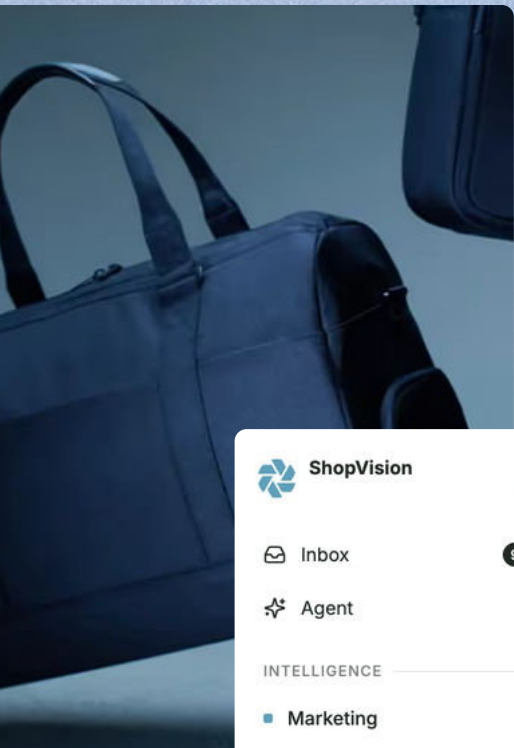


How to win

BFCM 2026

The Travel & Luggage Playbook



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Filters

Sites: Fjallraven, Jansport, Lo & Sons, STATE Bags, Away, Béi...

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Back in stock and going quickly—our Clear Luggage Covers are designed to protect your suitcase from scuffs, spills, and wear. Grab yours before they're gone again.

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Ad Details

CALPAK

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Meet the styles you'll reach for every day - just ask the thousands of customers who already do.

Brand

Calpak Travel

Status

Running from 8/11/2026

Time running

35D

Format

Advantage+ Catalog

Platforms

Facebook

Instagram

TikTok

Twitter

First seen

8/12/2026

Last seen

9/15/2026

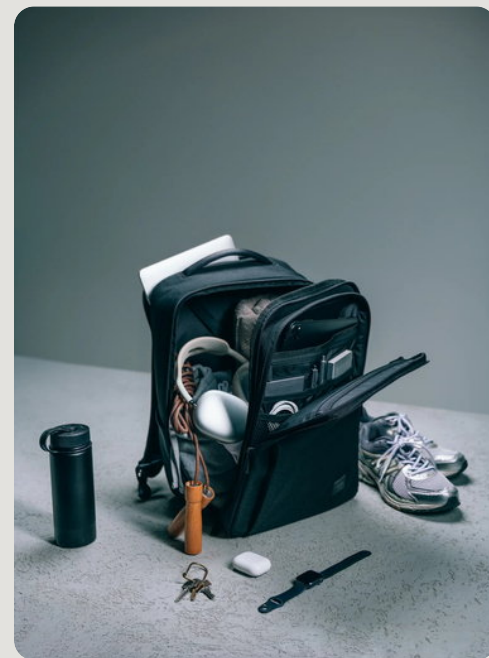
CTA link

What your category did, and *what you do next.*

The follow-up to the Travel & Luggage Black Friday Benchmark.

You've seen how 18 leading brands ran Holiday 2025. This is the shorter companion: the seven decisions that mattered most, what's already changing this year, and the move to make on each one.

Last year we tracked every promotional move 18 travel and luggage brands made across 13 weeks of Q4: 3,000+ data points on timing, mechanics, bundles, stacked codes, launches, and email. The benchmark told you what the market did. This playbook is about what you do with it, updated with what we're seeing in the market right now as Holiday 2026 takes shape.



Play 1: Decide your launch date in October, because half this market doesn't wait



What 2025 told us.

44% of brands had a holiday-framed discount live before mid-November, and 5 were live before November 5. Samsonite opened a Cyber Week Preview on October 16, a full 6 weeks early, and Solgaard turned a late-October sale into "Black Friday begins now" with one line of copy. At the other pole, RIMOWA ran no public discount all quarter and let its lifetime guarantee carry Q4, the clearest premium hold in the set.

