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Traveler-friendly luggage store arrives in Fort Lauderdale

Fort Lauderdale - Jan. 26, 2007 - Premier Travelgear now offers South Florida residents a new luggage line guaranteed to make traveling easier. Marketing to the upscale traveler, Premier Travelgear carries a full slate of travel gear and accessories, including the Swiss Army-Victorinox line designed for "road warriors" who want essentials carried safely, securely and with style.

Victorinox's award-winning gear - which includes duffel bags, wheeled garment bags, boarding totes and briefcases - features more than 50 new components, and are all made to deliver remarkable function through enhanced comfort, fit, organization and performance.

Security-friendly locks (TSA), memory foam in contoured shoulder straps and removable snap-in zippered mesh packing cubes all were engineered to ensure maximum quality and aesthetics. Busy executives on frequent road trips will enjoy the Carry with Confidence guarantee, which covers repairs of a functional nature while providing a comparable product for use while repairs are being made.

Another Victorinox feature designed to put a busy traveler's mind at ease is the global bag tracking program. The line provides comprehensive, cost-free protection against the inconvenience and financial burden of lost luggage with the Swiss Tracker Bag Tracking Program by helping travelers reunite with their lost bag anywhere in the world for free.

Premier Travelgear, the only specialty store in the Miami-Fort Lauderdale area that carries the full Swiss Army-Victorinox travel gear and accessories line, opened its doors in November 2006 in the Galleria Mall in Fort Lauderdale. Owner Vijay Melwani visualized the Swiss Army concept store while in Europe last September, where the brand seemed to be quite popular.

"The Victorinox name and quality are the winning tickets to the success of the line," Melwani said. "More people are looking for quality products and are willing to pay for it. This line has had the strongest growth of any other luggage brand in the shortest period of time."

Amid increased travel restrictions and baggage handling by airport workers, Victorinox travel gear offers road warriors impressive functionality and unmatched durability. And that's a win-win situation for both Premier Travelgear and its target market: busy travelers looking for quality luggage.

Contact:

Vijay Melwani
Premier Travelgear
2414 East Sunrise Blvd.
Fort Lauderdale, FL 33304
(954) 537-1562
PTravelgear@aol.com

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