

## GUESS ENTERS THE TRENDY ARENA OF TECH ACCESSORIES

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Guess and Revelein announce innovation partnership with the ultimate tech-infused bag. The bag will be on sale from april 2024.



Guess is a brand specializing in fashion, founded in 1981 by Georges Marciano and his brothers. While Guess was supposed to present a new bag to us, an unexpected event happened. Guess has launched its new product with innovative and practical technology.

For that Guess has been collaborating with Revelein. Revelein is a new fashion brand based in Italy. The Company creates luxury smart handbags infused with modern technologies that are useful and practical during the all-day out.

This combining style and functionality bag costs approximately 350 €. According to Guess this bag will make your life easier. We only know that the bag have three specialities. Firstly the bag will have an integrated system to detect the keys , if they're missing the bag will let you know. Plus if you can't reach them as they're in the wrong pocket, integrated lights will provide good vision in your bag. We've all had a similar situation of losing our keys at the bottom of our bag. And finally a wireless phone charging pocket will relieve you of the stress to find an available plug wherever you're going. To avoid unforeseen circumstances this will help you in your daily life. Did you recognize yourself in this situation? Would you be likely to invest in such an item ? Is Guess jumping on the wagon of high-tech ? Will they release only one of these connected and tech infused item or a whole range in the future ? Is this a hint to their new diversification or the will to target a new audience ? After its massive 100 stores closure plan from 2020, is Guess trying to reinvent itself ?

We are already seeing a new approach to technology in 2024, and this bag is definitely one of them...

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