

A romantic couple is seen from behind, sitting on a long, low stone wall. The man stands on the right, wearing a white shirt, light blue trousers, and a dark backpack, holding the hand of the woman who is sitting on the wall. She is wearing a white dress and a colorful backpack. They are looking out over a dense green forest towards a city skyline under a soft, golden sunset sky. The sun is low on the horizon, creating a warm glow. In the distance, a prominent church spire is visible among the buildings.

XDDESIGN

DESIGNED WITH PURPOSE

Product Manual

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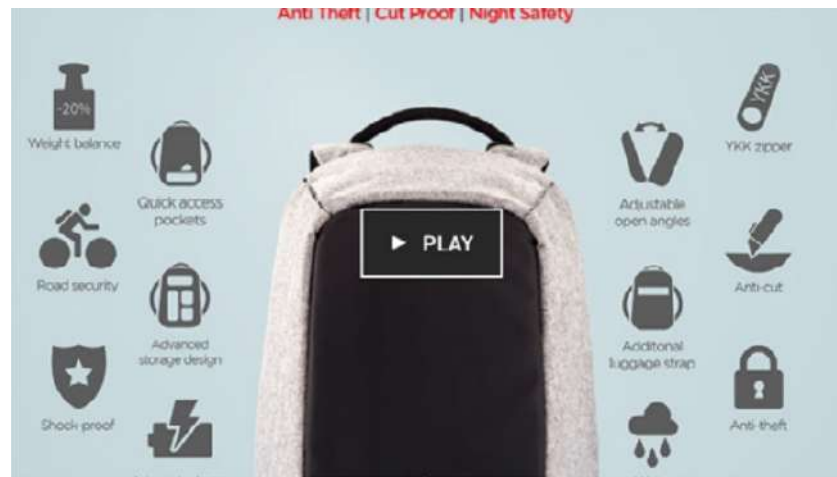
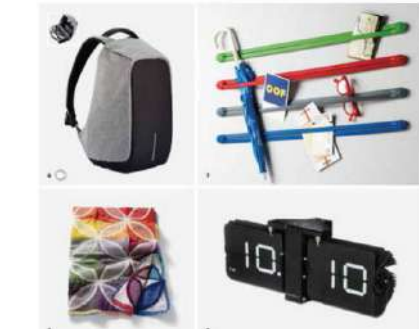
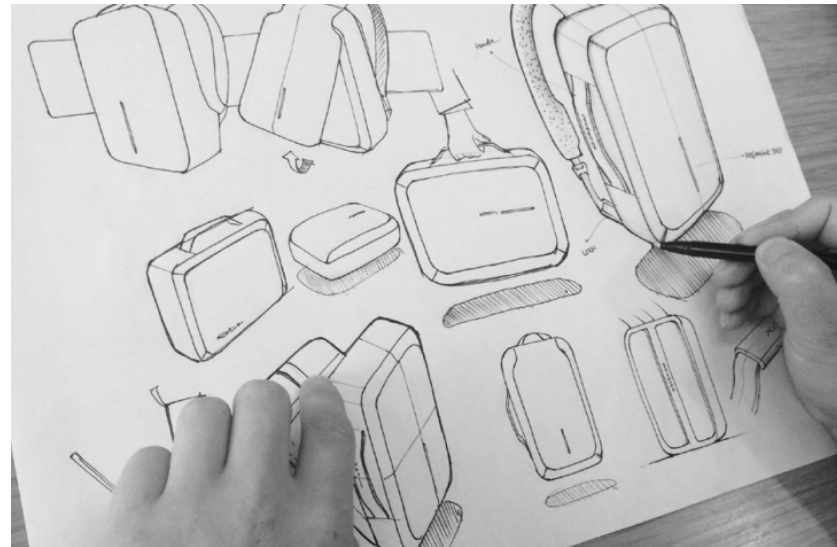
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DESIGNED WITH PURPOSE

BRAND HISTORY

Our brand, XD-Design, garnered significant attention in 2016 through the crowdfunding platforms Kickstarter and Indiegogo with the **'Bobby Original'** backpack featuring anti-theft functions. This product attracted an investment of over 2 Million USD from more than **25,000** supporters, becoming a topic of conversation. Following this, the sustained sales growth has led to over a million units sold worldwide, establishing the brand as recognized in the functional backpack segment.



Bobby, the Best Anti Theft backpack by XD Design

📍 Birmingham, UK • 🛠️ Product Design

£640,923
pledged of £20,000 goal

10,665
backers

Bobby, The best Anti-Theft Backpack!



