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Kamarg: The rebirth of a classic

Kamarg was founded in 1949 in Graz, Austria, with the aim to supply Austrian adventurers with high quality backpacks made of durable materials. The brand went on to become the best selling backpack in Austria in the 50s and 60s. Today many Kamarg backpacks are still in use and have become a highly sought after item at vintage fairs and in second hand stores. From June 2017 onwards Kamarg will be made available again after almost 25 years of absence.

Three years in the making

The relaunch is the brainchild of Austrian Franz Drack, who decided to revive the brand after discovering a vintage Kamarg in 2013. Almost three years of securing trademarks, developing durable prototypes and finding a sustainable production partner preceded the launch, which will be made possible by a crowdfunding campaign on Kickstarter.com on June 6th 2017.

Franz Drack: „Since discovering a Kamarg backpack on my parents attic it came clear to me that something beautiful, something special has been lost. The idea to bring it back stayed in the back of my head until I had to go after it some months later. Sometimes going back means moving forward.“

During product development he and his Team tested many day backpacks and studied consumer reviews in online stores. It became clear quite quickly that most products where not designed to last for years. Bad design, cheap plastic and fragile carrying systems usually are to blame. Franz Drack: “We think we need a new way of dealing with our things, a more sustainable and durable one. It's about creating things that last for years, things that join us on our adventures, things that collect our memories. That is why we aim to re-create a backpack that lasts a lifetime and travels through decades. We are the exact opposite of “Fast Fashion” where you have a new collection every other week.”

Longevity, assured through easy repairs

If after years of good service, a part of a Kamarg breaks, it does not mean the end of the backpack. Contrary to other backpack brands, Kamargs can be easily repaired with replaceable straps, ropes and zippers that can be order from the brand’s website. One can repair it yourself, ask one’s dad or mum or give it to a local shop.

Classic design, now finally water repellent

Almost every detail was recreated from the original backpack design, staying true to the iconic design. One thing however received a major upgrade: the canvas of the backpack. It is now water repellent both outside (against rain) and inside (against spilled liquids) while keeping the original soft canvas feel. In the case of water repellent not being enough, there will also be a stylish raincover, another first for the brand.



Durable simplicity, combining a lightweight design with carrying comfort

All Kamargs are produced with an attention to detail and the use of high quality materials like real leather and a very durable canvas. All Kamargs have a carrying system based on almost 100 years of experience. It is based on a patent first used to carry coal in the 1920s in Austria. It allows for a more even distribution of the weight, increasing comfort while reducing padding and additional weight of the backpack itself.

Kamarg Bags in blue, beige and red can be pre-ordered on the Kamarg project page on www.kickstarter.com from June 6th onwards as well as kamarg.net.

Kamargs will be sold both through the brand's web store and retailers from late August onwards.

The retail price will be 120 EUR. During our Kickstarter campaign we will offer an introductory price of 80 EUR for the first three hundred rucksacks and the 90 EUR for the rest of the Kickstarter campaign.

We will ship the rucksacks in the beginning of September 2017.

More information at www.kamarg.net

Contact Person for enquiries or any questions:

Franz Drack at press@kamarg.co

Interviews possible at request.

Press Room of Kamarg including product shots etc. in high resolution:

<http://kamarg.net/press>

Website:

www.kamarg.net

Facebook:

<https://www.facebook.com/kamargbags/?fref=ts>

Instagram:

<https://www.instagram.com/kamargbags/>

