

Andy Warhol x Bric's limited edition collection marks company's 70th year

Italian travel bags company Bric's has joined forces with the Andy Warhol Foundation to create a limited edition collection of trolleys and duffles in celebration of the company's 70th anniversary.

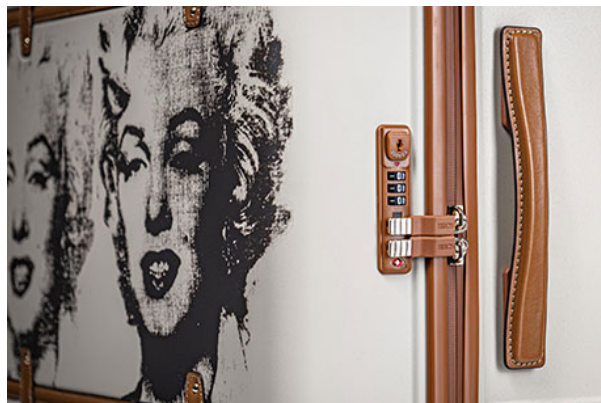
The collection, which explores the idea of travel as art, features the world-famous Flowers and Marilyn artworks on a duo of Bric's leading collections: Bellagio and Firenze.

We are happy and honoured of this partnership with the Warhol Foundation," said Roberto Briccola, President of Brics.

"We have always believed in the universal strength of international art as a positive message in a world that is evolving very quickly.

"Short or long journeys are experiences that are increasingly enriched with cultural values and the works of Andy Warhol give new energy to our product that becomes a travel companion, perceived not only as an impulse to escape, but above all as a desire for empathy, for relationship and dialogue with the other."

The collaboration is a fitting tribute to the artist (1928-1987), who was an avid global traveller during his lifetime.



The Andy Warhol x Brics Limited Edition Collection Travel as Art features the famous Marilyn artwork.

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Andy Warhols Flowers and Marilyn masterpieces feature on Brics Bellagio and Firenze collections.

"Andy Warhol travelled extensively throughout much of his life and took inspiration from the people, places and art he encountered along the way," said Michael Dayton Hermann, Director of Licensing, Marketing, and Sales at The Andy Warhol Foundation for the Visual Arts, Inc.

"This collaboration is not only a fitting tribute to the rewards of travel but also a celebration of Warhol's continued influence on contemporary culture.

"We are delighted that proceeds from sales will contribute generously to the Foundation's endowment from which it distributes grants to support the visual arts."

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A close-up of the pieces featuring the Flowers print.

The Bellagio trolley is made from recycled polycarbonate – a lightweight, flexible, ultra-durable material – with four swivel wheels and real leather finishes.

It is offered in three sizes: cabin, medium and large.

The Firenze bag, available in two sizes, is made in Italy and features a crafted leather-effect material.

Water-resistant and embellished with genuine leather details, it is practical yet elegant.

All the pieces are embellished with a stamp of Warhol's signature.

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All the pieces in the collection are embellished with a stamp of Warhols signature.

The Limited Edition Collection Travel as Art comprises only 1952 pieces of both the Marilyn and Flowers adorned products, referencing the year that Bric's was founded.

The complete collection will be available from November at Brics stores, as well as in highly selected international points of sales, and online at www.brics.it and www.bricstore.com.

The launch is born from the multi-year collaboration agreement between Brics and The Andy Warhol Foundation of New York to produce a limited edition collection of luggage and bags featuring Warhols masterpieces.