

2023 BACKPACK

COLLECTION



Genie



AMORE

GIRL



GENIE 2023

is all about bringing trending, colourful & variety of designs, so that you be the

THE BEST
VERSION OF
YOURSELF



Life a Genie
LAW

LOUD & CLEAR

It's time to let your style do the talking, so we captured the trend of self-expression and imprinted it on your beloved Genie backpacks



FLOWER POWER

The evergreen and colourful floral prints, will definitely bring out the joyful, cheerful and bubbly side of you

WHAT'S TRENDING?



MILLENNIUM PARTY

The trend primarily associated with the Y2K fashion, Genie was set to bring back the old-school style with our own version of boujee patterns

NATURE'S TOUCH

With touch of nature and some tint of classic patterns, Genie prints will definitely help you unleash your wild and groovy side



WHAT TO EXPECT IN 2023?



CASUAL BACKPACKS

Ready to join college in style? Compact and stylish, this 1 compartment backpack is perfect for your everyday needs!

KIDDIE RANGE

Now the little ones can enjoy backpacks as cute as them



SCHOOL BACKPACKS

A lit bit of Sass with a whole tinge of style, your Teen is bound to stand out of the crowd



WHAT TO EXPECT IN 2023?



LAPTOP BACKPACKS

This collection was created while keeping in mind the needs of each and every single one of you!

GENIE'S NEWEST RANGE:

- Loaded with features
- More Volume
- Secret Pocket inside



RAIN COVER

Attached a protective rain cover to your cute backpack. Don't forget to check the bottom pocket.