What we're seeing in 2026.

The early-access machinery is being drilled in the off-season. TUMI gave its Exclusives list a 2-day VIP window before the public Semi-Annual Sale opened in late April, a sequence that wasn't visible in 2025. Away ran its Labor Day sale in-store first, 4 days before it opened online. Travelpro has run registered-user-only flash sales since February, quietly building the segmented audience an early Black Friday window needs.

Play 1: Your winning move

- Pick your position on the calendar deliberately: live in October competes for the wallet, quiet until Thanksgiving week is a posture, and RIMOWA proved silence can be a strategy. What loses is drifting into a date.
- Steal the relabel: if you're running a fall sale anyway, one line of holiday framing turns it into Black Friday anticipation at zero extra margin cost.

Play 2: Know which "sitewide" you're running, and mind the reference price



What 2025 told us.

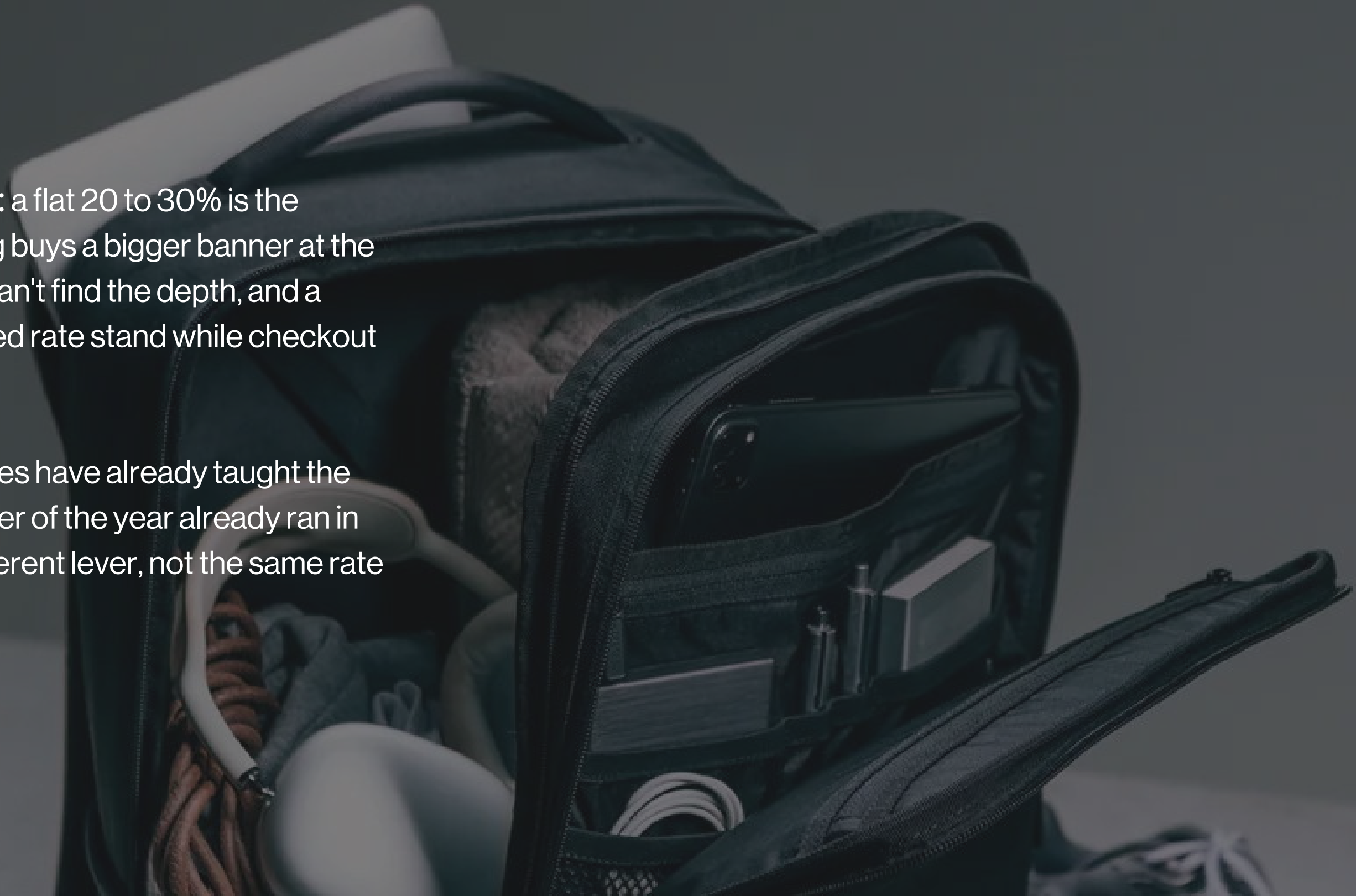
12 of 18 brands claimed a sitewide discount, but the word covered 3 different offers: 6 flat public rates (all in a tight 20 to 30% band), 4 "up to 40 to 50%" ceilings that only touched select stock, and 2 stacked base-plus-code deals. Scope fine print cut deeper: Béis excluded existing sale items, Baboon carved out colorways. Sitewide rarely meant every SKU, and shoppers can tell.

