

## Samsonite Is The Official Luggage Partner of Canadian Olympian Brandie Wilkerson

Samsonite aims to inspire excellence and confidence in both sports and travel with this exclusive partnership.



**Toronto, Ontario Apr 12, 2024 ([IssueWire.com](https://www.issuewire.com))** - With over 110 years as the world's leading luggage brand, Samsonite proudly announces its sponsorship of Canadian beach volleyball Olympian Brandie Wilkerson.

As a brand committed to modern journeys, Samsonite recognizes the importance of supporting individuals who embody our shared spirit of adventure and excellence. Known for her remarkable achievements and genuine charisma, Brandie herself is a masterclass in true, earned confidence, both on and off the court.

"Our focus is on sophisticated, modern design at Samsonite, which we feel aligns perfectly with Brandie's own personal brand of excellence," says Erin Reynolds, Brand Manager at Samsonite. "Brandie is famous for regularly taking flight on the beach volleyball court, and combined with our own products' lightweight stories, this partnership was an undeniable fit."

As a busy professional athlete, travel is not just a hobby for Brandie Wilkerson, it's a way of life. With her eyes set on the world's biggest sporting event this summer, Brandie traverses and competes in sun

destinations worldwide, relying on Samsonite's lightweight and durable luggage to accompany her on every journey.

“Not only am I ecstatic to be a part of the Samsonite team, but I’m honoured to represent their brand as it so closely aligns with my values,” adds Wilkerson. “With this partnership, I feel even more supported and encouraged to travel and compete all over the world, proudly representing Canada. Samsonite has organically become one of my favourite brands to work with and I can’t wait to share this journey with everyone.”

As part of the partnership, Brandie will travel with Samsonite’s range of wheeled luggage, including the incredibly lightweight and extremely durable [Proxis](#) luggage. The Proxis collection’s innovative shell is made from Roxkin™ material, an exclusive multi-layered material developed that bounces back into shape, offering remarkable strength, resilience and lightness.

This collaboration between Samsonite and Brandie Wilkerson was facilitated by EQ, the influencer marketing agency that represents Wilkerson. Together, they developed a strategic vision to inspire confidence in travellers worldwide. Dakota Rae, Founder & CEO of EQ comments, “Through this partnership, Samsonite and Brandie Wilkerson aim to showcase the transformative power of sport and travel, and to embrace every journey with confidence and style.” The partnership with Samsonite epitomises Brandie's ethos of soaring with confidence, doing things her way, and embracing her genuine self.

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For media inquiries, please contact the **Samsonite Canada Press Office**:

Annie Hennessey | [ahennessey@hs-pr.com](mailto:ahennessey@hs-pr.com)

## **About Samsonite**

Founded in 1910, Samsonite is the world leader in superior travel bags, luggage, backpacks, and accessories. Renowned for breakthrough research and development, Samsonite builds trusted, innovative and sustainable products that elevate the way we travel. Inspired by the past and built for the present, Samsonite’s purpose is to pack confidence into every single journey and believe that the people who experience the world will move it forward.

Samsonite is proud to be a supporter of some of the world’s best athletes including Europe’s tennis player Casper Ruud, and the USA Gymnastics National Team.

For more information about travel leader Samsonite, visit [www.samsonite.ca](http://www.samsonite.ca) or follow on social media [@SamsoniteCanada](https://www.instagram.com/SamsoniteCanada)

## **About Brandie Wilkerson**

Brandie Wilkerson, a Swiss-American raised in Canada, emerges as a formidable force in women’s beach volleyball, clinching the prestigious Silver Medal and contending for the Gold in the Paris 2024 Olympic Games. With a historic Olympic debut in Tokyo 2020, she showcased an impressive Top Five performance out of 24 teams, solidifying her status as a top contender in the sport.

Wilkerson shattered barriers as the first biracial woman and the first woman ever to represent Canada at

the Olympics. Garnering a massive following on social media, she presents a groundbreaking opportunity for brands seeking unprecedented visibility. Her journey extends beyond the sand, as she competes on the renowned AVP circuit in the US, earning accolades such as "Best Blocker" in the 2021 and 2022 seasons.

A true MVP in every aspect, Wilkerson's influence transcends sports, as she champions racial and gender equality. In a remarkable move, Wilkerson has established a scholarship covering one year of club volleyball fees for up-and-coming BIPOC athletes, showcasing her commitment to fostering diversity and inclusion in sports through her "Project Worthy." initiative. Her goal is to amplify representation in the sports she loves.

Follow Brandie's Travels on IG [@bvuilleumier](#)

## About EQ

EQ is North America's fastest growing influencer marketing agency. EQ is renowned for its "Qreative IQ," a strategic framework tailored to align seamlessly with the goals and objectives of its brand partners while embracing the creative style and autonomy of the influencer.

EQ proudly represents a formidable lineup of New Age celebrities, Athletes, Olympians, Influencers, YouTubers, and TikTokers. This dynamic collective of influencers and content creators shares captivating content across various social media platforms.

For Further Information and Press Inquiries please contact: George Emmanuel, Head of Strategy & Public Relations [media@equationsales.com](mailto:media@equationsales.com)

Instagram: EQ / URL: <https://equationsales.com>



## Media Contact

H&S

[ahennessey@hs-pr.com](mailto:ahennessey@hs-pr.com)

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