

XDDESIGN



XDDESIGN

OUR STORY

ALL STARTED WITH A GREAT PRODUCT

2016

XD Design launches

Bobby Anti-theft backpack

on Kickstarter.

The product was a success in terms of Sales and Popularity.

2018

XD Design diversifies the portfolio with the launching of:

Bobby Urban, Bobby Elle and Cathy

2017

Launching of **Bobby Bizz**, combining anti-theft style and functionality in the first backpack-briefcase



NOW XD DESIGN IS MORE THAN A PRODUCT



**XD Design is sold in:
Over **53** countries
worldwide.**

In over **3.000 Stores**

Over **1.500.000 pieces
sold worldwide**



OUR CHALLENGE

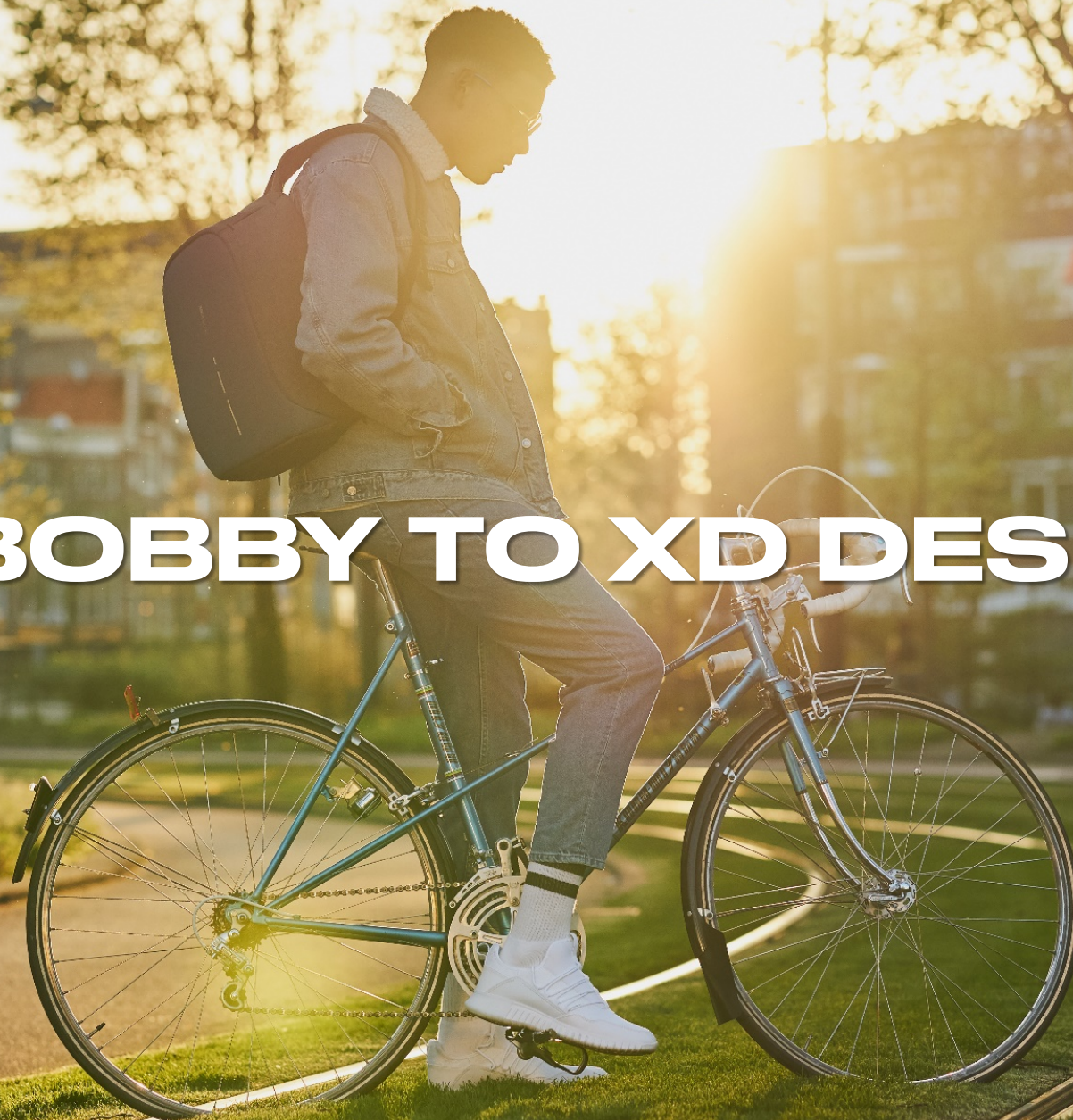
FROM PRODUCT TO A BRAND





OUR GOAL

FROM BOBBY TO XD DESIGN







XD DESIGN Brand Compass



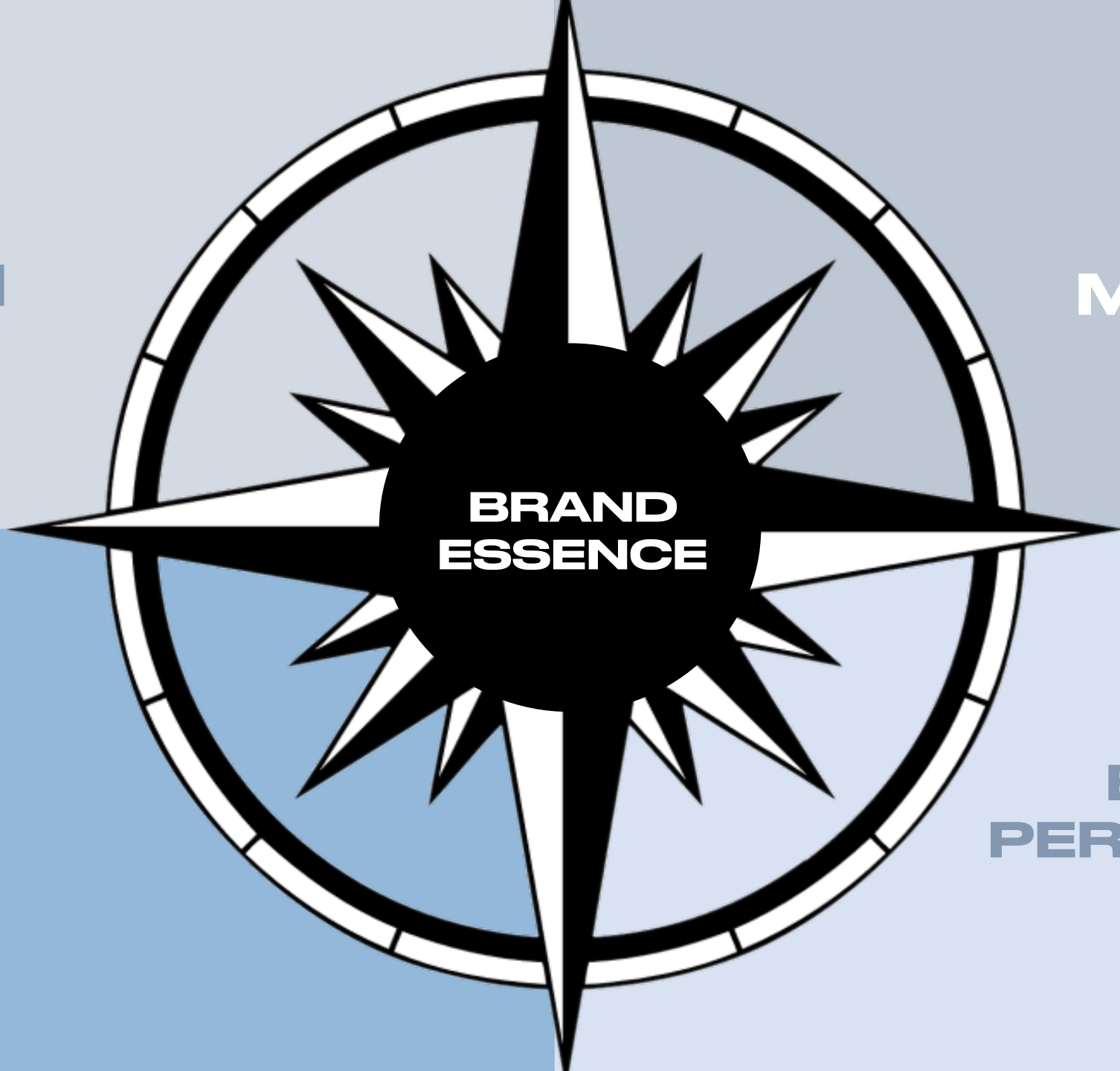
VISION

MISSION

**BRAND
ESSENCE**

**BRAND
VALUES**

**BRAND
PERSONALITY**





BRAND ESSENCE

The heart and soul of a brand

What the brand stands for

A man with a beard and long hair tied in a bun, wearing a maroon t-shirt and a grey and black backpack, is looking down at a smartphone in his hands. He is standing in front of a red brick building with a blue sky in the background.