What we're seeing in 2026.

The reference-price discipline is diverging. Carl Friedrik has held to a single annual sitewide, 20% for 10 days in July, and kept everything else full price. TUMI's depth stays fenced inside its named Semi-Annual Sale at up to 40% on select styles. Monos moved the other way: its 2025 summer sale was 5 days at 20%; this year it ran 3 weeks at up to 30% under a "biggest sale of the season" banner, rate creep that resets what its November number has to beat.

Play 2: Your winning move

- Choose the flavor on purpose: a flat 20 to 30% is the credible market band, a ceiling buys a bigger banner at the cost of trust when shoppers can't find the depth, and a stacked code lets the published rate stand while checkout goes deeper.
- Audit what your own 2026 sales have already taught the shopper. If your biggest number of the year already ran in July, Black Friday needs a different lever, not the same rate again.



Play 3: Build the bundle, travel's signature play



What 2025 told us.

39% of the set ran a bundle or set deal, and July built its entire Black Friday on one: 15, 20, and 25% off at \$400, \$600, and \$1,000 baskets, with no sitewide rate behind it all season. The logic is category-specific: luggage is bought once every few years, so the window is a single shot at the basket, not a frequency play. Solgaard ran the sharpest version, a 20% public anchor with quieter 40% bundles for the high-intent buyer.

What we're seeing in 2026.

The bundle is now a year-round muscle, not a Q4 trick. Away has kept set deals running continuously since January, \$50 off 2 suitcases, \$100 off 3, plus bag-and-luggage combos. Monos brought tiered set savings into August and September. Travelpro ran a bundle flash in April that cut an add-on backpack 60% with a rolling-bag purchase. The market is calibrating basket mechanics with 2 months to spare.

Play 3: Your winning move

- Structure the bundle to your real average order value: spend-scaled tiers, item counts, and fixed-price sets each reward a different basket, and the wrong one just discounts more without lifting anything.
- Consider the two-layer architecture: a modest public anchor that protects next year's price expectation, and a deeper bundle underneath it for the buyer assembling a set.



Play 4: Protect the launch, or spend it, but decide in advance



What 2025 told us.

Brands split cleanly on new product: Monos, Cotopaxi, and Solgaard folded launches into the discount and borrowed the traffic, while Béis, TUMI, and Calpak walled theirs off, using gift-with-purchase instead of a markdown. Protecting a launch through the loudest discount week of the year is a public forecast of 2026 demand, and it tracked conviction, not company size.

What we're seeing in 2026.