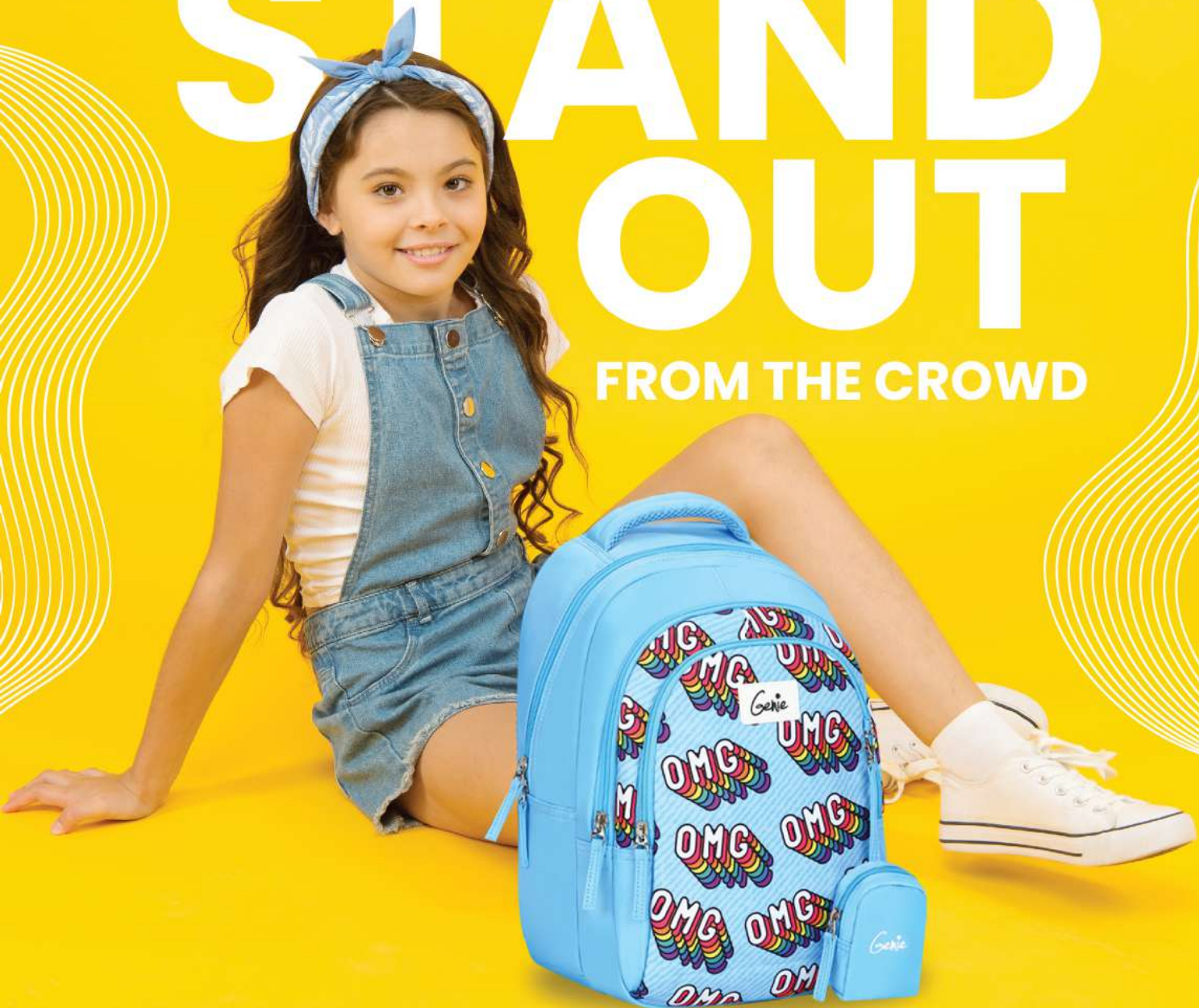


HAPPY POUCH

Little packets of Joy bringing lil delights!

STAND OUT

FROM THE CROWD





3 COMPARTMENTS



HIGH QUALITY
PREMIUM
FABRIC



SUPER SPACIOUS
COMPARTMENT



FILE
HOLDER



ERGONOMIC
SHOULDER STRAP



SIDE
POCKET



HIGH QUALITY
TESTED ZIPPER



COLORFUL
DESIGN



HAPPY
POUCH

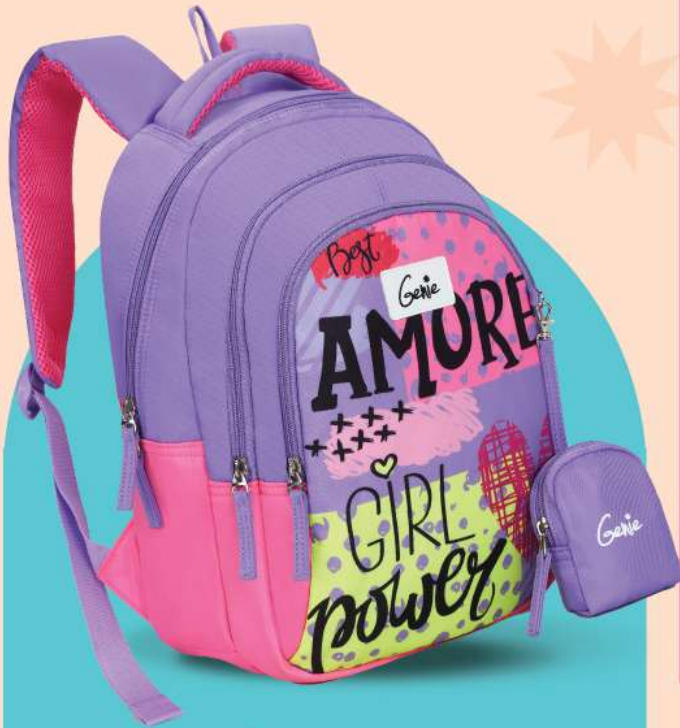


LIGHT
WEIGHT

15" BACKPACKS

12 MONTHS WARRANTY

AMORE



● PURPLE

Features:

- 3 Compartments
- Happy Pouch
- File Holder
- 1 Side Pocket

Size: 15"

Dimensions (cm): 38 x 27 x 19

Capacity: 20 L

MRP: ₹ 2,250



● TEAL

DELLA



● CORAL

Features:

3 Compartments

Happy Pouch

File Holder

1 Side Pocket

Size: 15"

Dimensions (cm): 38 x 27 x 19

Capacity: 20 L

MRP: ₹ 2,250



● NAVY

OMG



● BLUE

Features:

3 Compartments

Happy Pouch

File Holder

1 Side Pocket

Size: 15"

Dimensions (cm): 38 x 27 x 19

Capacity: 20 L

MRP: ₹ 2,250



● PINK

MAISY



● CORAL

Features:

3 Compartments

Happy Pouch

File Holder

1 Side Pocket

Size: 15"