SMART EVERYDAY TRAVELWEAR



VISION

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VISION

MISSION

**SMART
EVERYDAY
TRAVELWEAR**

**BRAND
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**BRAND
PERSONALITY**





**BE RECOGNIZED
BY OUR
COMMUNITY AS A
RELEVANT
BRAND IN THE
BACKPACK
INDUSTRY**

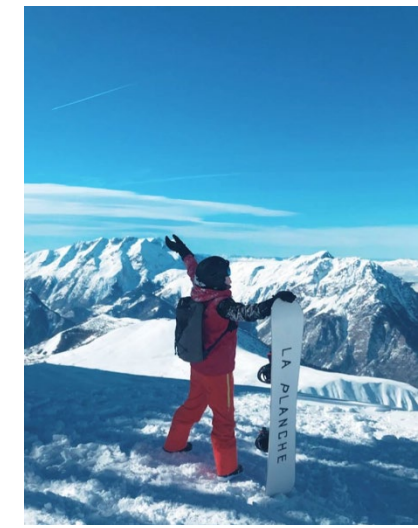




But, who is our community?



Meet XD Design community



**Our community
is made by
people who
are always
in motion**





**People that are
sometimes, on
the way to an
exotic place, and
other times, just
simply
commuting**

**Sometimes
working at the
office, other
times working
from home, or on
a train, on a plane,
or even while
sitting in an Uber**





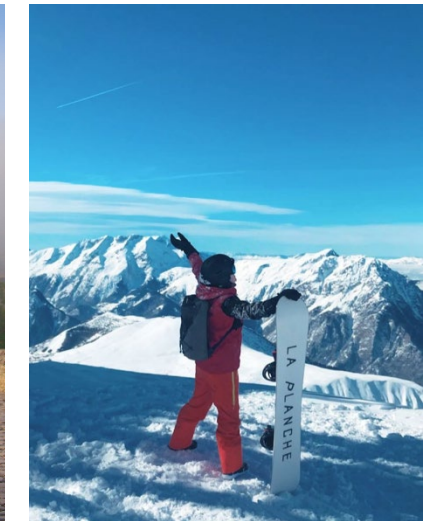
**Sometimes just
visiting the
grandparents, other
times, [exploring](#) the
world on a big trip.**

**Whatever they do,
wherever they are,
they simply **never**
stop moving.**





MODERN NOMADS

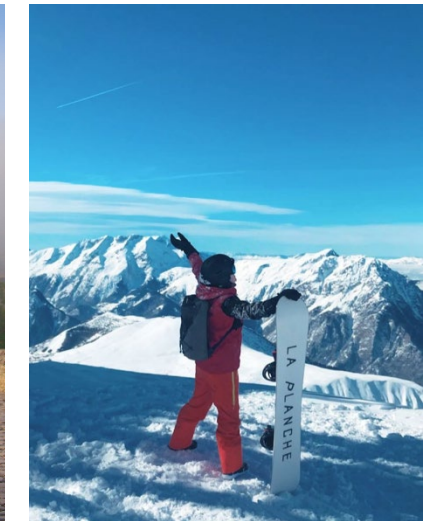




These people, this attitude, inspire us to design the smartest products.