The protect side is winning the year. Away has launched roughly every 2 to 3 weeks, from Topside luggage to a Toy Story collab to September's Aluminum Edge drop, all at full price. TUMI ran two McLaren drops and stacked its Forest Camo and Voyageur Autumn launches into the first two weeks of September, product seeding timed for the gift window. Briggs & Riley showed the cleanest sequencing: it cleared the outgoing Torq line at 20% in Q2, then launched the new ZDX Hardside at full price in July.

Play 4: Your winning move

- Name which 2026 drop earns the protected slot now, and hold it out of the rate. A hero product at full price is the one thing in your November lineup a competitor can't match with a bigger number.
- Run the Briggs & Riley sequence on anything the hero replaces: discount the predecessor before the window, so clearance never collides with the launch.

Play 5: Own the post-Cyber quiet with flash, and put a real cap behind the clock



What 2025 told us.

9 brands ran flash sales, and the calendar concentrated after Cyber Monday, once headlines had cooled and the inbox thinned. The field went dark together, leaving the post-Cyber stretch the least contested part of the window. Only 2 brands backed the countdown with a hard cap, Monos at 500 customers a day and Béis in 1,000-unit batches, the sharpest urgency lever and the one almost nobody used.

What we're seeing in 2026.

The flash muscle is in training. Travelpro ran a 48-hour 50% cut on one collection in August, Monos fired a 35% single-day carry-on flash in early September on a targeted code, and TUMI dropped a one-day 20% code in August. Short, deep, and SKU-specific is becoming this market's between-events rhythm.

Play 5: Your winning move

- Schedule 2 or 3 flash slots for December 2 through 15 now, each a real depth on one hero SKU. That's the stretch your competitors proved they abandon, and a 50% flash on a bestseller outpulls a tired 25% banner.
- Cap it in units or customers, not just hours. A clock resets tomorrow; a visible limit is the only urgency that survives the next identical email.

Play 6: Treat the inbox as an operations problem, because the arms race already started



What 2025 told us.

The set sent 156 emails across the core week, peaking at 34 on Black Friday and 29 on Cyber Monday. The leaders won on creative volume: Béis sent 19 distinct emails in under a week, a rotating "Black Friday Lab" with a different hero and offer nearly every send. With offers nearly interchangeable across the field, the inbox carried the brand, and the ceiling was set by the creative pipeline, not the media budget.

What we're seeing in 2026.

Every covered brand is scaling the channel ahead of Q4. Travelpro built an email program from almost nothing into 232 sends this year. Away is up 137% year over year, Monos 81%, TUMI 67%. The list-building and cadence infrastructure your competitors will point at Black Friday is being assembled right now, in public.

Play 6: Your winning move

- Budget the creative pipeline like an ops capability: the 2025 winners produced original work daily for a week. Before you set the send calendar, confirm the team can fill it with distinct creative, because a repeated email is a skipped day.
- Concentrate on the two peak days and plan re-sends to non-openers there. Re-sending was rare in this category last year, which makes it the cheapest incremental visibility on the two dates that decide the season.

Play 7: Write your December 26 move now, clearance or reset



What 2025 told us.

Only 6 of 18 brands promoted after Christmas, and they split into two postures: clearance (Away's Goodbye 2025 at up to 40% off, Monos's Boxing Week) and reset (Solgaard's clean NEWYEAR20 code aimed at January). Two-thirds of the field simply stopped, so the week's real feature was the quiet, and whoever moved collected the remaining demand uncontested.

What we're seeing in 2026.

Both postures got rehearsed in January. Away closed out 2025 hard, stacking an extra 10% on its 40% year-end sale in mid-January, the deepest combined cut it ran all year. Carl Friedrik ran the exclusivity version: a subscriber-gated Archive Sale at up to 30%, clearing stock without a public banner. The templates for this year's close are already on film.