Dimensions (cm): 38 x 27 x 19

Capacity: 20 L

MRP: ₹ 2,250



● PURPLE

VALERIE



● PINK

Features:

3 Compartments

Happy Pouch

File Holder

1 Side Pocket

Size: 15"

Dimensions (cm): 38 x 27 x 19

Capacity: 20 L

MRP: ₹ 2,250



● PURPLE

DOVE



● ORANGE

Features:

3 Compartments

Happy Pouch

File Holder

1 Side Pocket

Size: 15"

Dimensions (cm): 38 x 27 x 19

Capacity: 20 L

MRP: ₹ 2,250



● PINK

JANE



● NAVY

Features:

3 Compartments

Happy Pouch

File Holder

1 Side Pocket

Size: 15"

Dimensions (cm): 38 x 27 x 19

Capacity: 20 L

MRP: ₹ 2,250



● PINK

KITTY



● NAVY

Features:

3 Compartments

Happy Pouch

File Holder

1 Side Pocket

Size: 15"

Dimensions (cm): 38 x 27 x 19

Capacity: 20 L

MRP: ₹ 2,250



● PINK

BE A
SHOW
STOPPER





3 COMPARTMENTS



**HIGH QUALITY
PREMIUM
FABRIC**



**FILE
HOLDER**



**ERGONOMIC
SHOULDER STRAP**



ORGANIZER



**HIGH QUALITY
TESTED ZIPPER**



**EASILY ACCESSIBLE
FRONT
POCKET**



**HAPPY
POUCH**



**LIGHT
WEIGHT**

17" BACKPACKS

12 MONTHS WARRANTY

BLOOM



● PINK

Features:

3 Compartment

1 Side pocket

File holder

Organizer

Happy Pouch

Front Pocket

Size: 17"

Dimensions (cm): 43 x 30 x 21

Capacity: 27 L

MRP: ₹ 2,749



● NEW PURPLE

NAUTICAL PLUS



● ORANGE

Features:

3 Compartment

1 Side pocket

File holder

Organizer

Happy Pouch

Front Pocket

Size: 17"

Dimensions (cm): 43 x 30 x 21

Capacity: 27 L

MRP: ₹ 2,749



● PINK

SHINE THE SPOT LIGHT

WITH
INSULATED
FRONT
POCKET



POLKA POLKA



● PINK

Features:

3 Compartment

1 Side pocket

File holder

Organizer

Happy Pouch

Insulated Front Pocket

Size: 17"

Dimensions (cm): 43 x 30 x 21

Capacity: 27 L

MRP: ₹ 2,749



● BLUE

DITZY



● CORAL

Features:

3 Compartment

1 Side pocket

File holder

Organizer

Happy Pouch

Insulated Front Pocket

Size: 17"

Dimensions (cm): 43 x 30 x 21

Capacity: 27 L

MRP: ₹ 2,749



● PINK

SPRING



● GREY

Size: 17"

Dimensions (cm): 43 x 30 x 21

Capacity: 27 L

MRP: ₹ 2,749



● PINK

Features:

3 Compartment

1 Side pocket

File holder

Organizer

Happy Pouch

Insulated Front Pocket



● BLUE

EFFORTLESSLY COOL





3 COMPARTMENTS



HIGH QUALITY
PREMIUM
FABRIC



FILE
HOLDER



SUPER SPACIOUS
COMPARTMENT



ERGONOMIC
SHOULDER STRAP



HAPPY
POUCH



SIDE
POCKET



LIGHT
WEIGHT

19" BACKPACKS

12 MONTHS WARRANTY



HIGH QUALITY
TESTED ZIPPER

PAIGE



● TEAL

Features:

3 Compartments

Happy Pouch

File Holder

1 Side Pocket

Size: 19"

Dimensions (cm): 48 x 33 x 23

Capacity: 36 L

MRP: ₹ 2,665



● PINK

LYNDA



● PINK

Features:

3 Compartments

Happy Pouch

File Holder

1 Side Pocket

Size: 19"

Dimensions (cm): 48 x 33 x 23

Capacity: 36 L

MRP: ₹ 2,665



● BLACK

ZINA



● BLUE

Features:

3 Compartments

Happy Pouch

File Holder

1 Side Pocket

Size: 19"

Dimensions (cm): 48 x 33 x 23

Capacity: 36 L

MRP: ₹ 2,665



● TEAL

ELENA



● BLACK

Features:

