



**SAMSONITE STRENGTHENS ITS DIRECT-TO-CONSUMER BUSINESS IN ITALY
WITH ACQUISITION OF PREMIUM RETAIL STORE CHAIN CHIC ACCENT**

HONG KONG, October 2 2015 – Samsonite International S.A. (“Samsonite” or the “Company”) today announced that it has completed the acquisition of Chic Accent, a chain of retail stores in Italy dedicated to the sale of premium accessories, ladies’ handbags, travel luggage and business products, for a total cash consideration of EUR 8.5 million. The acquisition furthers Samsonite’s ongoing strategy to strengthen its global multi-brand retail platform and direct-to-consumer business by providing the Company with a significant retail footprint in Italy.

“As a well-established retailer in the Italian market, Chic Accent offers us an excellent distribution platform to showcase our many brands and collections,” said Ramesh Tainwala, Chief Executive Officer of Samsonite. “We are planning on keeping all the elements of its highly successful formula, including the Chic Accent name and its store and merchandising concepts. Moreover, we intend to leverage the chain’s reputation for carrying some of the best Italian ladies’ fashion handbag brands to expand our presence in non-travel categories, including handbags, accessories and business products.”

Chic Accent operates a chain of 31 stores across Italy in high end and well-located shopping malls. For the year ended December 31, 2014, Chic Accent had net sales of EUR 15.2 million, an increase of 10.1% compared to the previous year.

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About Samsonite

Samsonite International S.A. (together with its consolidated subsidiaries, the “Group”) is the world’s largest travel luggage company, with a heritage dating back more than 100 years. The Group is principally engaged in the design, manufacture, sourcing and distribution of luggage, business and computer bags, outdoor and casual bags, and travel accessories throughout the world, primarily under the *Samsonite*[®], *American Tourister*[®], *Hartmann*[®], *High Sierra*[®], *Gregory*[®], *Speck*[®], *Lipault*[®] and *Kamiliant*[®] brand names and other owned and licensed brand names. The Group’s core brand, *Samsonite*, is one of the most well-known travel luggage brands in the world.

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