Play 7: Your winning move

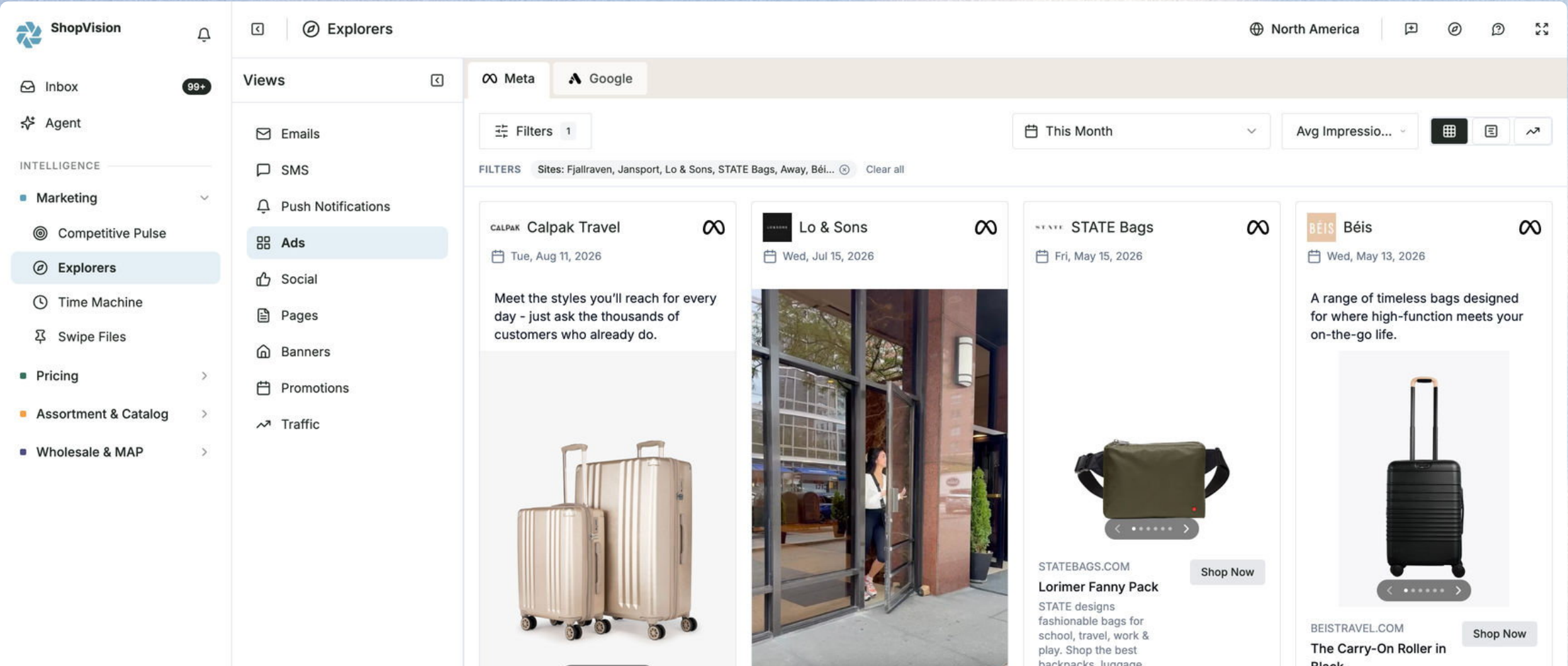
- Decide which statement your December 26 makes: clear what the season over-bought, or open 2027 with a clean reset code. Both worked last year precisely because almost nobody else showed up.
- If protecting the brand matters more than the clearance, run it gated: Carl Friedrik's subscriber-only version moved inventory without ever publishing a markdown to the open market.

The market is already moving. *Watch it live.*

Everything in this **playbook** came from one **source of truth**: seeing what every competitor actually did, verified at the source, from their own public copy.

That's what ShopVision does every day, across 300,000+ brands, retailers, and marketplaces, with 15 million products tracked daily.

This year, don't wait for the retrospective. Track your own peer set through the whole Q4 window: every launch date, every rate, every tease, every flash, as it happens.



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