

October 25, 2017

Designphil Inc.

The Third Collaboration between Ace Hotel and TRAVELER'S COMPANY™!

**TRAVELER'S COMPANY® CARAVAN in USA****Ace Hotel DTLA – New York**

Date/ Venue

Friday November 10 to Sunday November 12, 2017

Ace Hotel DTLA

Friday November 17 to Sunday November 19, 2017

Ace Hotel New York

Designphil Inc.'s - headquartered in Shibuya, Tokyo and led by president (CEO) Ichiro Aida - product brand TRAVELER'S COMPANY™ will be having a third collaboration with Ace Hotel. This TRAVELER'S COMPANY™ CARAVAN will be held on Friday, November 10 to Sunday, November 12 at Ace Hotel Downtown Los Angeles and on Friday, November 17 to Sunday, November 19, 2017 at Ace Hotel New York.

Ace Hotel is an attractive hotel that uses a historical building and fills it with staffs that serve with a high hospitality. Through the staffs, one may be able to gather unique information about the place they are staying. The building allows people to feel the culture of that city, and is renovated to serve its purpose as a hotel. The hotel's unique sense, the well edited high culture, and the friendly atmosphere are well balanced, and are supported by culturally inquisitive creative people and travelers around the world.

The original "TRAVELER'S notebook,"™ created for travelers from all over the world, will be released in a camel color, and the new version of the "BRASS Ballpoint Pen," rereleased by TRAVELER'S COMPANY in 2017, will hit the market once again.

On top of that, we've created a notebook refill with illustrations by Nicole Appel of LAND Gallery, New York, as a follow-up to last year's edition with illustrations from Michael Pellew (also of LAND Gallery). These free and easy illustrations, with motifs like gas pumps, boxing posters, and sardine cans, convey a sense of everyday American life, and the whimsical depiction of these otherwise ordinary items will add a touch of playfulness to your day. The collaboration items will first be sold at the event venue in Ace Hotels, and then sold periodically at Ace Hotel shops.



TRAVELER'S COMPANY™ + Ace Hotel Collaboration Items

During “TRAVELER’S COMPANY™ CARAVAN at Ace Hotel Down Town Los Angeles – New York”, the “Spiral Ring Notebook Event” – an event where one can make an original notebook – will be held, and collaboration items, the regular items of TRAVELER’S COMPANY™, and popular items from TRAVELER’S FACTORY™ will also be sold at Ace Hotel Downtown Los Angeles and New York. It is a onetime event where people can enjoy interacting with travelers from all around the world under a creative atmosphere.

In Japan, Ace Hotel items are also planned to be sold at "TRAVELER'S FACTORY™ NAKAMEGURO", "TRAVELER'S FACTORY™ AIRPORT", "TRAVELER'S FACTORY™ STATION" and "TRAVELER'S FACTORY™ ONLINE SHOP" on December.

For more details, please visit the official website of TRAVELER'S COMPANY™ ([www.travelers-company.com](http://www.travelers-company.com)).

### **【Product Outline】**

#### **TRAVELER’S notebook™ Ace Hotel Collaboration Model Camel**

A leather cover with the logo of ACE pressed on the back, and a grid printed kraft paper refill is set together. This time, a camel color will be newly released. We made this with the hope that travelers can use this as a backpack in which they can store their travel memories.

#### **Brass Ballpoint Pen Ace Hotel Collaboration Model Black**

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.



#### **TRAVELER’S notebook™ Refill Ace Hotel Nicole Appel**

##### **Sardines & Boxers, Gas Pumps**

We’ve created a notebook cover with illustrations by Nicole Appel of LAND Gallery, who has close ties to Ace Hotel. These free and easy illustrations, with motifs like gas pumps, boxing posters, and sardine cans, convey a sense of everyday American life, and the whimsical depiction of these otherwise ordinary items will add a touch of playfulness to your day.



Nicole Appel (ニコル・アペル)

#### **Nicole Appel**

Born in 1990 in Queens New York, Nicole joined LAND in January of 2016. Her saturated compositions are portraits of her loved ones. Nicole has drawn Israeli flags and mussels in dedication to her Israeli neighbor who adores shellfish. Her drawings of animal eyes and Russian boxes are for her mother, a Russian ophthalmologist. Organized in dense rows, Nicole illustrates her figures with great detail, each a world of their own.

#### **About the Spiral Ring Notebook Event**

Have you ever wanted a notebook different from everybody else’s? This event will allow you to make your one and only notebook!

At our Notebook Bar, first choose your favorite cover from our different designs celebrating the two cities and commemorating the event. Next, you will find the section with papers arranged beautifully on a plate. We will offer our top papers including MD paper, paper with pockets, and other exclusive and colorful papers from Japan. As you stand facing our Notebook Bar, you may begin to feel as if you’re standing in front of an elaborate hotel breakfast buffet. Pick your favorite papers, group them in the order you wish, and in the end, the ring binding craftsman will bind your notebook right in front of you! Please watch carefully so you won’t miss out on the interesting technique. Once it’s all

done, your one and only notebook is ready to be used! Please take advantage of this opportunity to make your own notebook.

**【Event Overview】**

**TRAVELER'S COMPANY™ CARAVAN in LA Venue**

Friday November 10 to Sunday November 12

11:00 – 18:00 “Pop-Up Store 11:00 – 17:00”

Ace Hotel Down Town Los Angeles

Pop Up Store: Theatre Box Office at Ace Hotel

Spiral Ring Notebook Event: UPSTAIRS

929 S Broadway, Los Angeles, CA 90015, USA

[www.acehotel.com/losangeles](http://www.acehotel.com/losangeles)

**TRAVELER'S COMPANY™ CARAVAN in NY Venue**

Friday November 17 to Sunday November 19

11:00 – 18:00 “Only 17th 15:00 – 20:00”

Ace Hotel New York Main Lobby

20 W 29th Street, New York City, NY 10001, USA

[www.acehotel.com/newyork](http://www.acehotel.com/newyork)

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 third store opened in Tokyo Station.

TRAVELER'S FACTORY™ NAKAMEGURO/AIRPORT/STATION: [www.travelers-factory.com](http://www.travelers-factory.com)

\*"TRAVELER'S COMPANY", "TRAVELER'S notebook" and "TRAVELER'S FACTORY" are trademarks of Designphil Inc.

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