

**PUKKA<sup>®</sup>**

ESTABLISHED 1909

HAND BUILT BRITISH LUGGAGE  
AND  
TRAVEL CASES

# 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 late 2023 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<sup>®</sup> 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



Pukka Luggage and travel cases will be launched in late 2023 in London and online. Entirely British in its design and manufacture, the relaunched Pukka suitcases and travel bags will enter the international luxury market, 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 is protected by trademarks in more than 40 countries worldwide including the European Community, United Kingdom, United States and China. We have also patents for our unique Pukka concealed wheeled trolley system in addition to registrations for 8 individual design features.



**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.



**2023**

**PUKKA IS  
STILL HERE**

New Year!  
New Luggage!  
New Pukka!



**2033**

**PUKKA WILL  
BE THERE**

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



# OUR MUTUAL FRIEND

**PUKKA®**

ESTABLISHED 1909

**JEEVES®**

SINCE 1969



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

Jeeves can offer a wealth of experience to all Pukka owners to help them deal with those unfortunate mishaps, and can provide a cleaning and maintenance service if needed.

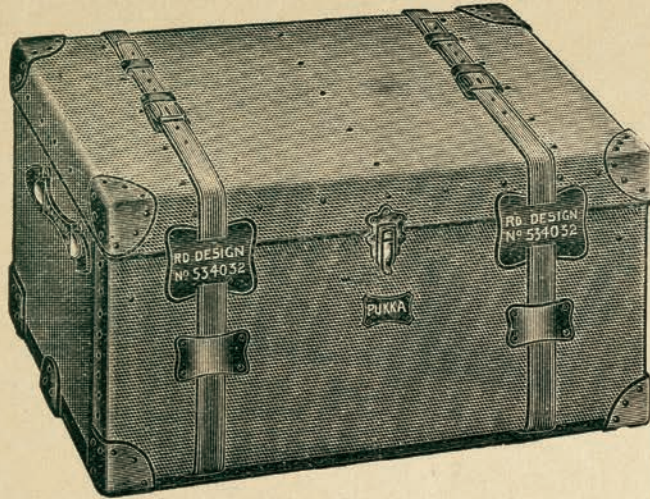
The Jeeves/Pukka relationship goes back to the late '60s when Pukka's Chairman founded the first Jeeves clothes care shop in Pont Street, Belgravia. The combination of more than 50 years' experience looking after couture clothes and even specialist handbag and luggage renovation places Pukka and its 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 also be able to maintain close links with our customers and international retailers.

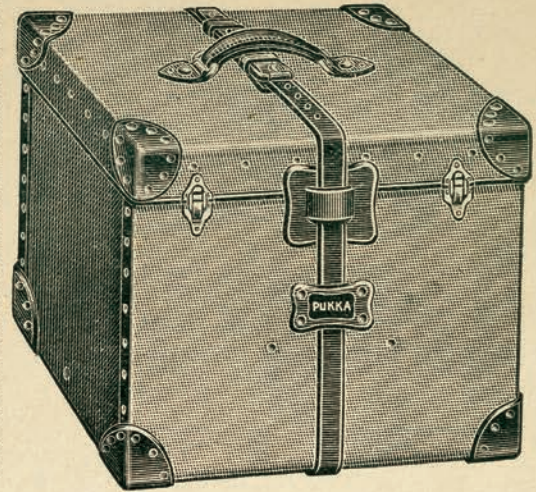


# TRUNK DEPARTMENT

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  
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HAND BUILT BRITISH LUGGAGE AND TRAVEL CASES