

A bit about the product

Cosmolite by Samsonite is constructed from woven polypropylene material, extremely strong – extremely light. Launched originally in 2008, the collection has stayed true to the many great stories that are intrinsically woven into the Cosmolite’s design DNA.

Samsonite has reinvented this iconic collection by including the latest technologies and design aesthetics. Evolved but unchanged, Cosmolite has retained its iconic silhouette but is now lighter than before thanks to the use of more elegant and lightweight components. The collection is characterised by its fashionable colour palette, which in its turn is strengthened by the colour matching components and subtle reference to the elegant fishbone pattern.

A bit about the brief

The Cosmolite by Samsonite celebrates its 10th year anniversary this year. Over the past 10 years, Cosmolite has been part of innumerable journeys and has many many stories to tell. Samsonite wanted to tell one such story. Not every journey is ideal, but every journey is certainly unique and beautiful in its own way.

A bit about the story

A *Cosmolite* falls upon hard times with a change in hands, as it finds itself in a cold anonymous city, with a gentleman who has clearly seen better times. We follow the two in a melancholic story as time and life do their best to wear them down.

Credits

Director: Ali Kurr

DP: Adam Barnett

Production Company: Hanzo FZE, Dubai

Executive Producer: Hijaz Moosa

Producer: Dasha Deriagina, 23/32 films, Kiev

Services Company(Kiev): 23/32 Films

Edit: Meg Thorne, CutnRun, London

Colorist: Joseph Bicknell, CHEAT, London

Additional Edits: Neda Ahmed, Coldcutz, Dubai

Storyboard: Liam Cobb

1st AD: Vasil Belousov

Production: Alexander Timkov

Music: Matteo Pagamici

Sound Design: Morgan Williams

Client: Samsonite Middle East

Business Head: Syed Shaheen Jamil

Marketing Officer: Sonali Varma