

Case Study

Luggage Industry



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CASE STUDY

LUGGING ACROSS THE OCEANS

**NO INDIAN CONSUMER BRAND
HAS YET MADE IT BIG IN THE
WESTERN WORLD.**



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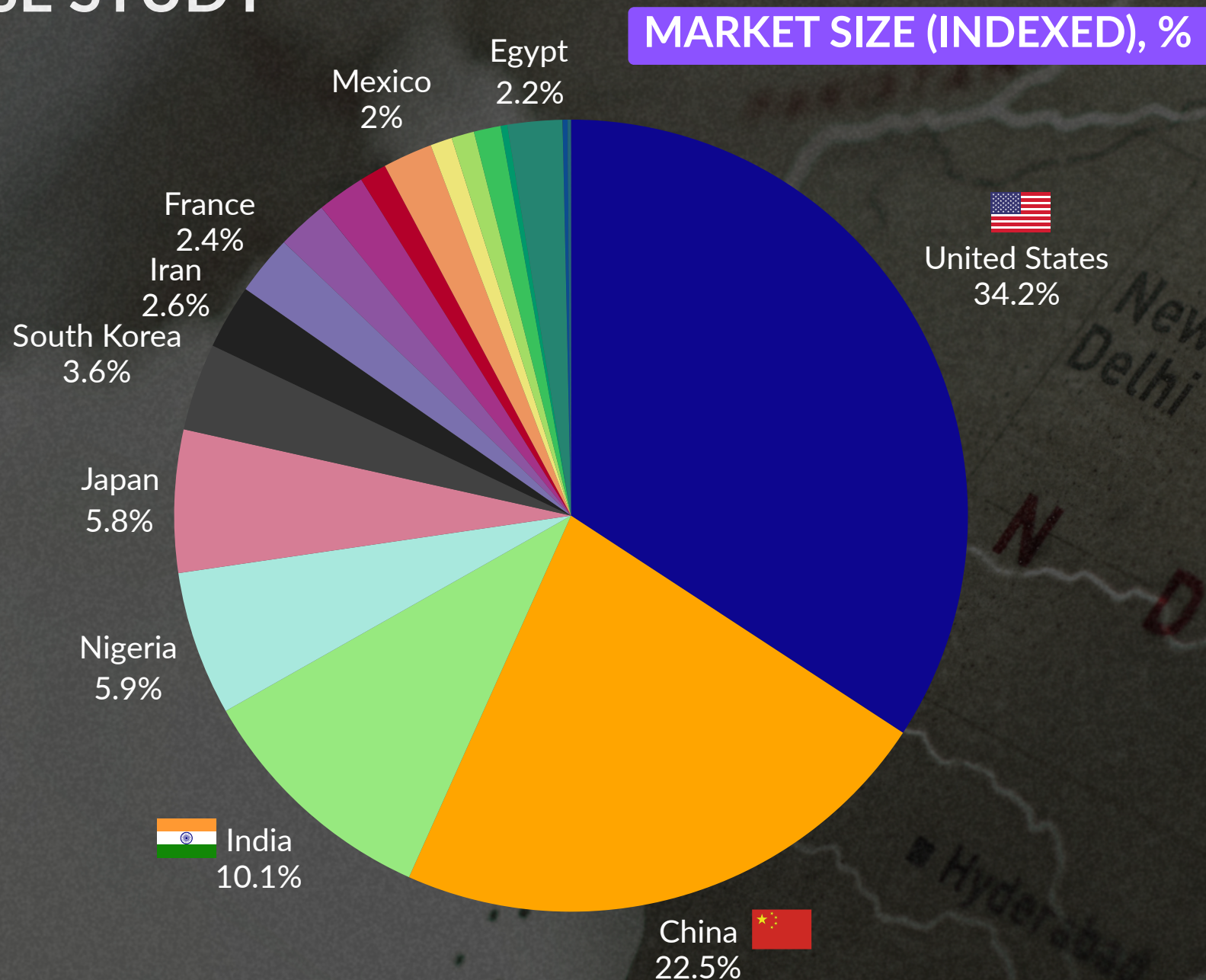
52 yr

A 52-year-old Indian luggage and accessories brand set out to change that.

The GOAL: Play stronger abroad, starting with the U.S. market.



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Compared to India's growth opportunities, only the U.S. market made sense even though Chinese and Vietnamese competitors had a logistics edge due to proximity to East Coast ports.



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THE CHALLENGE?

They had legacy and ambition but lacked a systematic, data-led International Strategy.



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X-Leap partnered with the brand to build that roadmap.

We aligned insights from multiple countries, distributors, and screening data to design a scalable global plan.



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From factory to foreign shelves we mapped the entire warehousing and logistics setup, building a holistic go-to-market strategy for sustainable expansion.



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THE KEY INSIGHT

- Indian students were already carrying these bags abroad turning them into a quiet symbol of home and pride.



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We built on that emotion, targeting Indian diaspora hubs and positioning it as

“The bag that travels with you.”



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Instead of going nationwide, we focused on specific U.S. states with strong Indian communities creating depth before scale.



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And when those students needed repairs, they found brand outlets in the U.S., completing the customer experience loop.



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A focused entry strategy powered by data, logistics clarity, and cultural emotion.

Because while products can be copied, emotion travels farther than luggage.



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