Their story is our story
Their path is our direction



VISION

**Be recognized by
the Modern
Nomads as a
relevant brand in
the backpack
industry**

MISSION

**SMART
EVERYDAY
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VALUES

BRAND
PERSONALITY





**How to be relevant for
the Modern Nomads?**

SAFE

**Safe of
burglars,
pickpockets**

CONNECTED

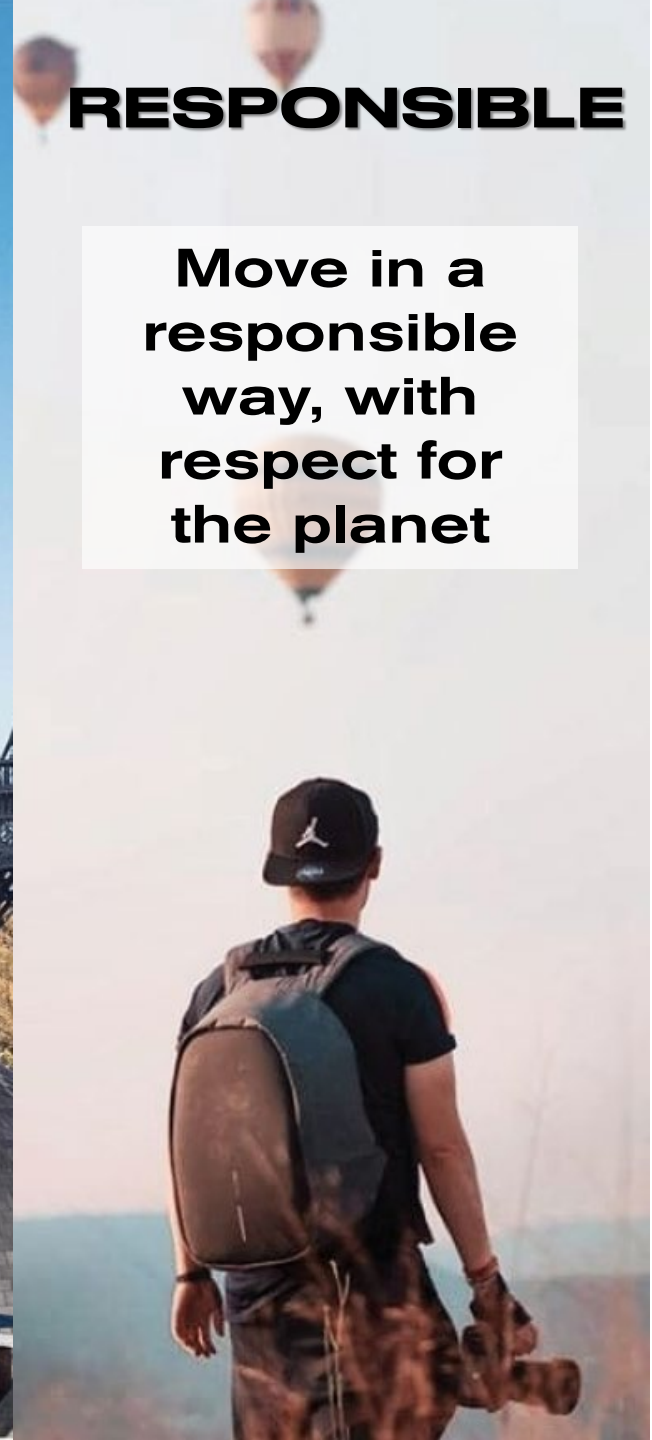
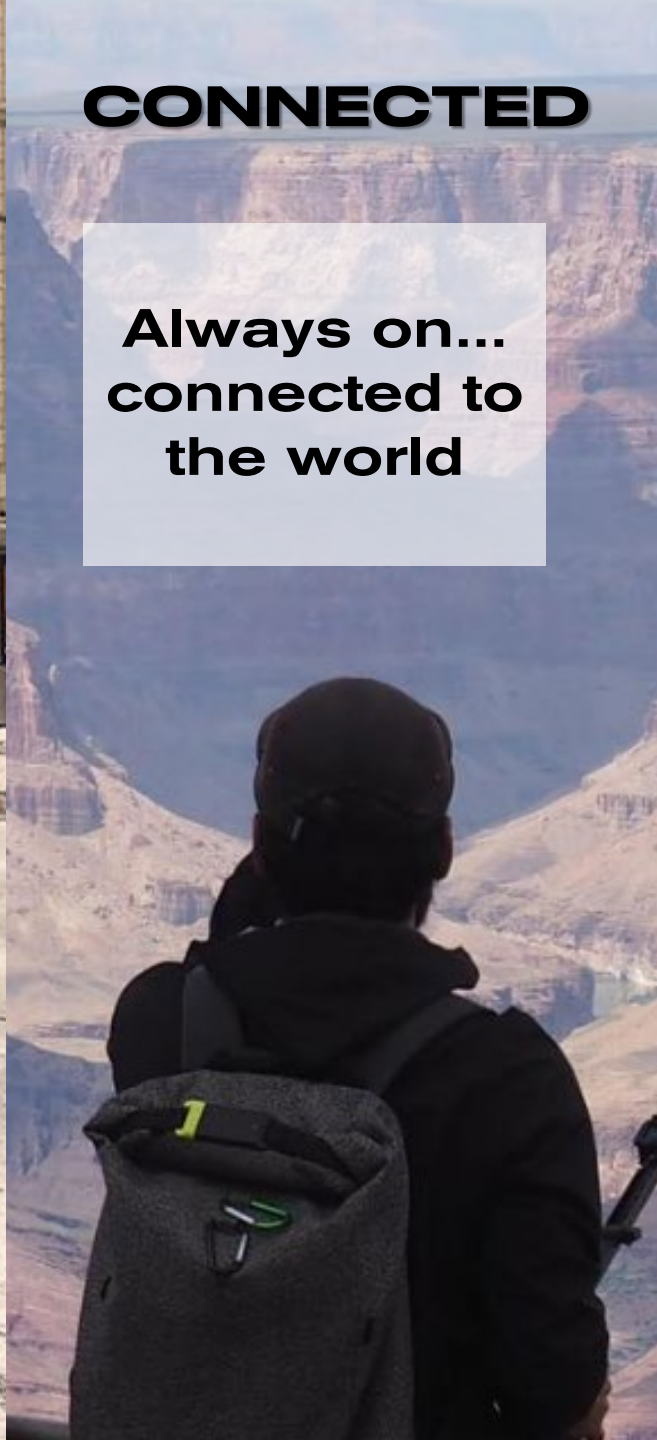
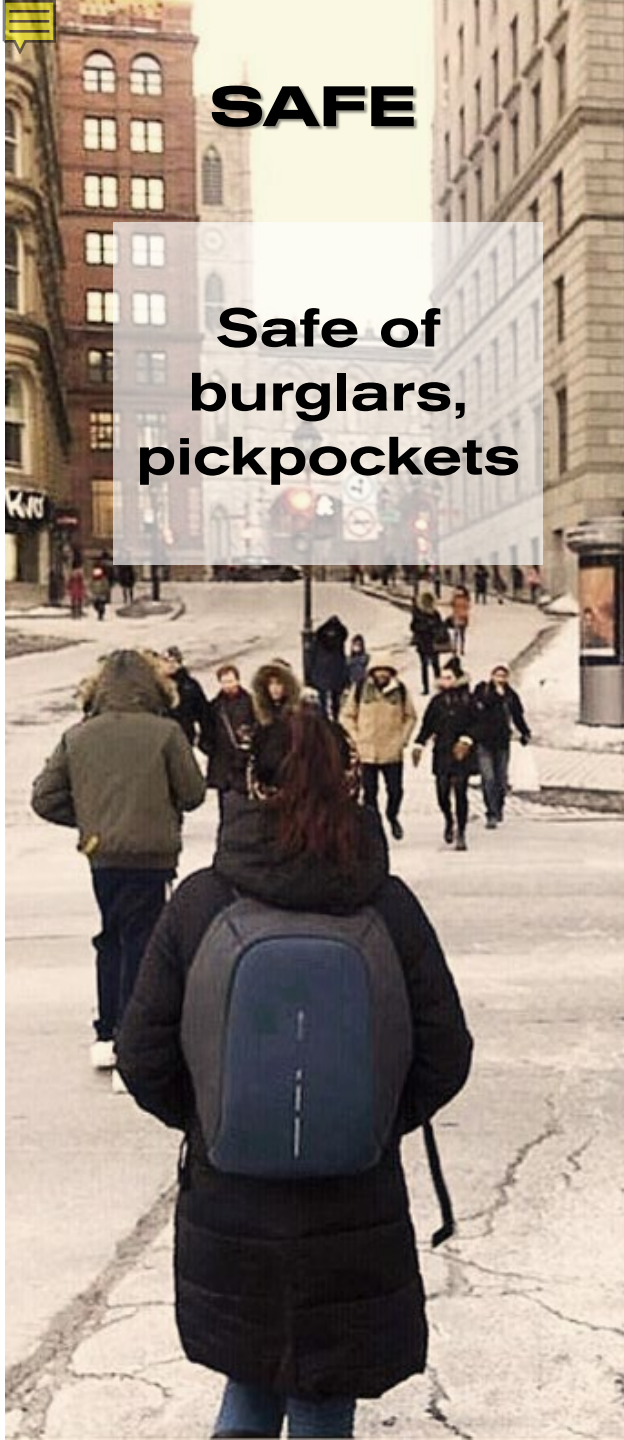
**Always on...
connected to
the world**

ORGANIZED

**Traveling
easy going
and
organized**

RESPONSIBLE

**Move in a
responsible
way, with
respect for
the planet**





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SAFE



**Anti-theft
design**

**Protective
Alarms**

**Cut-resistant
material**

CONNECTED



**phone
charging
possibility**

SOS Alarms

ORGANIZED



**Organizing
features**

RESPONSIBLE



**Made with
recycled
materials**



VISION

**Be recognized by
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the backpack
industry**

MISSION

A large black and white compass rose graphic is centered on the slide. It has a circular outer ring with tick marks and a central star-like shape with many points. The brand name is written in the center of the star.

**SMART
EVERYDAY
TRAVELWEAR**

BRAND VALUES

**Safe
Connected
Organized
Responsible**

BRAND
PERSONALITY



VISION

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industry**

**BRAND
MISSION**

A large black and white compass rose graphic is centered on the slide. It features a circular frame with tick marks around the perimeter. Inside the frame is a multi-pointed star or compass needle design. The brand name is written in the center of this star.

