

PRODUCT CATALOGUE 2024



TABLE OF CONTENTS

About ICON	1
Our USP	2
Luggage	4 - 13
Signature Cabin Suitcase	4
Signature Check-in Suitcase	6
Signature Plus Cabin Suitcase	8
Signature Pro Cabin Suitcase	10
Vintage Cabin Suitcase	12
Backpacks	14 - 25
Iconic Backpack	14
Cloud Backpack	16
Professional Backpack	18
Weekender Backpack	20
Overnighter Backpack	22
Everyday Backpack	24
Briefcases	26 - 29
Briefcase	26
Neo Briefcase	28
User Experience	30
Backed By In The Press	31
Gifting Solution	32
Comapnies which love ICON	33

ABOUT US

Backed by DSG consumer Partners, one of the top VC consumer funds in India, ICON is a product-first lifestyle-focused brand, committed to redefining the travel experience through **innovation, quality and style.**

With a vision to become the leading name in the luggage and travel accessories category, ICON is one of the fastest growing **premium homegrown brand.**

ICON strives to inspire journeys and empower individuals to explore the world with **confidence and comfort.**

ICON is a digital first travel and lifestyle brand significantly differentiated from incumbents. The brand language targets a modern consumer, for **whom travel is a lifestyle statement.**

Offering best in class products, combining sleek aesthetics with particular functionality.

A man with dark hair and sunglasses is sitting on a silver, hard-shell suitcase. He is wearing a dark t-shirt with the word 'PURPLE' on it, dark pants, and sandals. He is looking off to the side. The background is a scenic view of a mountain range under a blue sky. The text 'TRAVEL LIKE THE PRINCE' is overlaid in large, white, bold letters across the middle of the image.

TRAVEL LIKE THE PRINCE

OUR USP

Best in class, combining sleek aesthetics with practical functionality to cater to the modern traveler.



WIDE HANDLE TROLLEY

Beautiful yet functional, true balance, greater storage space.



STRONG & DURABLE

Unbreakable and scratch resistant, 100% lightweight BAYER PC polycarbonate hardshell shell from Germany.



HIGH QUALITY MATERIAL

YKK zipper and TSA lock from Hong Kong.



SMOOTH TRAVEL

SilentMove 360° spinner wheel.



STYLE & DESIGN

Intuitively designed to seamlessly marry sleek aesthetics with practical functionality.



WARRANTY

6 years warranty on hard luggage and upto 3 years warranty on backpacks.







SIGNATURE CABIN SUITCASE

Perfect for your long trips, and it's lightweight too!

Fabric : Polycarbonate

Weight : 3 Kg

Size : 35 X 23 X 48 cm (20 In)

MRP : INR 14,000/-

Colors : 



TSA Approved Lock



ICON Pattern Inside



USB Charging Slot





SIGNATURE CHECK-IN SUITCASE

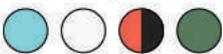
Optimize your travel experience with Signature Check-in Suitcase!

Fabric : Polycarbonate

Weight : 3.8 Kg

Size : 42.5 X 26 X 65.5 cm (24 In)

MRP : INR 16,000/-

Colors : 



TSA Approved Lock



Anti-microbial Lining



8-Wheels Structure







SIGNATURE PLUS CABIN SUITCASE

Gear up for adventure with our high-octane cabin suitcase!

Fabric : Polycarbonate

Weight : 3.8 Kg

Size : 35 X 22.5 X 55 cm (20 In)

MRP : INR 18,000/-

Colors :   



TSA Lock & Built-in USB Charging Slot



YKK Zip Mesh Compartment



American Super Silent Wheels







SIGNATURE PRO CABIN SUITCASE

Gear up for adventure with our high octane signature pro cabin suitcase!

Fabric : Polycarbonate

Weight : 3.8 Kg

Size : 35 X 22.5 X 55 cm (20 In)

MRP : INR 22,000/-

Colors : 



TSA Lock & Built-in USB Charging Slot



Dedicated Laptop Compartment



American Super Silent Wheels







VINTAGE CABIN SUITCASE

Experience luxury travel with our zipper-less cabin suitcase.

Fabric : Polycarbonate

Weight : 4.4 Kg

Size : 36 X 23.5 X 55 cm (20 In)

MRP : INR 24,000/-

Colors :  



Ultimate Security with Zipperless Design



YKK Zip Mesh Compartment



American SJ-TOBOL® Wheels







ICONIC BACKPACK

Meet our Iconic Backpack which combines premium quality with functionality.

Fabric : Polyester

Weight : 1.37 Kg (30 Ltr.)

Size : 38 X 16 X 48 cm

MRP : INR 12,000/-

Colors : ● ●



180° Flat Opening Tech Compartment



Stay Connected on The Move



Numbered Lock





ICON



CLOUD BACKPACK

Meet our Cloud Backpack which combines premium quality & functionality.

Fabric : Polyester

Weight : 0.75 Kg (18 Ltr.)

