



**KNOMO IS NOT
JUST ANOTHER
BAG COMPANY...**



KNOMO'S STYLE/TECH
BLEND IS **UNIQUE IN THE
MARKET**

KNOMO IS MORE THAN
AN INTUITIVELY
DESIGNED BAG OR
CARRY-ON



KNOMO DESIGN
PRODUCTS FOR A **LIFE**
ORGANISED TO LIVE
FREE

#LIVEFREE



KNOMO OFFERS A
COMPLETE ECO-SYSTEM
TO DELIGHT THE
CUSTOMER





KNOMO DESIGN
PRODUCTS FOR A **LIFE**
ORGANISED TO
LIVE FREE
SINCE **2004**



PRODUCT DESIGN
PRINCIPLES

ATTENTION TO DETAIL

TECHNOLOGY

INNOVATION

QUALITY

MOBILITY

STYLE



(n ō - m ō)

KNOMO

MADE UP OF TWO WORDS

KNOWLEDGE + MOBILITY



HOW IT ALL BEGAN...

After completing his MBA, KNOMO's CEO Howard Harrison entered the corporate world but quickly realized there was more to life than a 90-minute commute to work in a cubicle all day. The idea of challenging workplace norms, and working around life (rather than living around work) became a clear vision for the brand culture Howard would build.

In 2003, Howard was on a business trip. While he and other travelers were dressed smartly, everyone was carrying an ugly, company-issue laptop bag. Then, after another passenger mistook his black, nylon laptop case for their own, Howard realized there was simply nothing else on the market, certainly not anything you would want to carry. With this, the idea for KNOMO was born.



BRAND VALUES:

FREEDOM

HUMILITY

INTEGRITY

TRUST

PERSONABLE

CAREFULLY CONSIDERED

KNOMO MISSION

LIFE ORGANISED

TO **#LIVEFREE**

THE BAG THAT ORGANISES EVERYTHING...





**WE WORK
TO LIVE THE
LIFE WE'VE
ALWAYS
DREAMED
OF.**

**THE WORLD
IS OUR OFFICE.**