



## PRESS RELEASE

### **"POP-UP" – THE FIRST UNBREAKABLE RUBBER TROLLEY, TRAVEL INNOVATION**

**At Pitti Uomo 109** (January 13–16, Fortezza da Basso, Florence), **Zoom Bags** presents the new **"Pop-Up"**, a fully sustainable trolley with a **Made in Tuscany** heart, designed by **Chiara Caramelli**.

**Ready to transform into a backpack**, thanks to an innovative system.

**Upcoming events: MILANO HOME 2026** – Fieramilano Rho, January 22–25, 2026, within The Green Circle by Raremood, a selection of exclusive "circular" products.

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Born in the heart of Florence, **"Pop-Up"** is the **first unbreakable rubber trolley**, designed by **Chiara Caramelli**, an experienced designer and founder of **Zoom Bags**, an innovative travel accessories brand.

The project enhances **circularity** through the use of **recycled, recyclable and dead-stock materials**, creating **unique, durable and repairable accessories** designed to accompany the third-millennium traveler.

**Pop-Up** will be showcased at **Pitti Uomo 109** (January 13–16, Fortezza da Basso, Florence): the first **unbreakable rubber trolley**, fully sustainable and ready to transform into a backpack thanks to an innovative system.

At **Pavilion Cavaniglia, Dynamic Attitude** section, **Stand 118**, Zoom Bags will also present the **prototype of a new accessory** (patent pending), soon to be available: a **removable shoulder strap** that can be attached to the Pop-Up trolley, allowing it to be worn as a backpack for more adventurous travel experiences.

With **Made in Italy design and production**, and a **Made in Florence** creative core where the workshop is based, **"Pop-Up"** (dimensions **55 × 40 × 20 cm**, weight **2.7 kg**, volume **32 L**) is made primarily from **circular materials**, enhanced through a **regenerative process** that gives discarded materials a second life.

The shells are made of **60% recycled E.V.A. rubber**, sourced from pre-consumer shoe sole recovery, while the linings are crafted from **100% recycled PES fabric** derived from post-consumer plastic bottles or textile production dead stock.

The **soft E.V.A. rubber shells** are extremely impact-resistant: in the event of an accidental drop, **"Pop-Up" bounces instead of breaking**. The **large, silent wheels**, perfectly smooth-running, are **replaceable in case of wear** and, thanks to a **simple quick-release system**, can be easily removed at home, washed, reassembled, or replaced independently if damaged, by purchasing them as spare accessories.

The **removable linings** can be washed with water and soap after each trip or replaced if necessary.

The **Pop-Up trolley** also stands out for its **distinctive and recognizable design** and for its **customization options**, combining **10 shell colors** with **12 lining colors**. Designed in collaboration with **Eliana Lorena, CMF designer**, the choice of interior/exterior color combinations allows travelers to create a trolley that best matches their personality, resulting in an **exclusive travel companion**.

The wide color range of **"Pop-Up"** is inspired by a **journey through Italy**, a palette of **10 iconic colors** that narrate the country from north to south: from **Dolomites White** to **Stromboli Black**, passing through **Tuscan Green**, **Maremma Yellow**, **Sardinia Turquoise**, **Pompeii Red**, up to **Sicily Orange**.

A journey through Italy's most beloved places—one that never truly ends when accompanied by the **"Pop-Up" trolley**.

In **2024**, **"Pop-Up"** won the **IF Design Award 2024** for its exclusive design, was selected for the **ADI Design Index** for the **Compasso d'Oro 2024**, and became a **finalist at the Compasso d'Oro International 2025**.

With the **"Pop-Up" trolley**, **Chiara Caramelli**, Product Designer with over twenty years of experience in design and travel accessories, brings her vision to life for **conscious and mindful travelers**, offering a concrete response to the increasingly urgent need to combat **planned obsolescence** and to orient product design toward objects that can be **maintained over time**, through simple actions that consumers can perform independently.

Two patents contributed to its development. The designer states:

*"The project was born from the idea of reducing the bulk of luggage to make it more sustainable during production, transport and storage, while also making it adaptable to spaces and therefore more convenient to use and store at home. With Zoom Bags, we considered all the needs of the most demanding travelers. Zoom Bags was created to redefine the concept of travel: Innovation, Exclusive Design, Circularity, Quality and Durability are at the core of our philosophy. Traveling responsibly means exploring the world while also taking care of it. We do our part. Sustainable means durable—this is why we designed Pop-Up and its evolutions."*

This year **ZOOM BAGS** has been invited to participate in a **special section of HOME 2026**, the industry trade fair taking place in **Milan – Rho** from **January 22 to 25, 2026**, dedicated to home design, lifestyle objects and new trends.

Thanks to its features and focus on a **circular production process**, the **Pop-Up trolley** will be part of **The Green Circle by Raremood**, an exclusive selection of products that highlights **upcycling and circular processes**.

On **January 22 at 11:00 a.m.**, **Chiara Caramelli** will present the project and the brand's new growth perspectives.

**Chiara Caramelli**, Product Designer, graduated from **ISIA Florence** and collaborated with industrial design studios on product design projects. Since 1999, she has specialized in travel goods and business bags, becoming **Lead Designer** for this category at **Mandarina Duck**. She later worked as a freelance consultant for prestigious international brands (Samsonite, Calvin Klein, Timberland, Tommy Hilfiger, Musto) and related sectors (Emporio Mondadori, BMW and BMW Motorrad). Passionate about innovative materials research and the experimentation of new application technologies, in 2013 she founded the **Chiara Caramelli Design Lab**, where she develops technical leather goods collections, overseeing the entire process from concept to production. As designer and producer for her brands **Zoom Bags** and **MYO Ecobags**,

she continues to offer consultancy in design and product development. She lives in Florence and teaches at **ISIA Florence** and **IED Florence**.

**ZOOM BAGS** creates travel products designed for the contemporary traveler: innovative in solutions, sustainable in materials and concept, and customizable in design. For more information: [www.zoombags.it](http://www.zoombags.it)

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## “Pop-Up” Trolley – Key Features

To ensure an excellent product, the “Pop-Up” trolley underwent **extreme quality testing** conducted by **SGS**, a leading certification body. Loaded with **20 kg**, it successfully passed all **drop tests**, **wheel and handle resistance tests**, and **heat resistance tests**.

- ✓ Cabin-size carry-on
- ✓ Made in Italy
- ✓ Unbreakable and durable
- ✓ Circular, using recycled or dead-stock materials
- ✓ Customizable shell and lining colors
- ✓ Compressible to adapt to available space
- ✓ Dismantlable, reducing volume by up to 50%
- ✓ Fully removable lining
- ✓ Washable and easy to maintain
- ✓ Two large silent wheels suitable for all terrains
- ✓ Detachable and self-replaceable wheels
- ✓ Repairable with separately available spare parts
- ✓ Cruelty-free
- ✓ 5-year warranty

**Press Office – CP Plus Agency by Sara Chiarello** ([www.cpplus.it](http://www.cpplus.it))  
+39 329 9864843 | [press@cpplus.it](mailto:press@cpplus.it)

## CONTACTS - ZOOM BAGS

[www.zoombags.it](http://www.zoombags.it)

Instagram: <https://www.instagram.com/zoom.bags/>

Facebook: <https://www.facebook.com/zoombags.it>

General Informations: [info@zoombags.it](mailto:info@zoombags.it) Tel. +39 3534673757