5-in-1 WIT Bag - Versatile, modular, and sustainable everyday bag to empower modern lifestyles.

Curious as to how a Forbes under 30 founder, used the user-centric mindset in software development, to create the 5-in-1 WIT Bag, with a waitlist of 6000 people?

New York City, New York Feb 18, 2022 (Issuewire.com**)** - With global events and changes to our everyday lifestyles, remote working became a global trend and the need for an alternative to a regular ‘work bag’ became even greater. Kalón understands that versatility and practicality are ever at the forefront of the consumer’s mind.

Blending design, functionality, and sustainability the WIT Bag offers a 5-way carry. Inspired by women in tech, the WIT bag can be viewed as a timeless piece, a bag that accompanies the user through not only the seasons of the year but also the seasons of their life.

How it is started

Tired of struggling with awkward, heavy, and disorganized bags, Kalón founder Teresa Chan set about to develop her multifunctional masterpiece which she hoped would innovate the way we use handbags.

“Technology is constantly transforming our lives, but why aren’t handbags innovating? I wanted to reimagine everyday bags – all the ones I’d ever owned lacked or compromised on something."Mentions Teresa Chan, creator of the WIT Bag.

Designed in New York, the WIT Bag prioritizes the user and fulfills a need – for a bag that supports those who are constantly supporting others. Additional information can be found on its campaign page.

WIT Bag Features

Transformative: Its fluid structure easily folds and unfolds for several iconic silhouettes. It can be transformed into a handbag, shoulder bag, crossbody bag, backpack, and top handle within seconds.

Organized: Features up to 13 dedicated compartments for technical and personal essentials to be kept easily accessible.

Modular: The detachable Everyday Bag Insert and Laptop Sleeve work symbiotically or as stand-alone elements to cater to weekday, weekend, and holiday needs.

Sustainable: Using smooth cactus leather produced in Mexico, the WIT Bag combines appealing texture with ethical responsibility.

About Kalón

Kalón’s mission is to create innovative, premium quality, and sustainable pieces to empower modern lifestyles.
Meaning ‘the ideal of physical and moral beauty in Ancient Greek, Kalón symbolizes a collective of change-
makers striving to create a better future and an uncompromised way of life.

The WIT Bag reflects this idea of proudly representing the best of both worlds - ethics and aesthetics, luxury
and functionality.

For further information, press images or to arrange an interview, please contact press@kalonny.com.

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