

PUKKA[®]

ESTABLISHED 1909

HAND BUILT BRITISH LUGGAGE

BRITISH LUGGAGE COMES OF AGE

Pukka Luggage was manufactured and sold in Great Britain from 1909 to the late 1950s, and during the interwar years was one of the country's most exclusive luggage labels: through the '20s and '30s, Pukka was the premier brand sold exclusively at Harrods and the Army & Navy Stores in London. The original Pukka Luggage was made by hand in England, and consisted of trunks, portmanteaux, bespoke suitcases and travelling wardrobes.

They were clad in the highest quality flax canvas, and were built to survive the rigours of Imperial travel as well as the demanding social life of the interwar aristocracy throughout the 'roaring '20s'.

Pukka Luggage will be relaunched in London in Spring 2016 as a contemporary luxury brand. Designed for the sophisticated traveller and constructed entirely in Britain, the Pukka range is hand built by British craftsmen, blending innovative technology with traditional materials.



THE PUKKA[®] STORY

The Pukka Luggage Company traded in Great Britain from 1909 to the late 1950s, and during the inter-war years was the most exclusive luggage brand sold by both Harrods and the Army and Navy Stores.



The Company was famous for its flax canvas covered suitcases, trunks and portmanteaux, which were the luggage of choice for global travellers. Pukka Luggage was bought and used by expatriates heading for India during the Raj; by sophisticated travellers heading for Paris and the South of France between the wars; and strapped to the backs of sports tourists racing through English lanes for country house weekend parties.

Pukka Luggage was made in England, and employed for more than fifty years of its successful trading history hundreds of dedicated artisans.



The brand stood for:

**HIGH QUALITY
DURABILITY
INTEGRITY
ELEGANCE
WORKMANSHIP**

In fact, so sure were the makers of their quality that each piece of luggage was sold with a five-year guarantee.

Pukka Luggage successfully retailed until the late 1950s, by which time its focus on outstanding quality and workmanship had fallen out of step with the post-war period of austerity. Even so, during this time, the Company continued to produce some very elegant, distinctive and stylish post-war suitcases before taking the decision to cease trading in 1963.

THE PUKKA LUGGAGE COMPANY



The Pukka Luggage Company was incorporated in 2004 to relaunch the Pukka brand as the luggage of choice for discerning modern travellers.

Pukka Luggage will launch in 2015 in London and New York. Entirely British in its design and manufacture, the relaunched Pukka Luggage will enter the international luxury market in both hard case and soft bag formats, via a closely-controlled network of quality retail partners.

The new Pukka Team have significant experience in the development and management of luxury goods and services, and intend to offer the brand to the international consumer with a high level of disposable income who is attracted to quality, style and panache.

International growth will be protected by trademarks in 37 countries. The Company has trademark registration in the United Kingdom (number 2369269) and has registered and/or pending trademark filings in another 37 countries worldwide, including the entire European Community. We have also patented the unique Pukka trolley system and registered eight individual design features.

The Company has an office/showroom in central Bath, which the Directors are using as the administrative centre of the business. Pukka Central provides a focus for product presentations to buyers and media, and is usefully situated to enable the Company's personnel easily to co-ordinate visits and meetings with its specialist manufacturing partners throughout Great Britain.



1900s

COLONIAL ERA

“Pukka was there” when Cunard’s luxury liners were shipping out our colonial masters to the farthest reaches of the British Empire.



1920s

JAZZ AGE

“Pukka was there” strapped to the back of open-topped Bentleys hurtling towards the weekend parties of the Season at every must-be-seen-at Country House.



1930s

GREAT DEPRESSION

“Pukka was there” even during the Great Depression when everything (houses, jewellery, butlers, the lot) had to go, but somehow they held onto their Pukka luggage to the very end.



1940s

BRAVE NEW WORLD

“Pukka was there” to bear witness to the end of the Second World War and the dawn of a brave new world – but the days of innocence and luxury were lost.



1950s

TRANSATLANTIC STYLE TAKES OFF

“Pukka was there” on board BOAC’s Comets when they winged their way in great style across the Atlantic heading for the New World.



2015

PUKKA IS STILL HERE

New Century!
New Luggage!
New Pukka!



2116

PUKKA WILL BE THERE

You can be sure, when passengers on the first space shuttle check-in to Hotel Mars!



KEY MANAGEMENT PROFILES



Sydney Jacob (Chairman) is the founder of the international clothes care business, Jeeves of Belgravia, which he established in 1969. He sold the UK subsidiary company to Tricoville Plc in 1979, retaining the international licensing rights in the name, which he went on to develop worldwide from New York to Istanbul to Hong Kong. Then in 2003 he sold the majority of his stake in the international business (to the UK listed Johnson Services Group plc, a FTSE 250 Company) and the remainder 4 years later. In the same year, he and his partner sold their interest in the Berkshire-based architects Sutton Griffin to Carter Jonas, a leading firm of property consultants with a national network of offices. In May 2010 he agreed an offer for InsideJOB, a move management logistics company that had over the past decade supervised the F&M Services for organisations such as Bentley Motors, Yell, British Airways and Vodafone, in order to concentrate his energies to develop the Pukka Luggage Company.

Stephen Green (Product Designer) runs his own design consultancy, BIB Design. Stephen has over twenty years' experience in innovative product design and development for a wide range of clients from medical, telecoms, consumer, capital, commercial, office, furniture and retail markets. Stephen has a BA (Hons) and an MA in Industrial Design gained at UCE and Central St. Martins.

