



mabuhay

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TAKE A DEEP DIVE IN CAMIGUIN

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Fast times, slow
living in Bangkok's
Ari neighborhood

Young makers in
Singapore bring art
out of the galleries

Seal meat and
bannock are on the
menu in Toronto



📍 New York

Away we go

Jen Rubio, who makes smart luggage for the modern traveler, reveals the secret to her product's viral success

ENTREPRENEUR

When Jen Rubio and Steph Korey started New York-based luggage brand Away in 2015, they envisioned a product that would make travel more seamless. Often described as a women-led "smart luggage" company, Away's suitcases come with approved and removable batteries to charge smartphones and laptops, as well as thoughtful features such as built-in laundry bags and packing cubes. "Before Away, I was using plastic bags to store my laundry in my suitcase," Rubio laughs.

Growing up in Metro Manila's Quezon City, Rubio's earliest memories of traveling are of family vacations to Vigan and Bohol and boat trips from Puerto Princesa. "For me, travel is much more than something I enjoy doing; it's shaped me into the person I am today," Rubio explains. This sunny sensibility has translated into the design of Away's carry-on suitcases and bags. While previous models came in blush pink and sandy brown, Away's new carry-ons are sky blue and perfect for summer.

This isn't Rubio's first time building a business from scratch. In 2015, she made it to *Forbes'* 30 Under 30 list for turning

Savse, a cold-press juice startup, into a global health brand. Before that, in 2011, Rubio met Korey while working at online eyeglasses retailer Warby Parker. Years later, she approached Korey with the idea for Away. "Luggage was either inexpensive but terrible in terms of quality, or it was more expensive than the trip you were planning to take it on," Rubio explains.

Away continues to target the growing demographic of savvy, experience-seeking travelers not on a shoestring budget nor emulating the high-flying life. Prices are mid-range, with a kid's carry-on bag starting at \$195 and check-in bags starting at \$275, putting them on par with Samsonite, while being more affordable than Rimowa.

Since launching, Away has expanded from four to 150 employees, opened four retail locations in the United States and sold more than 300,000 suitcases.

In June, it hit profitability and raised \$50 million in additional funding. "Our customers are helping us to define the future of Away, identifying problems they see in travel, with the belief that we'll be able to solve them," Rubio concludes. awaytravel.com

– Dana Ter



New York began trialing a dockless bike share program in its outer boroughs last month, tapping five operators – including Uber-acquired Jump – for 200 bikes each in the Rockaways, the Bronx, Staten Island's North Shore and, later in the year, Coney Island. Apart from the classic two-wheelers, bikes with electric motors that turn on once you start pedaling are also available. If successful, the program may expand to Manhattan and downtown Brooklyn, currently exclusive Citi Bike territories. jumpbikes.com



IMAGES: MASHA MALTSOVA (PORTRAIT), COURTESY OF AWAY (PRODUCTS)