3 Compartments

Happy Pouch

File Holder

1 Side Pocket

Size: 19"

Dimensions (cm): 48 x 33 x 23

Capacity: 36 L

MRP: ₹ 2,665



● PINK

WILLOW



● TEAL

Features:

3 Compartments

Happy Pouch

File Holder

1 Side Pocket

Size: 19"

Dimensions (cm): 48 x 33 x 23

Capacity: 36 L

MRP: ₹ 2,665



● BLUE

CHLOE



● BLUE

Features:

3 Compartments

Happy Pouch

File Holder

1 Side Pocket

Size: 19"

Dimensions (cm): 48 x 33 x 23

Capacity: 36 L

MRP: ₹ 2,665



● PINK

COOL



● BLACK

Features:

3 Compartments

Happy Pouch

File Holder

1 Side Pocket

Size: 19"

Dimensions (cm): 48 x 33 x 23

Capacity: 36 L

MRP: ₹ 2,665



● PINK

MILLIE



● TEAL

Features:

3 Compartments

Happy Pouch

File Holder

1 Side Pocket

Size: 19"

Dimensions (cm): 48 x 33 x 23

Capacity: 36 L

MRP: ₹ 2,665



● BLUE

CLOVE



● BLUE

Features:

3 Compartments

Happy Pouch

File Holder

1 Side Pocket

Size: 19"

Dimensions (cm): 48 x 33 x 23

Capacity: 36 L

MRP: ₹ 2,665



● CORAL

EVELYN



● BLACK

Features:

3 Compartments

Happy Pouch

File Holder

1 Side Pocket

Size: 19"

Dimensions (cm): 48 x 33 x 23

Capacity: 36 L

MRP: ₹ 2,665



● BLUE

SLAY

Size: 19"

Dimensions (cm): 48 x 33 x 23

Capacity: 36 L

MRP: ₹ 2,665

Features:

3 Compartments

Happy Pouch

File Holder

1 Side Pocket



● BLUE

SLAY

IN THESE BACKPACKS



EMBRACE YOUR

STYLE





3 COMPARTMENTS



**HIGH QUALITY
PREMIUM
FABRIC**



ORGANIZER



**LAPTOP
SLEEVE**



EASILY ACCESSIBLE

**FRONT
POCKET**



**ERGONOMIC
SHOULDER STRAP**



**HAPPY
POUCH**



**SIDE
POCKET**



**LIGHT
WEIGHT**

**19" BACKPACKS
WITH LAPTOP**

12 MONTHS WARRANTY



**HIGH QUALITY
TESTED ZIPPER**

NOVA



● PINK

Features:

3 Compartment

1 Side pocket

Front pocket

Laptop sleeve

Organizer

Happy Pouch

Size: 19"

Dimensions (cm): 48 x 33 x 23

Capacity: 36 L

MRP: ₹ 3,081



● BLUE

GRACE



● PINK

Features:

- 3 Compartment
- 1 Side pocket
- Front pocket
- Laptop sleeve
- Organizer
- Happy Pouch

Size: 19"

Dimensions (cm): 48 x 33 x 23

Capacity: 36 L

MRP: ₹ 3,081



● TEAL

TAYLOR



● PURPLE

Features:

3 Compartment

1 Side pocket

Front pocket

Laptop sleeve

Organizer

Happy Pouch

Size: 19"

Dimensions (cm): 48 x 33 x 23

Capacity: 36 L

MRP: ₹ 3,081



● PINK

BFF



● BLACK

Features:

3 Compartment

1 Side pocket

Front pocket

Laptop sleeve

Organizer

Happy Pouch

Size: 19"

Dimensions (cm): 48 x 33 x 23

Capacity: 36 L

MRP: ₹ 3,081



● BLUE

ERIN



● BLACK

Features:

3 Compartment

1 Side pocket

Front pocket

Laptop sleeve

Organizer

Happy Pouch

Size: 19"

Dimensions (cm): 48 x 33 x 23

Capacity: 36 L

MRP: ₹ 3,081



● PINK

FREESIA



● BLACK

Features:

3 Compartment

1 Side pocket

Front pocket

Laptop sleeve

Organizer

Happy Pouch

Size: 19"

Dimensions (cm): 48 x 33 x 23

Capacity: 36 L

MRP: ₹ 3,081



● CORAL

ZAHRA



● BLACK

Features:

3 Compartment

1 Side pocket

Front pocket

Laptop sleeve

Organizer

Happy Pouch

Size: 19"

Dimensions (cm): 48 x 33 x 23

Capacity: 36 L

MRP: ₹ 3,081



● BLUE

CHILL



● PINK

Features:

3 Compartment

1 Side pocket

Front pocket

Laptop sleeve

Organizer

Happy Pouch

Size: 19"

Dimensions (cm): 48 x 33 x 23

Capacity: 36 L

MRP: ₹ 3,081



● PURPLE

WE'VE GOT YOUR

BACK





3 COMPARTMENTS



**HIGH QUALITY
PREMIUM
FABRIC**



ORGANIZER



**LAPTOP
SLEEVE**



**EASILY ACCESSIBLE
FRONT
POCKET**



**ERGONOMIC
SHOULDER STRAP**



**RAIN
COVER**



**SIDE
POCKET**



**LIGHT
WEIGHT**

**19" BACKPACKS
WITH LAPTOP
AND RAIN COVER**

12 MONTHS WARRANTY



**HIGH QUALITY
TESTED ZIPPER**



FLAIR



● BLACK

Features:

3 Compartments

1 Side pocket

Front pocket

Laptop sleeve

Organizer

Rain Cover

Size: 19"

Dimensions (cm): 48 x 33 x 23

Capacity: 36 L

MRP: ₹ 3,081



● BLUE

EVE



● BLUE

Features:

3 Compartments

1 Side pocket

Front pocket

Laptop sleeve

Organizer

Rain Cover

Size: 19"

Dimensions (cm): 48 x 33 x 23

Capacity: 36 L

MRP: ₹ 3,081



● PINK

FERN



● PINK

Features:

3 Compartments

1 Side pocket

Front pocket

Laptop sleeve

Organizer

Rain Cover

Size: 19"

Dimensions (cm): 48 x 33 x 23

Capacity: 36 L

MRP: ₹ 3,081



● PURPLE

RAIN COVER



FIND A SUPER COMPACT RAIN COVER
attached to your Genie bag in the bottom pocket.

STEAL

THE SHOW





3 COMPARTMENTS



ORGANIZER



EASILY ACCESSIBLE

FRONT POCKET



HAPPY POUCH



ERGONOMIC
SHOULDER STRAP



LAPTOP SLEEVE

SECRET POCKET



SIDE POCKET



RAIN COVER

19" MAXIMUM VOLUME BACKPACKS

12 MONTHS WARRANTY

HAILEY



● BLUE

Features:

3 Compartment

Front pocket

Laptop sleeve

Organizer

Secret Pocket

Rain Cover

Happy Pouch

Size: 19"

Dimensions (cm): 48 x 33 x 25

Capacity: 40 L

MRP: ₹ 3,331



● BLACK

DAISY



● CORAL

Features:

- 3 Compartment
- Front pocket
- Laptop sleeve
- Organizer
- Secret Pocket
- Rain Cover
- Happy Pouch

Size: 19"

Dimensions (cm): 48 x 33 x 25

Capacity: 40 L

MRP: ₹ 3,331



● PINK

VICTORIA



● PINK

Features:

- 3 Compartment
- Front pocket
- Laptop sleeve
- Organizer
- Secret Pocket
- Rain Cover
- Happy Pouch

Size: 19"

Dimensions (cm): 48 x 33 x 25

Capacity: 40 L

MRP: ₹ 3,331



● BLACK

SASS



● NAVY

Features:

- 3 Compartment
- Front pocket
- Laptop sleeve
- Organizer
- Secret Pocket
- Rain Cover
- Happy Pouch

Size: 19"

Dimensions (cm): 48 x 33 x 25

Capacity: 40 L

MRP: ₹ 3,331



● BLACK

STEAL THE SHOW





VOLUMINOUS



FEATHER LIGHT
SOFT NYLON FABRIC



SPACIOUS
COMPARTMENT



LAPTOP
SLEEVE



WATER
RESISTANT



ERGONOMIC
SHOULDER STRAP



EASILY ACCESSIBLE

FRONT
POCKET



BOTTLE
POCKET



LIGHT
WEIGHT

CASUAL
BACKPACKS

12 MONTHS WARRANTY



HIGH QUALITY
TESTED ZIPPER



BELLA



● PINK

Features:

- 1 Compartment
- 1 Front Pocket
- Laptop Sleeve
- 1 Side Pocket

Size: 16"

Dimensions (cm): 29.5 x 41.5 x 14.5

Capacity: 18 L

MRP: ₹ 1,665



● PURPLE

BOOM



● PURPLE

Features:

- 1 Compartment
- 1 Front Pocket
- Laptop Sleeve
- 1 Side Pocket

Size: 16"

Dimensions (cm): 29.5 x 41.5 x 14.5

Capacity: 18 L

MRP: ₹ 1,665



● PINK

HEY



● BLUE

Features:

1 Compartment

1 Front Pocket

Laptop Sleeve

1 Side Pocket

Size: 16"

Dimensions (cm): 29.5 x 41.5 x 14.5

Capacity: 18 L

MRP: ₹ 1,665



● CORAL

TULIP



● GREY

Features:

- 1 Compartment
- 1 Front Pocket
- Laptop Sleeve
- 1 Side Pocket

Size: 16"

Dimensions (cm): 29.5 x 41.5 x 14.5

Capacity: 18 L

MRP: ₹ 1,665



● PINK

DELICY



● PINK

Features:

- 1 Compartment
- 1 Front Pocket
- Laptop Sleeve
- 1 Side Pocket

Size: 16"

Dimensions (cm): 29.5 x 41.5 x 14.5

Capacity: 18 L

MRP: ₹ 1,665



● BLUE

PRETTY

Size: 16"

Dimensions (cm): 29.5 x 41.5 x 14.5

Capacity: 18 L

MRP: ₹ 1,665

Features:

1 Compartment

1 Front Pocket

Laptop Sleeve

1 Side Pocket



MULTI-COLOR

CASUAL BACKPACKS

MRP: ₹ 1,665



BELLA

● PURPLE ● PINK



BOOM

● PINK ● PURPLE



HEY

● CORAL ● BLUE



TULIP

● PINK ● GREY



DELCY

● BLUE ● PINK



PRETTY

● MULTI-COLOR

17" BACKPACKS

MRP: ₹ 2,749



BLOOM

● NEW PURPLE ● PINK



NAUTICAL PLUS

● PINK ● ORANGE



SPRING

● PINK ● BLUE ● GREY



POLKA POLKA

● PINK ● BLUE



DITZY

● CORAL ● PINK

15" BACKPACKS MRP: ₹ 2,250



AMORE

● TEAL ● PURPLE



DELLA

● NAVY ● CORAL



OMG

● PINK ● BLUE



MAISY

● PURPLE ● CORAL



VALERIE

● PURPLE ● PINK



DOVE

● PINK ● ORANGE



JANE

● PINK ● NAVY



KITTY

● PINK ● NAVY

19" BACKPACKS

MRP: ₹ 2,665



PAIGE

● PINK ● TEAL



LYNDA

● BLACK ● PINK



ZINA

● TEAL ● BLUE



WILLOW

● BLUE ● TEAL



ELENA

● PINK ● BLACK



CHLOE

● PINK ● BLUE



COOL

● PINK ● BLACK



MILLIE

● BLUE ● TEAL



CLOVE

● CORAL ● BLUE



EVELYN

● BLUE ● BLACK



SLAY

● BLUE

19" BACKPACKS WITH LAPTOP & RAIN COVER

MRP: ₹ 3,081



FLAIR

● BLUE ● BLACK



EVE

● PINK ● BLUE



FERN

● PURPLE ● PINK

19" BACKPACKS WITH LAPTOP

MRP: ₹ 3,081



NOVA

● BLUE ● PINK



GRACE

● TEAL ● PINK



TAYLOR

● PINK ● PURPLE



BFF

● BLUE ● BLACK



ERIN

● PINK ● BLACK



ZAHRA

● BLUE ● BLACK



FREESIA

● CORAL ● BLACK



CHILL

● PURPLE ● PINK

19" MAXIMUM VOLUME BACKPACKS WITH LAPTOP & RAIN COVER

MRP: ₹ 3,331



HAILEY

● BLACK ● BLUE



DAISY

● PINK ● CORAL



VICTORIA

● BLACK ● PINK



SASS

● BLACK ● NAVY



Genie

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