Jim Wilkinson (Finance Director) was appointed as Chief Financial Officer at Lonrho in October 2013. Jim was the Group Finance Director at online gaming company Sportingbet Plc from February 2008 until March 2013. He led the successful international growth of the company including a transition from AIM to the FTSE250 before the business was sold to William Hill Plc and GVC. Prior to that Jim was CFO of Johnson Service Group Plc from September 2004 to July 2007. Johnsons was a quoted company providing dry cleaning, industrial laundry, corporate clothing and facilities management services. Before becoming the FD at Johnsons, Jim was the Group Finance Director of Informa Group Plc between 1997 and 2004. Informa Group plc was a supplier of business information through a diverse range of media including conferences, magazines, newsletters, journals and electronic. He trained as an accountant with Touche Ross, where he worked for eight years.

OUR MUTUAL FRIEND



JEEVES®
SINCE 1969

PUKKA®
ESTABLISHED 1909

Pukka is collaborating with the international luxury clothes care service, Jeeves of Belgravia, to offer useful advice to the modern traveller.

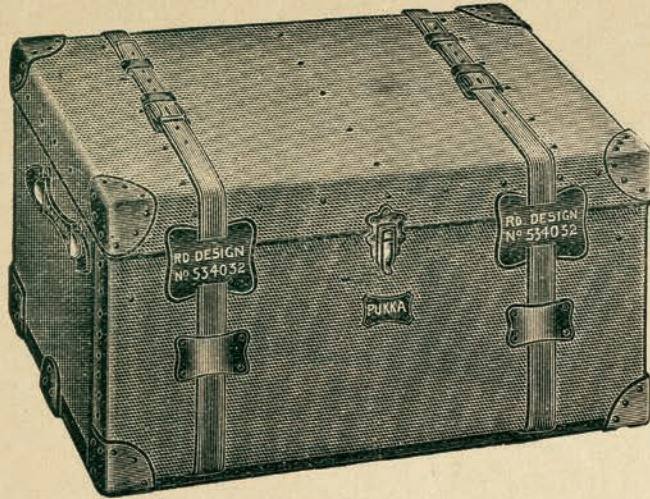
Help from Jeeves on how to fold and pack will be available to all Pukka Luggage owners by way of a bespoke brochure which can be found inside every Pukka suitcase and bag. Jeeves will offer a wealth of experience to all Pukka owners to help them deal with those unfortunate mishaps, and provide a cleaning and maintenance service if needed. Jeeves will also offer to Pukka owners a comprehensive restoration service for the more discerning traveller.

The Jeeves/Pukka relationship goes back to the late '60s when Pukka's Chairman founded the first Jeeves clothes care shop in Pont Street, Belgravia. The combination of more than 40 years' experience looking after couture clothes and even specialist handbag and luggage renovation places Pukka and its mutual friend in a uniquely qualified position to deliver this after sales care service.

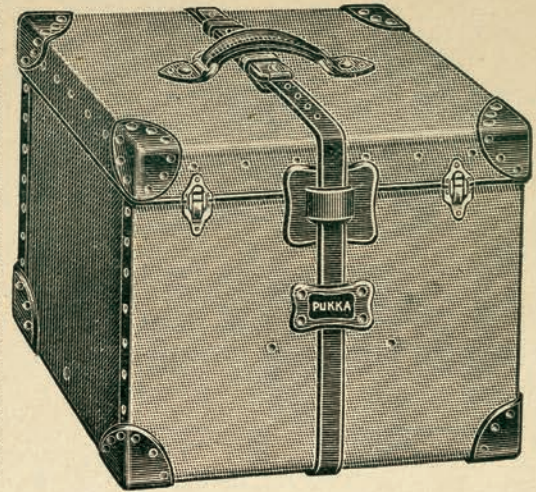
Because each piece of Pukka Luggage is to be individually numbered and logged on our secure internet system, we will be able to maintain close links with our customers and international retailers.

TRUNK DEPARTMENT

Harrods Guaranteed Pukka Luggage is the finest Canvas-Covered Luggage on the Market



The reliability of 'Pukka' Luggage is guaranteed to all purchasers by the issue, with every article purchased, of a 'Pukka' Guarantee Bond. Every article of 'Pukka' luggage is kept in repair free of charge for a period of five years from date of purchase. All 'Pukka' luggage not lasting five years, or damaged beyond repairs, will be replaced free of charge



'PUKKA' IMPERIAL TRUNK (Registered design) Fitted air-tight, waterproof and dustproof adjustment. Covered Brown or Green Flax Canvas, fitted with tray $4\frac{1}{2}$ inches deep. Two web straps in tray and body of trunk

30 × 19 × 17 ins.
£9 4 0

33 × 20 × 18 ins.
£10 2 0

36 × 21 × 19 ins.
£11 0 0

39 × 22 × 20 ins.
£11 19 0

42 × 23 × 21 ins.
£12 19 0

'PUKKA' HAT BOX (Registered design) Fitted dustproof and waterproof adjustment. Covered Brown or Green Flax Canvas, fitted with removable wire fittings

20 × 16 × 16 ins.
£5 19 0

22 × 18 × 18 ins.
£6 9 0

24 × 20 × 20 ins.
£7 2 0

NEW CENTURY NEW LUGGAGE NEW PUKKA

FOR FURTHER INFORMATION
PLEASE CONTACT

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