

ACE HOTEL and TRAVELER'S COMPANY'S Collaboration in Reality

The Release of "ACE HOTEL x TRAVELER'S COMPANY" Collaboration Items

Will be introduced first at the Caravan event along with special events.

Pre-Sales will start at ACE HOTEL London Shoreditch on November 10-11, 2015

Designphil Inc.'s product brand "TRAVELER'S COMPANY" will release a collaborated version of TRAVELER'S Notebook, Brass Ballpoint Pen, and Brass Clip with ACE HOTEL – a hotel known for its DIY spirit and suggesting a new style of hotel – during the "TRAVELER'S COMPANY CARAVAN in EUROPE" event on November 10 and 11. These products will be sold at the "ACE HOTEL London Shoreditch."

Ace Hotel reinvents urban hotels for people who make cities interesting. They crave experience more than hospitality clichés, and are curious about the history and geography of the buildings they inhabit, and let these guide them to someplace fresh and familiar. Ace is both the low card and the high card.

This time, the collaboration between ACE HOTEL and TRAVELER'S COMPANY became real, and the collaborated items are aimed to all the travelers who visit ACE HOTEL.

Three items will be released where one will be the original version of the TRAVELER'S notebook with the logo of ACE HOTEL applied on the back. An original refill with grids printed on a kraft paper, and an olive green cotton bag to store and keep the TRAVELER'S notebook will be included in this item.

Another item will be the ACE HOTEL version Brass Ballpoint Pen. This will have a matte based black color painted on the body with the logo of ACE HOTEL being applied. And finally, the brass clip of ACE HOTEL will be released where the alphabets A, C, and E are punched out.

These items were made based on the hope that the TRAVELER'S Notebook will serve as a backpack where the travelers can store their memories.

The items above will be released first at the event "TRAVELER'S COMPANY CARAVAN in EUROPE." It will be sold at "ACE HOTEL London Shoreditch" in London. After the event, the items will also be sold in other ACE HOTEL shops around the world.(*1)



The first collaboration between ACE HOTEL and TRAVELER'S COMPANY!

During the Caravan event, the “Spiral Ring Notebook Event” – an event where one can make their original notebook – will be hosted, and popular items from TRAVELER’S FACTORY will also be sold during the event in London. Also, TRAVELER’S Tales cocktails, based on the image of TRAVELER’S notebook will be served. It is a onetime event where people can enjoy interacting with travelers from all around the world under a creative atmosphere.

In Japan, the ACE Hotel items are also planned to be sold in TRAVELER’S FACTORY NAKAMEGURO, TRAVELER’S FACTORY AIRPORT, and TRAVELER’S FACTORY ONLINE SHOP. (*2)

For more details, please visit the official website of TRAVELER’S COMPANY (www.travelers-company.com).

(*1) 12 NOVEMBER, following previews at the workshop

(*2) The official release date and other details will be posted on the TRAVELER’S FACTORY official website

【Product Outline】

TRAVELER’S Notebook ACE HOTEL Collaboration Model

This is a collaborated version of the TRAVELER’S Notebook with the logo of ACE HOTEL pressed on the cover. An original refill made of kraft papers with grid lines printed will be set inside along with an olive green bag for storing and carrying the notebook.

Brass Ballpoint Pen ACE HOTEL Collaboration Model

The ACE HOTEL logo is printed on a matte black body of the pen. This “Brass Ballpoint Pen” is easy to carry, and will serve as a great partner when traveling.

Brass Clip ACE HOTEL Collaboration Model

The letters A, C, and E are designed. Please use this as an index or a bookmark.



【TRAVELER'S COMPANY CARAVAN in EUROPE Venue】

Date: Tuesday November 10 to Wednesday November 11

Place: ACE HOTEL London Shoreditch, 100 Shoreditch High Street, E1

acehotel.com

Further information

<http://www.eventbrite.com/e/ace-hotel-x-travelers-company-design-your-own-notebook-tickets-19045980039>

<About “TRAVELER'S NOTEBOOK”>

TRAVELER’S Notebook was released in March 2006 with the central theme of “traveling through one’s daily life.” The simple design and texture makes customizing easy, and the more one uses this notebook, the more it acquires taste. This reflects the characteristics of each of the notebook users, and this is one of those aspects that have gained support. There is a flagship store in Nakameguro, Tokyo called “TRAVELER'S FACTORY,” and in July 2014, the second store opened in Narita Airport. The store in Narita Airport has customers from various countries visiting.

TRAVELER'S FACTORY NAKAMEGURO/AIRPORT: www.travelers-factory.com

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※Designphil’s website www.designphil.co.jp

※TRAVELER'S COMPANY website www.travelers-company.com

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