**SMART
EVERYDAY
TRAVELWEAR**

BRAND VALUES

**Safe
Connected
Organized
Responsible**

**BRAND
PERSONALITY**

A person is sitting at a wooden desk, working on a laptop. They are wearing a dark blue jacket and dark pants. A white cable is plugged into the side of the laptop. A black and grey backpack is resting on the floor next to the desk. The background shows a window with green plants and a blurred outdoor scene.

Purpose

A person is riding a teal-colored bicycle on a paved path that curves through a park. The person is wearing a light-colored denim jacket, dark jeans, white socks, and white sneakers. They have a dark backpack on their back and are looking down at the path. The background is filled with trees and a bright sun low on the horizon, creating a warm, golden glow and lens flare. The overall scene is peaceful and suggests a journey or commute.

Brand mission:
Master Challenges on the way



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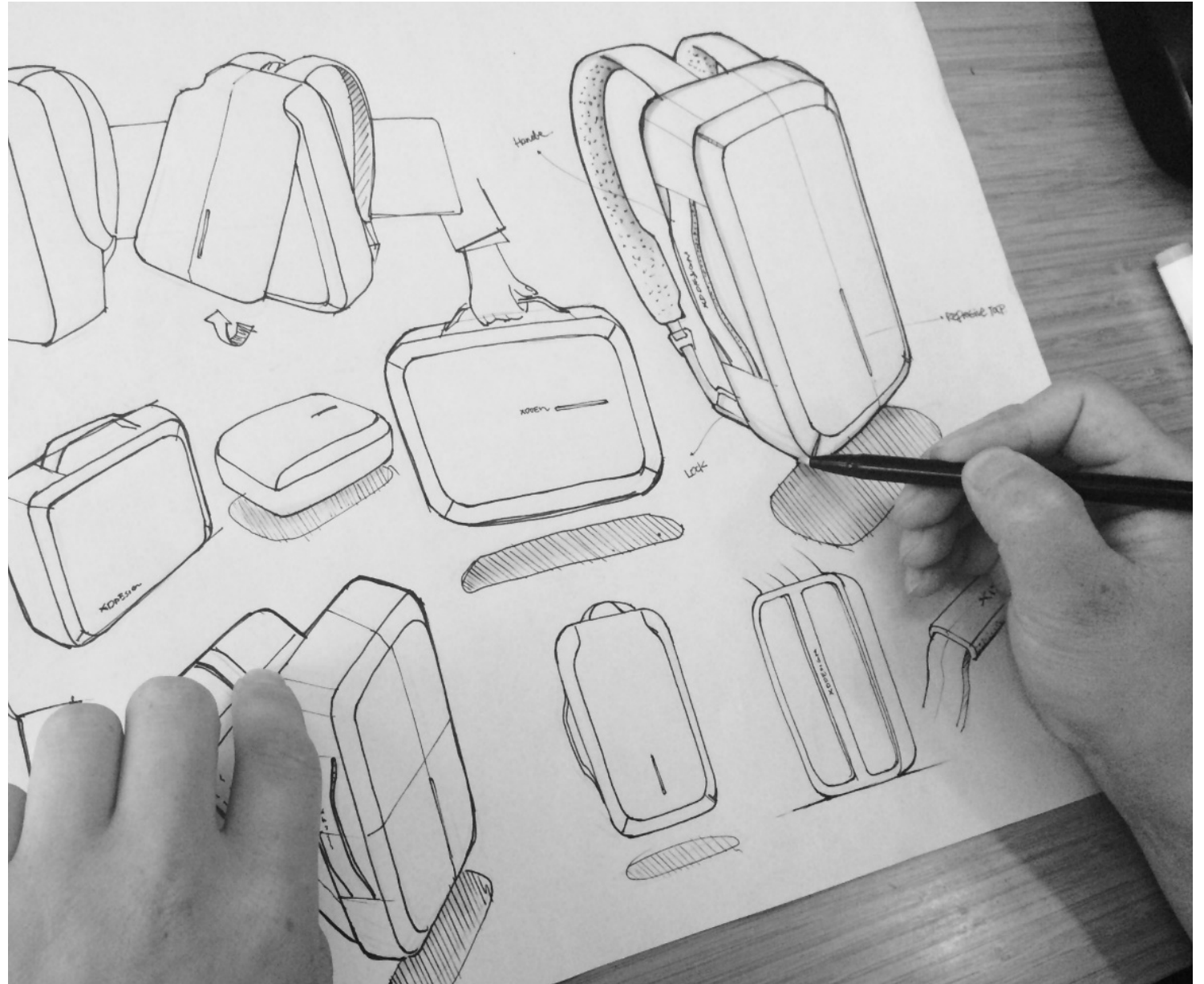
**BRAND
PERSONALITY**

A full-page background image showing two women in a sunny outdoor setting. The woman on the left is wearing a tan flat cap, a black top, and a white backpack, looking towards the other woman. The woman on the right has voluminous curly blonde hair and is wearing a tan blazer over a blue and white striped dress, leaning against a red brick wall and smiling. In the background, there is a blue building, a tree, and a bicycle.

**The tools which
make XD Design
unique**



Innovative thinking





Co-creation



Great Flexibility





Transparency



VISION

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BRAND MISSION

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**Innovative thinking
Co-creation
Great flexibility
Transparency**



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XDDESIGN

BRAND VALUES

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Connected
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BRAND PERSONALITY

**Innovative thinking
Co-creation
Great flexibility
Transparency**



**Our Brand Story is
a true
Modern Nomad
story**





XDDESIGN

MADE FOR MODERN NOMADS

The background of the image shows two black, rectangular speakers with rounded corners resting on a set of wide, light-colored stone steps. The steps lead up towards a large glass window. Through the window, a blurred outdoor scene is visible, featuring a body of water, trees, and a building with a tall, pointed spire under a clear blue sky. The lighting is bright and natural, suggesting daytime.

