Beat: Lifestyle

FOUNDED IN 1946, DELSEY PARIS IS THE MOST RENOWNED FRENCH LUGGAGE BRAND

INAUGURATION ON CHAMPS-ELYSEES

PARIS, 31.05.2024, 13:51 Time

USPA NEWS - Founded in 1946, Delsey Paris is the most Renowned French Luggage Brand, whose positioning is strongly recognized. Indeed, after 7 Decades, the Brand still offers French Luggage that is Undeniably Innovative and Subtly Elegant. Today, Delsey Paris is International, it is present in 110 Countries and on 5 Continents with more than 6,000 Points of Sale.

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If we look in more detail at its History, Delsey initially offered Leather Cases for Cameras (in 1946). Subsequently, it diversified into Luggage, launching its First Range of Rigid Luggage in 1970 (Delsey AirStyle). In 1972, the Brand launched the Trolley System and in 1984, the "Helium" Collection, the First Suitcase designed around a Flexible Frame. In 1999, Delsey introduced the Concept of WPS, with Wheels located opposite the Straps on Backpacks.

More recently, 2010 marks a High Point Year since the Brand launched an Exclusive, Highly Secure Closure Innovation: the ZIP SecuriTech. 2014 also marks the Year of the Creation of an Innovative Brake System on the Châtelet Collection, and 2016, that of the Creation of a Removable and Machine Washable Lining.

To date, with more than 50 Patents and Awards, Delsey Paris continues to design and manufacture Quality Luggage, guaranteed for 2 to 10 Years, ever more Modern while combining Lightness, Resistance and Eco-Design. Indeed, Delsey is mobilized to integrate Materials that are increasingly Respectful of your Environment. Furthermore, the Collections all have a Unique Signature, a Pronounced Taste for History and Architecture, an Innate Sense of Style and Proportion... and a Typically French and Parisian Charisma!

Delsey Luggage has it all: Bright Colors, New Ultra-Light Materials, High-End Finishes, French Know-How and Security for Peaceful Travel. They have that Little Something Unique, which makes them Easily Recognizable Luggage. Human and Close to Travelers, the Brand in all Cases offers Bags and Luggage in their Image, made to simplify their Lives and accompany them on their most Beautiful Journeys.

Finally, we note that Delsey initiated One of the First Connected Luggage with the "Delsey Pluggage" Line, including Suitcases that can be weighed, geolocated and locked via a Mobile Application: never before seen!

- How to support a Social Revolution?

The Beautiful Story of DELSEY PARIS began at the Beginning of the Last Century with the Union of Daring Entrepreneurs who one Day decided to combine their Strengths and their Know-How to conquer New Markets. It was born from the Merger of the Delahaye Establishments, which manufactured Leather Cases for Cameras, with the Seynhaeve Company which made Covered Cases for Typewriters or Record Players, thus protecting the Great Innovations of the Time. Thus, DELSEY PARIS was born in 1946 under the Leadership of these New Partners, Emile Delahaye and the Brothers André & Walter Seynhaeve also united their Names to become one.

- Delahaye Seynhaeve = Delsey

With their Respective Skills in Leather Goods and Content Protection, and at a Time of the First Paid Holidays and the Birth of

Tourism, the Two Visionaries quickly moved on to Vanities, Briefcases, Bags, and other Suitcases to accompany these First Vacationers in their Movements. From the National 7 by Car, to the Rise of the Railway and the First Tourist Flights, they adapt their Luggage to this Revolution which is emerging, by offering Ranges which embody Elegance and Know-How. French. The Enthusiasm is immediate!

- How to innovate to become Essential?

For more than 75 Years, the Company will deploy all its Energy to facilitate the Travel of its Users by inventing New Products, New Uses or New Functionalities.

Thus in the 70s, DELSEY PARIS was the First Brand to offer Luggage with an Ultra-Resistant Hard Shell, which better protects the Traveler's Personal Effects. Then she invented the Trolley System which added Retractable Wheels to Rigid Suitcases! A Major Innovation that changes the Way you use your Luggage and makes travel easier. In the 80s and 90s, it further innovated by tackling the Weight of Luggage, its Handling, but also its Resistance to Shocks or the Elements. Since then, it has continued to innovate to guarantee Content Security. Faithful to its Original Vocation when it came to protecting a Camera, it invented Suitcase Locking Systems: the SECURITECH® zip effectively protects Personal Effects.

Thanks to its Integrated Design Studio, it boldly combines Tradition and Innovation, Elegance and Modernity, Design and Practicality in each of its Creations. It thus attracts Travel Enthusiasts from all over the World and becomes the Essential Luggage Brand with True Parisian Chic!

- How to adapt to a changing world?

This Culture of Innovation remains at the Heart of the Brand's Priorities whatever the Events, Changes in Society or Changes in the Environment.

So in a Constantly Changing World, it reacts by developing Ranges of Products adapted to New Mobility, or Activities, Urban Travel, Cycling, Scooters or Scooters which require Light, Practical and Modular Luggage.

But it is above all in the Image of its Logo "The Rising Sun" Symbol of Hope, Elsewhere and Renewal, that it inspires Millions of Travelers by promoting Escape and Freedom of Movement and allowing them to move around with a Free and Serene Mind, while respecting and enhancing the World in which they live.

- Iconic Suitcases
* Châtelet Air 2.0
* Les Iconiques
* Peugeot Voyages
* Rempart
* Shadow 5.0
* Turenne

- Collaborations
* DELSEY PARIS x Air France
* DELSEY PARIS x Roland Garros
* DELSEY PARIS x United Colors of Benetton

Source: Inauguration of the First French Flagship of "DELSEY PARIS" on Champs-Elysées (Paris)
Unique Space dedicated to Discovery and Travel
On April 30, 2024

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Article online:
https://www.uspa24.com/bericht-24533/founded-in-1946-delsey-paris-is-the-most-renowned-french-luggage-brand.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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