

on the move

As we approached this issue, our 105th anniversary, I spent some time in our archives looking at past magazines. I've got to tell you, a lot has changed in 105 years. Flipping through back issues is like taking a ride on a time machine. When *Travelware* (then known as *Trunk and Leather Goods Record*), first rolled off the press back in 1898, the biggest sellers were carpet bags and (as the name implies) trunks. As the years went by, we reported on tough times and good, great product and...let's just say should-have-stayed-on-the-drawing board product (remember the three-suiter featuring an operational model train? The wrap-around garment bag? The backrest/attache case combo?). Thirty-four years ago, when Business Journals bought us, Ventura's blue pullmans, any flight bag and Lark's expandable luggage were strong performers, but a bigger change was happening. The industry was clearly shifting from pullman cases, handbags and rainwear to so much more—to accessories, leather bags, sport bags, even spill-proof car coffee mugs. Jet travel had brought the world together faster while airline deregulation made it cheaper. Americans, never ones to stay in one place, were traveling more than ever to all kinds of places thanks to the new routes. So 27 years ago in 1976, the editors changed the magazine's name to *Luggage & Travelware* (shortened to just *Travelware* 20 years ago) to encompass all that the travelware industry had become (and still is).

Perhaps even more importantly, the new name change spelled it out, front and center, what many in the industry may understand but still don't always get: the luggage, leather and accessories industry is part of the travel industry. The products are used during...travel.

Sure, we are also part of the fashion industry, but what drives our sales, what gives us a reason for being is...travel. It sounds so obvious, but there are still some in our industry that see us as a small, limited market, one operating in a vacuum. But as a very knowledgeable industry veteran said, "if we weren't the travel industry, then why did 9/11 affect us like it did the travel industry?"

For better or worse, be they boom-times or bust-times, we are part of the travel business pie, just as much as resorts, bicycles, hotels, airlines, cruise lines, motorcoaches and buses, trains and subways. It's time we moved with the travel industry. Enough of sticking our heads in the sand, it's time to reach outside and connect to the travel business and with the traveling public.

Toward this, *Travelware* takes a long look at how tour operators and travelware retailers are targeting the growing family travel market. Active and outdoor travel is another hot market now, as our editors found out when we discovered what's new in active luggage, footwear and accessories. We also report on what's happening now at retail in the rainwear category.

January is always a hectic time for *Travelware*, as we cover the globe and the market at shows like AccessoriesTheShow, the NRF Big Show, Source International (SI), International Leather Goods show in Offenbach, Outdoor Retailer and of course, the upcoming TGA show.

As always, keep in touch,



Publisher/Editorial Director

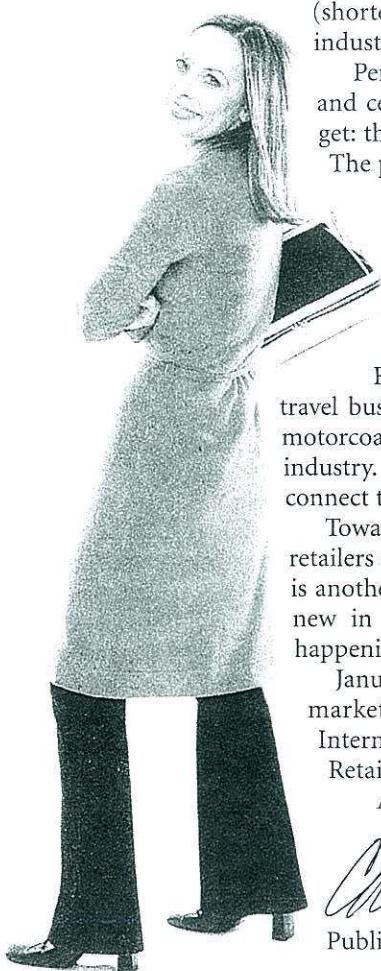


photo: John Devine