from the UK currently based in Finland



### Za Chan

is a Hong Kong based designer and mom of two kids

For further information and imagery please contact  
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