Next step Product Line



PRODUCT LINES

XDDESIGN

**BOBBY
ORIGINAL**



**BOBBY
XL**



**BOBBY
PRO**



**BOBBY
TECH**



**BOBBY
COMPACT**



**BOBBY
COMPACT PRINT**



**BOBBY
BIZZ**



**BOBBY
DUFFLE**



**BOBBY
URBAN**



**BOBBY
URBAN LITE**



**BOBBY
ELLE**



CATHY





BOBBY



URBAN



ELLE





BOBBY

**Same
features in
all
products**

URBAN

ELLE



BOBBY



URBAN



**Urban and
casual style**

ELLE





BOBBY



URBAN



ELLE



**Fashion
approach**



NEW PRODUCT LINES

XDDESIGN

ACCESSORIES

BOBBY

ORIGINAL



XL



PRO



TECH



COMPACT



COMPACT PRINT



BIZZ



DUFFLE



URBAN

**URBAN
CUT-PROOF**



**URBAN
LITE**



ELLE

FASHION



PROTECTIVE



How we communicate



COMMUNICATION PLAN

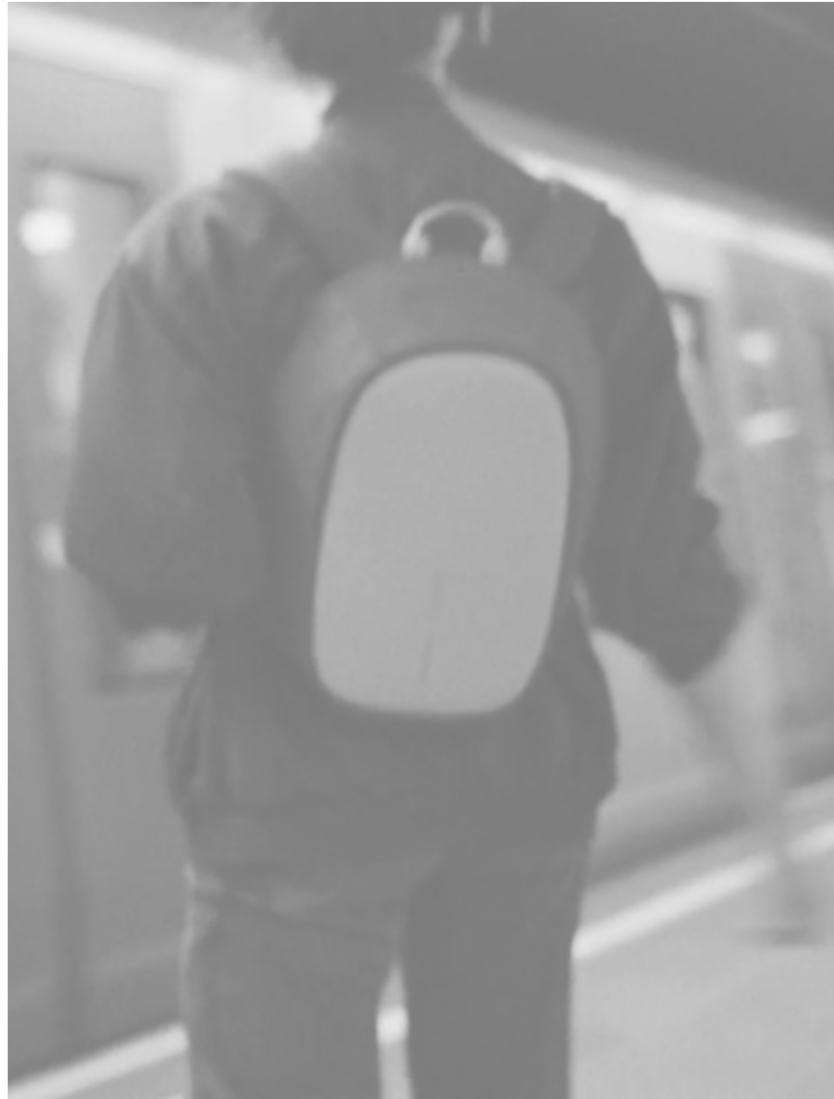




COMMUNICATION PLAN

