

# ACEStravel



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# ACEStravel



Welcome to ACEStravel, the premier luxury travel brand. We offer stylish, high-quality luggage and accessories to help make your journeys comfortable, safe and stylish. Our products are designed with durable materials and modern features to meet the demands of today's busy lifestyles. With ACEStravel, you can travel in confidence knowing that your gear is stylish, secure and ready for wherever your travels take you.

**Stylish, Secure, and Ready for Wherever Life Takes You.**



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# Color Palette



Pantone 705 C  
Cotton Candy

Pantone 4685 C  
Caramelo

Pantone 7525 C  
Cinnamon

Pantone 483 C  
Spice

Pantone 4625 C  
Brown Sugar

Pantone Black  
Caviar

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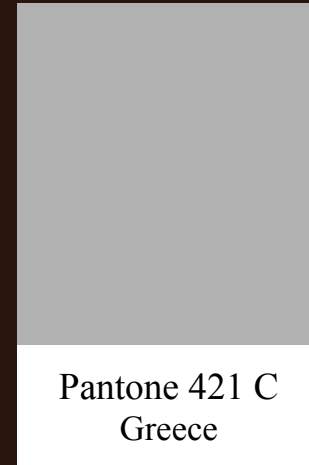
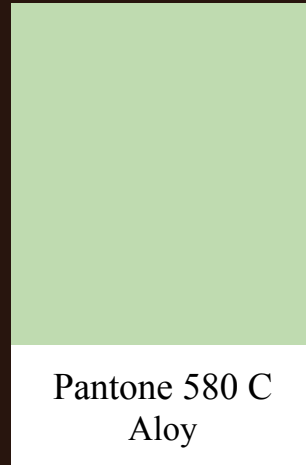
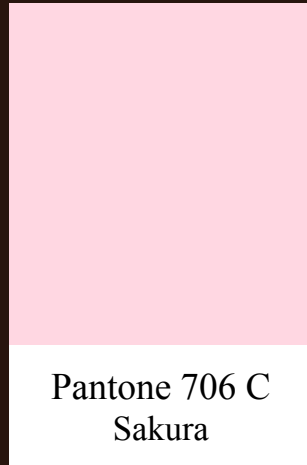
# Upcoming Limited Edition Styles

Our limited edition styles will drop soon.

Stay tuned for more from ACEStravel!

@acestravel

<https://acestravel.com>



# Unique Selling Proposition

The unique selling proposition for ACEStravel is that we offer stylish, high-quality luggage and accessories that are designed with durable materials, such as ballistic nylon, high-grade polypropylene, and modern features, such as a USB-C charging port, to meet the demands of today's busy lifestyles. Our products are designed to give our customers confidence and peace of mind while they travel, knowing that their gear is stylish, secure and ready for wherever their travels take them.



# Key Features

- Multiple Compartments and Pockets
- Weight Limit Indicator
- Compression Flaps and Straps
- Combination Lock
- Attachment System
- Top & Side Carrying Handles
- Expandable
- Durable hardshell





Meet Jane, a 25-year-old college graduate and young First Officer. As a soon to be Pilot Jane travels for both work and leisure. She loves to travel in style, so quality and design are both important to her. She's looking for luggage that's both stylish and secure so she can travel with confidence and no fear of her items being lost. She values a brand that's reliable as well as high quality, and offers a wide range of products to choose from whenever she's on the go.



## Ideal Target Buyer

Meet John, a 45-year-old executive who's always jet-setting around the world for business. He's looking for luggage that's both practical and secure, with features that make his trips easier, more comfortable and way less stressful!. He's looking for a brand he can trust and that offers a wide range of products to choose from. Quality and design are important to him as he always need to upkeep his appearance and persona. John prefers a brand that can keep up with his fast-paced lifestyle.



# Communication Strategy

Our communication strategy for ACEStravel is to create an emotional connection with our customers. We want to create an environment where customers feel valued and heard. We will use a variety of digital marketing strategies such as email campaigns, social media, and content marketing to reach our target audience.



ACEStravel also focuses on traditional media, such as print. They will be featured in magazines such as, Architectural Digest, Modern Luxury, and Vogue.



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# Pricing Margin vs Our Competitors

- Our prices range from \$350 to \$720+; at \$350 you are able to purchase our smaller size carry-on suitcase; it still contains all the best features of our suitcases just at a compacted size.
- At \$720 your able to purchase our larger full-size suitcase in addition with our carry-on luggage. Additional fees for those who may want to customize the color, engrave it, and etc.
- We plan to reach \$1 million in sales over the next 3 years, with a total of 100+ orders.
- Starting prices for Rimowa start at \$650 for a carry-on suitcase, going up to about \$1500+ for their larger size suitcases.
- Look wise Rimowa suitcase are more of a military grade suitcase, it doesn't give the sleek look that most luxury suitcase have.
- Not only do we provide a cheaper price than Rimowa, our suitcases are lightweight and sleek. We also provide a selection of natural/nude colors one can choose from.
- With a more affordable pricing and a savvy, sleek look I believe our suitcases are definitely the one to purchase.

# Our Future

In five years, ACEStravel will be a worldwide suitcase company known for its stylish and secure products.

With an established presence in multiple countries we will have expanded our product line to include a range of travel accessories including a Bluetooth tracking device. We will have developed a loyal customer base, and will be a trusted source for quality travel products.

We will have established relationships with other travel companies, and companies that will sell our merchandise. We will be recognized as a leader in the industry. Our products will be in demand around the world, and our brand will be synonymous with luxury travel.



Located in NYC at  
Times Square



Thank you,  
ACEstravel Team.

