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Today I want to tell you about a new brand, which called Savage Industries. this trend was founded by Adam Savage, and surprisingly the only product they have created is a big white bag. The functional diapason of it is quite bag – it can replace anything from purse to tourist backpack. Let me introduce it

ADAM SAVAGE IS clearly overjoyed by his new bag. I met up with the gear-obsessed designer, former Mythbusters host, and Tested.com. He's designed his first carryall utility bag, the EDC One, and launched a new brand, Savage Industries, to market it. t's constructed almost entirely out of upcycled cloth from boat sails, so each bag has some unique pattern, and every specimen comes off the production line with a broken-in look. The straps are stiff enough that the clasped handle stays upright like a little pup tent frame. Unzip and pry open the bag, and it holds its shape, thanks to a pair of spring steel that run around the lip and keep it agape like the jaw of a shark. Savage designed it so it can carry absolutely everything he needs for a day, from tools to books to lunch. He says he drew inspiration from two places: First is the old tool case he used when he worked as a model-builder at Industrial Light & Magic.

Yes, the bag is white. It only comes in white, at least for now. It's striking, but it seems impractical for something that's bound to soak up dirt and grime and oil. A white bag stands out. It isn't hyper-masculine like the ubiquitous messenger. I would even say that it is quite feminine or at least unisex. The bags are available on Savage's website. Each costs \$225. Once the first run sells out, they'll go on backorder until Mafia can catch up. Each one will be hand-numbered for extra collector cred.

So this is a new brand, this Savage Industries What do you think about that?