MISSION STATEMENT

XD-Design's team is dedicated to crafting products that transcend the ordinary. With careful attention to detail, we infuse each product with soul, ensuring that every stitch embodies dedication and innovation. We've also earned global acclaim with awards like the Red Dot, IF Design, and Good Design Awards. To improve modern lifestyles through purposeful design,

XD-Design offers customers the convenience, security, and style they need to embark on life's diverse adventures while promoting low impact as our shared responsibility.



· AWARDS



MoMA





Series
Everyday.



New

Bobby Edge

Everyday Carry, Commute, University, College, School

Safe ★★★★★

17L 16" Laptop



P06



Classic

Bobby Soft

Everyday Carry, Commute, University, College, School

Safe ★★★★★

13-16L 15.6" Laptop



P12



Urban Lite

Everyday Commute & 3 or more Day Travel

Safe ★★★★★

21-27L 15.6" Laptop



P18



Classic

Bobby Hero

Everyday Carry, Commute, University, College, School

Safe ★★★★★

12L 13.3" Laptop

16L 15.6" Laptop

22L 17" Laptop



P08



Soft Daypack

Everyday Carry, Commute, University

Safe ★★★★★

15L 16" Laptop



P14



Urban Cut Proof

Everyday Carry

Safe ★★★★★

21-27L 15.6" Laptop



P20



Bobby Sling

Everyday Carry, Travel

Safe ★★★★★

4L 9.7" Laptop



P10



Boxy Sling

Everyday Carry/Travel

Safe ★★★★★

2.5L



P16



Bumbag

Everyday Carry

Safe ★★★★★

1L 7" Laptop



P22



DESCRIPTION

Experience modern design and enhanced security with the Bobby Edge. Engineered with an anti-theft design and a self-locking metal zipper puller, this backpack keeps your belongings safe. Its lightweight yet durable construction, along with a water-repellent exterior and waterproof zipper, ensures protection from the elements.

Enjoy smart interior organization for easy access to essentials. The addition of a discreet RFID-protected rear pocket and hidden tracking device pocket enhances convenience and security during your daily adventures. The Bobby Edge blends modern design with advanced security features, offering a stylish and protected journey for the modern explorer.



P706.2501



P706.2503



P706.2507



P706.2505



P706.2502

PRODUCT INFORMATION

Capacity:17L
 Dimensions:L30cm x W17cm X H44cm
 Material(s):rPET & PU
 Laptop Size:16 Inch

Bobby Edge

Anti-Theft Backpack

Top Features



ANTI-THEFT DESIGN
SELF-LOCKING
ZIPPER PULLER



INTERIOR ORGANIZATION
FOR 16" LAPTOP



WATER REPELLENT FABRICS
& WATERPROOF ZIPPERS



RFID-PROTECTED
REAR POCKET



LIGHT
WEIGHT



MADE WITH TRACEABLE
RECYCLED PLASTIC





DESCRIPTION

The Bobby Hero collection is the new generation of anti-theft backpacks which offers features such as hidden zippers and pockets, cut-resistant and water-resistant material and an integrated USB charging port. this backpack allows you to get out and about safely and organized.



PRODUCT INFORMATION

SMALL
Capacity:10.5L
Dimensions:L26.5cm x W14cm X H38cm
Material(s):rPET & PU
Laptop Size:13.3 Inch

REGULAR

Capacity:16L
Dimensions:L29cm x W16cm X H45cm
Material(s):rPET & PU
Laptop Size:15.6 Inch

XL

Capacity:20L
Dimensions:L32.5cm x W16.5cm X H49cm
Material(s):rPET & PU
Laptop Size:17 Inch