Size : 29 X 12 X 45 cm

MRP : INR 6,500/-

Colors : ● ●



Numbered Lock



Stay Connected on The Move



Water Resistant Material







PROFESSIONAL BACKPACK

Meet our Professional Backpack designed to elevate your work and travel experience.

Fabric : Vegan Leather

Weight : 1.2 Kg

Size : 30 X 12 X 42.5 cm

MRP : INR 11,000/-

Colors : ● ●



180° Flat Opening Tech Compartment



Stay Connected on The Move



YKK Zipper







WEEKENDER BACKPACK

Meet our Weekender Backpack designed to elevate your travel experience.

Fabric : Polyester

Weight : 0.9 Kg (24 Ltr.)

Size : 29.5 X 14 X 44.5 cm

MRP : INR 8,000/-

Colors :  



Numbered Lock



Stay Connected on The Move



YKK Zipper







OVERNIGHTER BACKPACK

Meet our versatile overnighter backpack with dedicated laptop compartment.

Fabric : Oxford

Weight : 1.26 Kg (30 Ltr.)

Size : 43 X 19 X 46 cm

MRP : INR 10,000/-

Colors : 



180° Flat Opening Tech Compartment



Stay Connected on The Move



Front Accessible Spacious Compartment







EVERYDAY BACKPACK

Optimize your daily travel experience with Everyday Backpack!

- Fabric** : Polycarbonate
- Weight** : 1 Kg (24 Ltr.)
- Sizes** : 38 X 16 X 48 cm
- MRP** : INR 6,000/-
- Color** :  



Tech Compartment



Stay Connected on The Move



Side Pocket





BRIEFCASE

Meet our laptop briefcase, your perfect professional companion.



Fabric : Polyester

Weight : 1 Kg (10 Ltr.)

Sizes : 40 X 9 X 29 cm

MRP : INR 8,000/-

Color :  



Tech Compartment



YKK Zipper



Front Zipper Pocket





NEO BRIEFCASE

Meet our neo briefcase, your perfect professional companion.



Fabric : Polyester

Weight : 1 Kg (10 Ltr.)

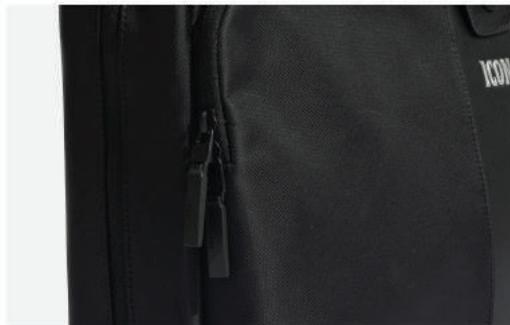
Sizes : 40 X 9 X 29 cm

MRP : INR 8,000/-

Color :  



Tech Compartment



Premium Zipper



Front Zipper Pocket



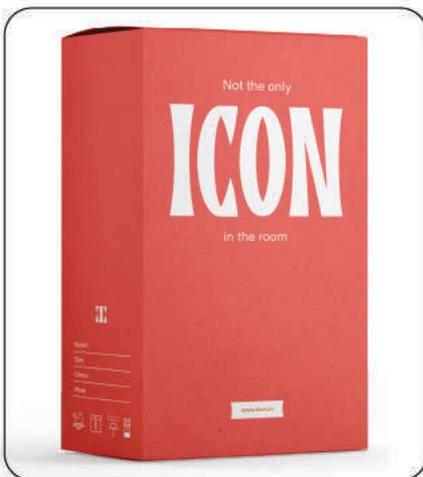
USER EXPERIENCE



Luggage Covers



Brand Tags



Packaging



Stickers



Care Card



Brand Insert

BACKED BY



DSG Consumer Partners

Joined by
Angel Investors

IN THE PRESS

The logo for Inc42, featuring the word 'Inc' in black and '42' in red with a stylized '2'.

The logo for inshorts, featuring a red icon of a smartphone with a grid of dots, followed by the word 'inshorts' in black and the tagline 'stay informed' in a smaller, grey font below it.

The logo for YOURSTORY, with the word 'YOURSTORY' in a bold, red, uppercase font.

The logo for BWDiSrupt, with 'BWD' in black and 'iSrupt' in red. Below the logo is the website address 'www.bwdisrupt.com' in a smaller black font.

The logo for APN NEWS, featuring a red diamond-shaped icon followed by the words 'APN NEWS' in black, uppercase letters.

The logo for IndiaRetailing.com, with 'India' in black and 'Retailing' in red, followed by '.com' in black.

AND MANY MORE

GIFTING SOLUTIONS

Enhance the impact of your corporate gifts with personalized embellishments.



PERSONALIZATION

Name engraving
on leather tag



LEAD-TIME

If ready stock,
upto 10 days



CUSTOMIZATION

Company name/logo
customization on bags



COMPLETE SOLUTION

Comprehensive services for
all your gifting needs!



Acquisory Logo Customization



Glitorium Logo Customization



Shri & Sam Logo Customization



Glitorium Leather Tag Personalization



Leather Tag Personalization