**Product
videos**

**Present the
product
features**

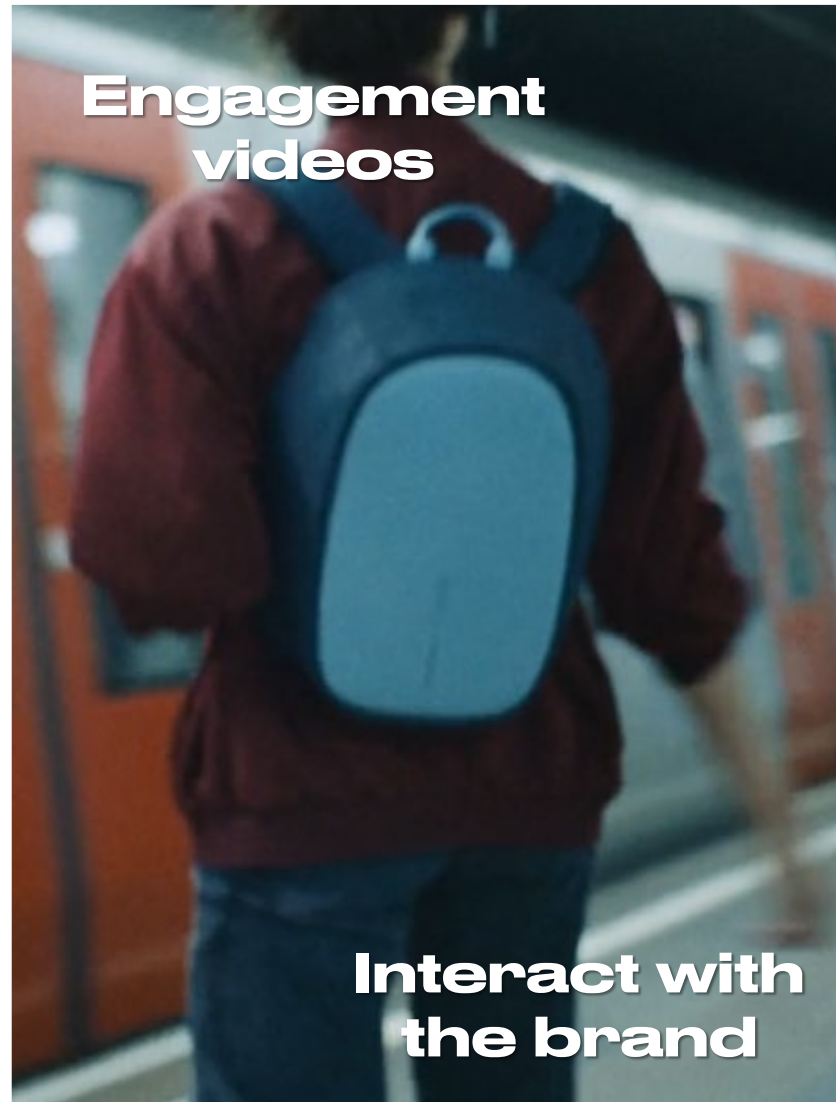




Product videos



COMMUNICATION PLAN



A person with long dark hair, seen from behind, walking on a sandy path towards the ocean. They are wearing a light blue t-shirt and a dark backpack. The path is flanked by green bushes on the left and a concrete wall on the right. The ocean is visible in the distance under a cloudy sky. A white mouse cursor is pointing at the top right of the image.

How to make XD Design more attractive

BACKSTORIES





The **journey is just as
important as the
destination**

**Showing the journey
behind great moments
we also show how our
backpacks can help the
modern nomads reach
their **goals****



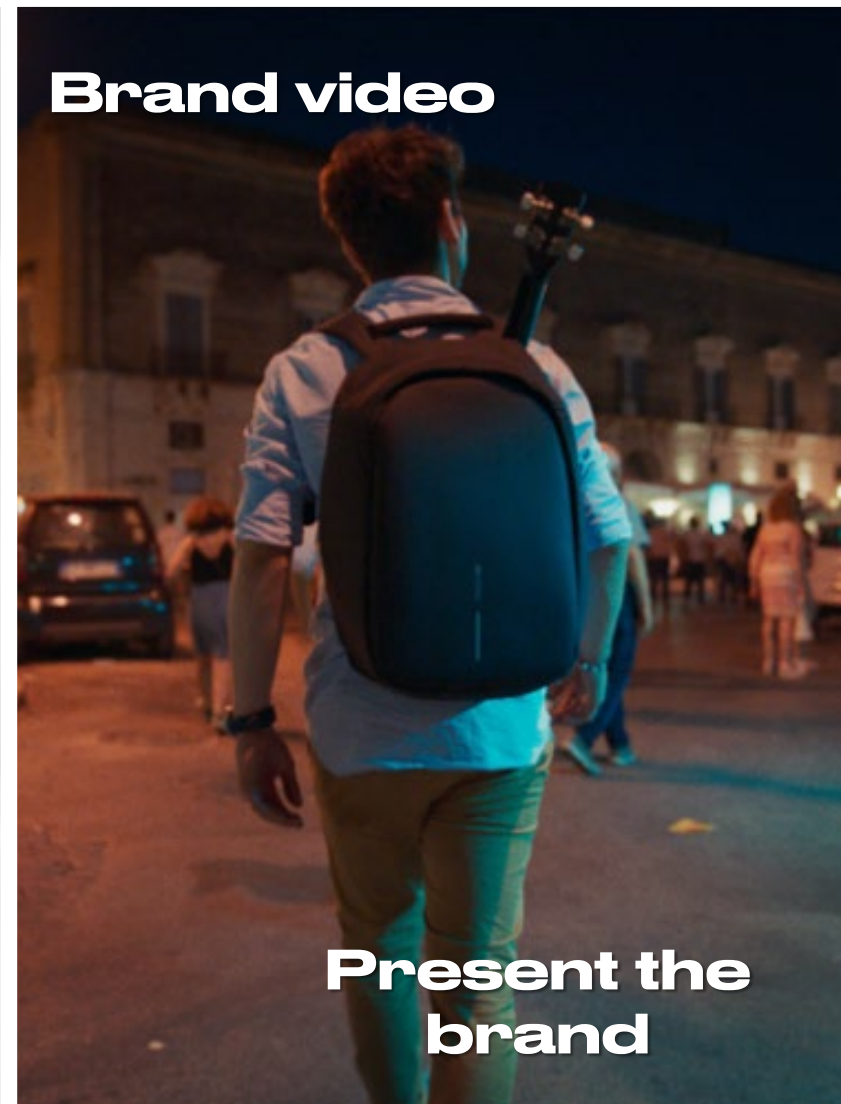


What is your backstory?