- P705.701
- P705.702
- P705.704
- P705.705
- P705.707
- P705.709

- P705.291
- P705.292
- P705.294
- P705.295
- P705.297
- P705.299

- P705.711
- P705.712
- P705.715

Bobby Hero

Anti-Theft Backpack

Top Features



ANTI -THEFT DESIGN
HIDDEN ZIPPERS



INTERIOR ORGANIZATION
FOR (13.3"/ 15.6"/ 17") LAPTOP



RFID-PROTECTED
POCKETS



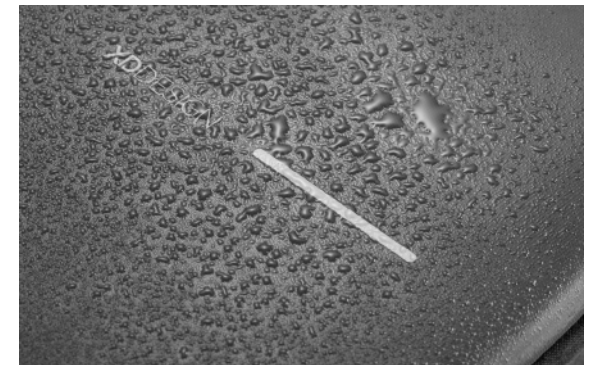
WATER
REPELLENT



180° BACK OPENING
WITH DIVIDER



MADE WITH TRACEABLE
RECYCLED PLASTIC





DESCRIPTION

The Bobby Sling the urban traveller backpack embodies safety, comfort, and intelligence. The anti-theft features, including concealed zippers, a front-opening-free design, an RFID-protected pocket, and cut-resistant material, you can move through the city feeling secure and protected. The inclusion of a three-point safety buckle guarantees that your daily essentials remain within arm's reach at all times. The Bobby Sling incorporates water-repellent material, shielding your belongings from unexpected weather conditions. Additionally, the integrated USB charging port ensures you stay connected throughout your daily journey. This crossbody backpack stands out as the ultimate choice, combining convenience and practicality to complement your urban lifestyle seamlessly.



P705.781



P705.785



P705.782

PRODUCT INFORMATION

Capacity:4L Dimensions:L21cm x H32.5cm x W9cm Material(s):rPET & PU Laptop Size:9.7 Inch

Bobby Sling

Anti-Theft Crossbody Backpack

Top Features



ANTI-THEFT DESIGN
HIDDEN ZIPPERS



INTERIOR ORGANIZATION
FOR 9.7" TABLET



RFID-PROTECTED
POCKET



WATER
REPELLENT



THREE-POINT
SAFETY BUCKLE



MADE WITH TRACEABLE
RECYCLED PLASTIC





DESCRIPTION

The Bobby Soft backpack incorporates the perfect balance between safety and daily carry features to accompany you everyday. The Bobby Soft backpack has a hidden and RFID pocket , along with YKK zipper assuring your belongings remain safeguarded and secure, giving you the peace of mind. The Bobby Soft is spacious and well organised main compartments, also versatility to an expandable top of the backpack offers ample extra space, accommodating clothes, books, or any other essentials you may need to carry along.



P705.791



P705.993



P705.995



P705.797



P705.999



P705.997



P705.795



P705.796



P705.798



P705.792



P705.992



P705.794

PRODUCT INFORMATION

Capacity:13L-16L
 Dimensions:L30cm x W18cm X H45cm
 Material(s):rPET
 Laptop Size:15.6 Inch

Bobby Soft

Anti-Theft Backpack

Top Features



SIMPLE AND CASUAL DESIGN



EXPANDABLE MAIN COMPARTMENT



XDDESIGN TWIST-LOCKING ZIPPER PULLER



INTERIOR ORGANIZATION FOR 15.6" LAPTOP



RFID-PROTECTED REAR POCKET



MADE WITH TRACEABLE RECYCLED PLASTIC





DESCRIPTION

The Soft Daypack is a stylish and versatile companion for effortless daily carry. Designed to accommodate essential items for work, university, or leisure, this sleek backpack offers smart organization and quick access. With its anti-theft design and twist-lock zippers, valuables stay secure as you navigate your day with confidence. Crafted from high-quality recycled materials, the Soft Daypack combines durability and style, making it perfect for any occasion.



P705.981



P705.985



P705.987



P705.983

PRODUCT INFORMATION

Capacity:15L

Dimensions:L32cm x W14cm X H41.5cm

Material(s):rPET & PU

Laptop Size:16 Inch

Soft Daypack

Anti-Theft Backpack

Top Features



FLAP-TOP WITH FIDLOCK CLOSURE



XDDESIGN TWIST-LOCKING ZIPPER PULLER



FLEECE-LINED COMPARTMENT FOR 16" LAPTOP



RFID-PROTECTED REAR POCKET



EASY-ACCESS EXTERNAL POCKETS



MADE WITH TRACEABLE RECYCLED PLASTIC





DESCRIPTION

The Boxy Sling is a versatile cross-body bag, designed to carry everyday essentials. The pack can be worn around the neck, over the shoulder, or around the waist. It has enough capacity to hold a cellphone, wallet or purse, passport, notebook, and various other small items. The hidden rear pocket is perfect for discreetly storing cash, cards, or other valuable items. The Boxy Sling has a unique hidden water bottle pocket that can stay tucked away when not in use. It is produced with recycled materials.



