



BE  
BOLD.  
BE  
YOU.

● BOLD

YOUR STYLE. **YOUR STATEMENT.**

The BOLD Origin School Backpack is the ultimate style upgrade for students who want to boldly and confidently go their own way and stand out from the crowd. Whether it's a new school, a new level, a new hobby or new friends – with the BOLD school backpack, teenagers can master any new start with ease and confidence. For the new season, BOLD is available in two stylish trend colors. To match: lots of cool stickers, patches and pendants for an individual, unmistakable look.

**BOLD ORIGIN SCHOOL BACKPACK**

The BOLD Origin School Backpack is the first LÄSSIG design in the secondary school sector and perfect for teenagers, who strive to be cooler, bolder and more grown up. Extra light (only 1290 g / 30 liters) and yet stable, it offers plenty of storage space for all necessary school utensils as well as for personal gadgets: from smartphones and tablets to a wallet or headphones. Discreet reflectors on the front and sides ensure safety on the road, while the ergonomic design is easy on the back. It's clear: BOLD was made to provide optimum performance and support in everyday life, at school and in leisure time. The BOLD Origin School Backpack has been awarded the Plus X Award in the categories High Quality, Design, Functionality, Ergonomics and Ecology! And another piece of good news for all teens who want to stand out from the crowd: BOLD is now available in two new, stylish colors: Lavender and Dark Olive.

Dimensions: 28.5 x 23 x 46.5 cm | Weight: 1.29 kg | Capacity: 30 l  
Material: 100% polyester (recycled)

RRP: 129.95 €



DARK OLIVE



LAVENDER





## BOLD ACCESSORIES

The accessories in the **BOLD collection** are like a clique – each item fulfills a special function and together they are unbeatable. From a pencil case to a gym bag, wallet, lunchbox and matching drinking bottles.

### SPACY PENCIL CASE

Dimensions: 12 x 6.5 x 22.5 cm  
Material: 100% polyester (recycled)  
RRP: 24.95 €



### STRING BAG

Dimensions: 36 x 1 x 42 cm  
Material: 100% polyester (recycled)  
RRP: 24.95 €



### LUNCHBOX

Dimensions: 18 x 13.5 x 6 cm  
Material: Stainless steel  
(with silicone ring in the lid)  
RRP: 29.95 €



### DOUBLE WALLED BOTTLE

Dimensions: 6 x 6 x 24 cm  
Material: Stainless steel  
Carrying strap: silicone  
Capacity: 500 ml  
Suitable for sparkling drinks  
RRP: 24.95 €



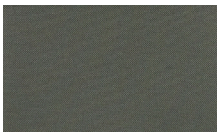
### WALLET

Dimensions: 12.2 x 2 x 8.5 cm  
Material: 100% polyester (recycled)  
RRP: 14.95 €



## HARD FACTS

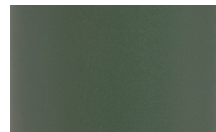
The **BOLD** styles are available in two new colors:



DARK OLIVE

LAVENDER

The **Lunchbox** and the **Double Walled Bottle** are available in three new styles:



BLUE/PURPLE

DARK OLIVE

RAINBOW



**BOLD**

## STICKER & PATCHES

BOLD is more than just a backpack – it’s a statement that allows you to redefine yourself every day and to be strikingly different. True to the motto „BE BOLD. BE INDIVIDUAL.“, BOLD encourages teenagers to find their own style and to express themselves. To this end, the BOLD collection offers a wide range of accessories such as patches, pendants and stickers with neon, glow or glitter effects. From skateboard pendants to electric guitar patches – with BOLD, everyone will find their „perfect match“! Particularly clever: the stickers and patches are not only stylish statements that can transform any backpack into a truly unique item, they also increase visibility on the way to school. Simply attach them to the school backpack and create a new look every day.

RRP: 14.95 €

### REFLECTIVE & GLOW IN THE DARK



SKATER



UNIVERSE PURPLE



PARADISE



MUSIC



SPORT



WITCHERY



DREAM CATCHER