#XDDesignbackstory



COMMUNICATION PLAN



Brand video

**Present the
brand**



Brand video

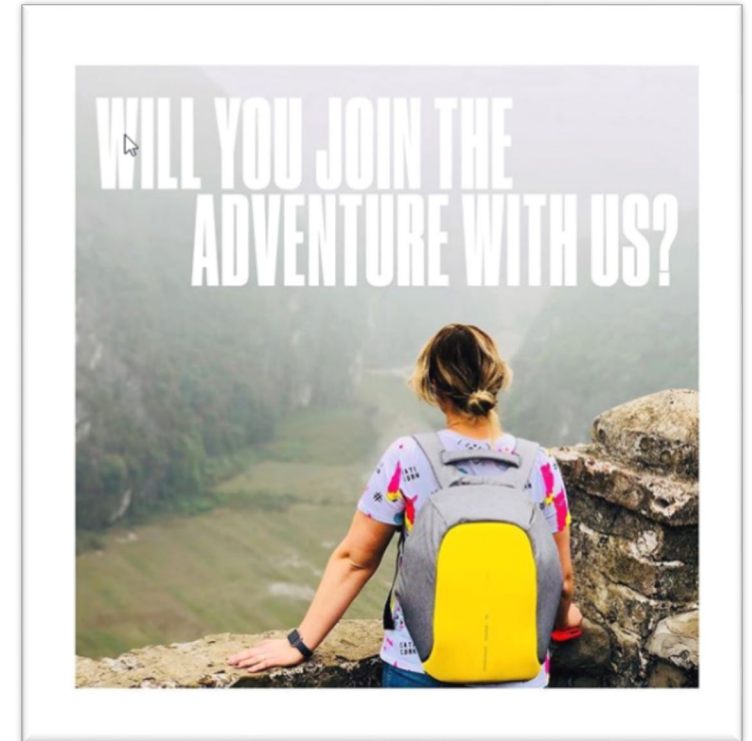
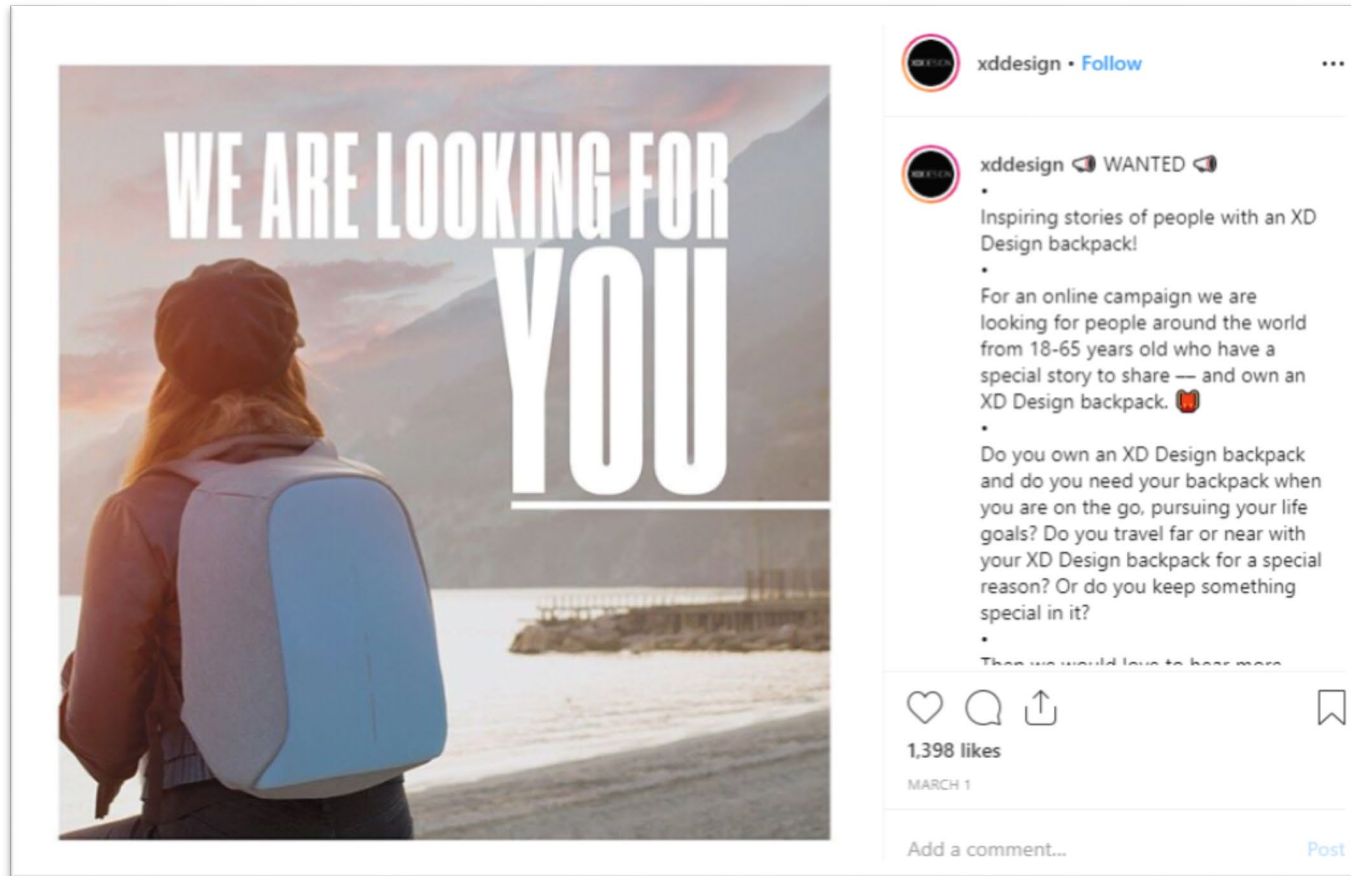




**REAL PEOPLE
REAL STORIES**



REAL STORIES



We received hundreds of stories of real XD Design users.

XDDESIGN

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