P705.951



P705.955

PRODUCT INFORMATION

Capacity: 2.3L
 Dimensions: L16cm x H21cm x W7.5cm
 Material(s): rPET & PU

Boxy Sling

Essential Crossbody Bag

Top Features



MULTIPLE WAYS TO CARRY



HIDDEN WATER BOTTLE POCKET



SMART INTERIOR ORGANIZATION



HIDDEN REAR POCKET



WATER REPELLENT



MADE WITH TRACEABLE RECYCLED PLASTIC





DESCRIPTION

The Urban Lite anti-theft backpack offers a balance between security and convenience. The carrier may roll up the main compartment to have an expansion to the backpacks capacity. the lock & steel bar offers security and may be locked to an object as well, adding an extra layer of protection. A water bottle on the side, hidden pockets on the back, and a detachable elastic net for sports equipment, this backpack is designed for versatility and practicality.



P705.501



P705.502



P705.505

PRODUCT INFORMATION

Capacity:21L- 27L
 Dimensions:L31.5cm x H46cm x W14.5cm
 Material(s):Polyester & PU
 Laptop Size:15.6 Inch

Urban Lite

Everyday Backpack

Top Features



ANTI-THEFT DESIGN
COMBINATION LOCK



EXPANSION
ROLL TOP



INTERIOR ORGANIZATION
FOR 16" LAPTOP



WATER
REPELLENT



NETEXTRA
CAPACITY





DESCRIPTION

The Urban cut-resistant and anti-theft backpack a travel companion for safety and security. Crafted from high-quality anti-cut fabric, its main compartment can be completely closed using the combination lock, providing an extra layer of protection. The bag is thoughtfully designed with various organisational features for all your essentials, proving experience the confidence and peace of mind that the Urban backpack offers on all your journeys.



P705.642

PRODUCT INFORMATION

Capacity:21L-27L
 Dimensions: L31.5cm x H46cm x W14.5cm
 Material(s):Cut-resistant Fabric & PU
 Laptop Size:15.6 Inch

Urban Cut Proof(Backpack)
 Everyday Backpack

Top Features



ANTI-THEFT DESIGN
COMBINATION LOCK



EXPANSION
ROLL TOP



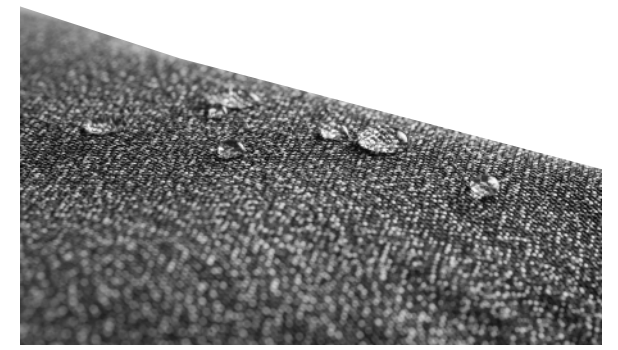
INTERIOR ORGANIZATION
FOR 16" LAPTOP



CUT-RESISTANT
FABRIC



WATER
REPELLENT





DESCRIPTION

The Urban bum bag is the highly functional streetwear crossbody bag, doubling as a secure anti-theft bag. Its cut-resistant material, lockable zipper, and secure 3-point buckle opening specializes in the safety of its carrier. Embracing a stylish look by wearing it as a belt bag, cross-body, or over the shoulder.



P730.062

PRODUCT INFORMATION

Capacity:1L
 Dimensions:L35.5cm x H16.5cm x W6cm
 Material(s):Cut-resistant Fabric & PU
 Laptop Size:7 Inch

Urban Cut Proof(Bumbag)

Everyday Backpack

Top Features



ANTI-THEFT DESIGN
SELF-LOCKING ZIPPER



CUT-RESISTANT
FABRIC



SMART INTERIOR
ORGANIZATION



RFID-PROTECTED
INNER POCKET



WATER
REPELLENT





Series
Business & Travel.



CLASSIC

Bobby Bizz 2.0

Everyday Commute

Safe ★★★★★

📅 10.5L 🖥️ 16" Laptop



P26



Bizz Backpack

Everyday Commute & 2-3 Day Travel

Safe ★★★★★

📅 18-25L 🖥️ 16" Laptop



P28



Backpack Trolley

Professional everyday commute

Safe ★★★★★

📅 24L 🖥️ 17" Laptop



P30

MORE TO COME...



