

BRIGGS & RILEY

ENGINEERED FOR REALITY.
GUARANTEED FOR LIFE.™

BRIGGS & RILEY ANNOUNCES PARTNERSHIP WITH INMOTION AT DETROIT METRO AIRPORT

Top airport retailer to feature innovative Briggs & Riley luggage and travel accessories

New York, NY. October 6, 2017. [Briggs & Riley](#), the travel authority in the luggage space, and InMotion, the country's largest airport-based electronics retailer, have announced today a new collaboration at the InMotion store at Detroit Metro Airport. The newly opened Detroit store, located airside in the North Terminal near Gate 15, will feature a variety of best-selling Briggs & Riley luggage, business cases and travel accessories.

InMotion Entertainment caters to a particularly discerning customer base, and we're thrilled to add Briggs & Riley to our carefully curated offerings, says Jeremy Smith, President and CEO, InMotion Entertainment Group. We pride ourselves on bringing premium options to the consumer while they're traveling, and this addition will further enhance our Detroit store.

Travelers through Detroit now have the convenience for shopping for new, premium luggage and business cases while they're in transit. The 1,100 square foot Detroit store will carry all of the innovative Briggs & Riley collections in a 230 square foot dedicated retail space, including their popular Baseline collection, the brand's most iconic line and a favorite among road warriors. Other featured collections include Transcend, Sympatico, Torq, @work, Verb, Kinzie Street, and BRX, as well as a variety of travel accessories.

We're excited for this collaboration with InMotion, says Briggs & Riley CEO Richard Krulik. The airport retail market has become increasingly important for the brand, and InMotion is the perfect fit for us, with their selection of innovative and thoughtfully-designed products.

Briggs & Riley is the only luggage brand to offer a lifetime repair guarantee on all bags. In addition to the InMotion store in Detroit Metro Airport, Briggs & Riley can be found in North America, the UK, Germany, Japan, China and the Middle East at more than 700 fine specialty retailers, select e-tailers, select high-end department stores and online at www.briggs-riley.com.

About Briggs & Riley

Headquartered on Long Island, NY, Briggs & Riley is the premier international brand of luggage and business cases that are Engineered for Reality, Guaranteed for Life. Owned by US Luggage, LLC, a privately owned and operated family company, Briggs & Riley and its parent company are acclaimed for innovations such as the first ever wheeled luggage, a differentiating Outsider® handle, the first compression/expansion luggage and backing every bag they make with an unconditional lifetime performance warranty, the only one of its kind in the industry.

www.briggs-riley.com

About InMotion Entertainment Group, LLC.

InMotion Entertainment Group is the country's largest airport-based electronics and entertainment retailer with over 125 locations throughout the United States. With access and insight into the latest technologies, InMotion Entertainment offers lifestyle products and electronics that include headphones, mobile power, Bluetooth speakers, cameras and travel accessories. The award-winning, knowledgeable sales associates provide an exceptional experience with live demonstrations of every product in the store, so travelers can choose the best product for their journey. For more information and real time updates, visit InMotion Entertainment Group online at www.inmotionstores.com. Follow the conversation on [LinkedIn](#), [Facebook](#), [Twitter](#), and [Instagram](#).

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