

Weatherproof Luggage from Randa Accessories Headed for 2010 Climate

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Randa Accessories and Weatherproof® announced today a new licensing agreement to produce and distribute Weatherproof® branded luggage, leather goods, travel accessories, and gift items in the United States, Canada and the United Kingdom. The first Weatherproof® luggage collections will be sold in department stores and specialty retailers commencing Fall 2010.

“Weatherproof® is a relevant and very special brand.” states David J. Katz, Chief Marketing Officer and Senior Vice President of Randa. “Materials innovation, weather proofing, and engineering are only one part of the extraordinary equation. The Weatherproof® marketing program, from Al Roker to President Obama, not only resonates with consumers but evokes persuasive mental images of luggage, accessories and gifts that are not only needed, but that are truly desired. Randa is thrilled to add Weatherproof® to our lifestyle brand portfolio.”

“We are extremely pleased to add Weatherproof® to our portfolio,” states Terry Tackett, President and CEO of Randa Luggage. “In alignment with its outerwear strategies, Weatherproof® is the perfect vehicle to introduce technologically advanced luggage, accessories and gifts using water resistant materials and special hardware.”

“The exponential growth of the Weatherproof® brand can be attributed to three factors: quality, price/value and great marketing. We look forward to increasing our brand awareness by partnering with Randa,” says Freddie Stollmack, President of Weatherproof®.

Weatherproof’s innovative approach to outerwear has made it a major player in European-inspired designs, microfiber technology and water-resistant fabrics. Weatherproof products are sold at department stores including Macy’s and Nordstrom and specialty stores throughout the country. The scope of the brand ranges from accessories such as gloves, hats, bags and travel accessories to shirts and ties as well as sportswear, activewear, rainwear, footwear and loungewear.

Randa is licensed to produce and distribute Weatherproof luggage, travel accessories, belts, wallets, and gift items in the United States, Canada and the United Kingdom.