DESCRIPTION

Keep your belongings safe and make your commute more stylish with the new Bobby® Bizz 2.0 backpack. Ready for any business occasion, you can convert this backpack into a briefcase in a matter of seconds, just by putting the shoulder straps in the back pocket. To keep you and your belongings safe, the iconic Bobby anti-theft design has no front access, hidden zippers, and a hidden RFID-protected pocket. It is enhanced with cut-resistant material and a built-in metal frame. You can also securely lock your Bobby Bizz 2.0 to any fixed object with the integrated zinc alloy lock in the right strap. In the backpack interior, there are padded compartments for a 16" laptop, a tablet up to 10", and all your professional gear. The Bobby Bizz 2.0 is made from recycled materials, reusing 46 plastic bottles.



P705.921



P705.922



P705.925

Bobby Bizz 2.0

Anti-theft briefcase & backpack

PRODUCT INFORMATION

Capacity:10.5L
 Dimensions:L43cm x H10cm x W29cm
 Material(s):rPET & PU
 Laptop Size:16inch

Top Features



ANTI-THEFT DESIGN
HIDDEN ZIPPERS



DUAL FUNCTION
BACKPACK & BRIEFCASE



180° BACK
OPENING



INTERIOR ORGANIZATION
FOR 16" LAPTOP



EVA BACKSIDE FOR
COMFORTABLE CARRYING



MADE WITH TRACEABLE
RECYCLED PLASTIC





DESCRIPTION

The Bizz Backpack is perfect for daily carry and light travel. The backpack features a 180-degree opening main compartment with an expandable section, internal mesh pockets, an integrated tech pouch, and a detachable key leash. The rear pocket is protected with a waterproof zipper and features a padded sleeve for up to a 16-inch laptop or MacBook. There is an abundance of external easy-access pockets including a high-capacity water bottle pocket with a magnetic closure. The backpack is water-resistant and produced with recycled materials.



P705.931



P705.932



P705.935

PRODUCT INFORMATION

Capacity:18L-25L
 Dimensions:L32cm x H47cm x W18/23cm
 Material(s):rPET & PU
 Laptop Size:16inch

Bizz Backpack

Business & Travel Backpack

Top Features



180° FRONT OPENING WITH DIVIDER



SEPARATED COMPARTMENT WITH FLEECE FOR 16" LAPTOP



EXPANDABLE CAPACITY FROM 18-25L



ERGONOMIC DESIGN



RFID-PROTECTED REAR POCKET



MADE WITH TRACEABLE RECYCLED PLASTIC





DESCRIPTION

The Bobby Backpack Trolley offers the utmost convenience as both a trolley and a backpack, making it the perfect travel companion for short trips or daily commutes. Seamlessly switch between modes by storing the shoulder straps in the back panel and releasing the handle for trolley use. Safety is a priority with its anti-theft features, complemented by a TSA® lock for added security. The interior storage capacity is well separated for smart interior organization



P705.771

PRODUCT INFORMATION

Capacity:24L

Dimensions:L35cm x H52cm x W21cm

Material(s):rPET & PU

Laptop Size:17 Inch

Bobby Backpack Trolley

Business & Travel

Top Features



ANTI-THEFT DESIGN WITH TSA LOCK



DUAL FUNCTION: BACKPACK AND LUGGAGE



RFID-PROTECTED POCKET



INTERIOR ORGANIZATION PANEL FOR 17" LAPTOP



WATER REPELLENT



MADE WITH TRACEABLE RECYCLED PLASTIC



A woman with long blonde hair, wearing a brown long-sleeved top and dark pants, stands on a rocky ledge overlooking a vast canyon. She has a large, dark-colored backpack on her back. The scene is captured during the golden hour of sunset, with warm light illuminating the rocky cliffs and the valley below. The canyon features deep, winding paths and layered rock formations. The sky is a clear, pale blue, and the overall atmosphere is serene and adventurous.

Series
Active.

Product manual / ©Copyright 2024



Bobby Explore

Everyday Commute & 3 or more Day Travel

Safe ★★☆☆☆

📅 27-30L 🖥️ 17" Laptop



P34



Flex Gym Bag

Everyday Carry, Active lifestyle

Safe ★★☆☆☆

📅 16-24L 🖥️ 15.6" Laptop



P36

MORE TO COME...



DESCRIPTION

The Bobby Explore a remarkable backpack designed to effortlessly transition from your daily commute to thrilling weekend getaways. Crafted with durable, weather-resistant materials, this backpack prioritizes both safety and comfort. Your professional gear is secured with discreet, water-repellent zippers, a padded laptop compartment, and an RFID security pocket inside. The padded back panel and adjustable sternum strap enhance breathability while reducing shoulder strain. Its versatility, the Bobby Explore offers an expandable front pocket and an extra shoe compartment, ideal for storing dirty or wet clothes. Stay connected on the go with the integrated USB charging port, and enjoy added convenience with the cool magnetic zip puller, quick access top compartment, and side pockets for bottles. As your ultimate companion, the Bobby Explore embraces reliability and sustainability. From urban exploration to outdoor escapades, experience unparalleled functionality in a backpack built to withstand the test of time responsibly.



P705.911



P705.915



P705.917

PRODUCT INFORMATION

Capacity:27L- 30L Dimensions: L33cm x H52cm x W20cm Material(s):rPET Laptop Size:17 Inch

Bobby Explore

Active Backpack

Top Features



SMART INTERIOR ORGANIZATION



EXPANDABLE CAPACITY FROM 27-30L



SEPARATED COMPARTMENT WITH FLEECE FOR 17" LAPTOP



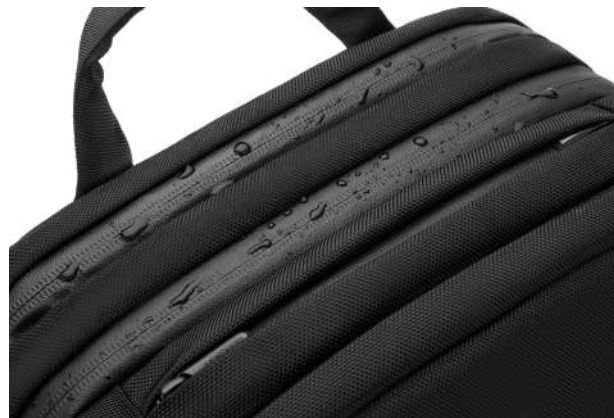
WATER REPELLENT



TWIST-LOCKING ZIPPER PULLER



MADE WITH TRACEABLE RECYCLED PLASTIC





DESCRIPTION

The Flex gym bag is a neat, savvy flexible and practical backpack serving as both a business backpack and sports bag in one. With a simple expansion of the front pocket, it provides its carrier with ample space to carry additionally items for sports/leisure activities. Shifting from 16 to 24 litres, adding s thanks to the anti-theft design featuring hidden zippers in the main compartment and no front opening. Your professional devices remain protected, and the RFID-protected pocket on the back ensures the safety of your belongings. The Flex gym bag is the perfect all-in-one solution for your versatile lifestyle.



P705.801

PRODUCT INFORMATION

Capacity:16L-24L
 Dimensions:L30cm x H46cm x W14cm
 Material(s):rPET & PU
 Laptop Size:15.6 Inch

Flex Gym Bag

Active Backpack

Top Features



ANTI-THEFT DESIGN
HIDDEN ZIPPERS



EXPANDABLE
EXTERNAL POCKET



INTERIOR ORGANIZATION
FOR 15.6" LAPTOP



RFID-PROTECTED
POCKET



WATER
REPELLENT



MADE WITH TRACEABLE
RECYCLED PLASTIC







Series **Accessories**



XD Design Laptop Bag

Business Meetings, Travel, Daily Commute

 14" Laptop


 16" Laptop


P40



XD Design Laptop Sleeve

Everyday Carry, Commute, University

 14" Laptop


 16" Laptop

P41



Passport Holder

Everyday commute

 5.5" Laptop

P42

MORE TO COME...



DESCRIPTION

The XD Design Executive Laptop Bag is the epitome of style and functionality for discerning professionals on the go. This refined bag is meticulously crafted to cater to the demands of modern business life, offering a perfect blend of sophistication and practicality. Its exterior pocket and removable shoulder strap provide added convenience and versatility.



Product Information

14 inch - P706.221
 Material(s): rPET, PU, Fleece Lining
 Laptop Size: 14 Inch
 Dimensions: 35cm x 24cm x 2.5cm

16 inch - P706.231
 Material(s): rPET, PU, Fleece Lining
 Laptop Size: 16 Inch
 Dimensions: 39.5cm x 27cm x 2.5cm

XD Design Laptop Bag

Everyday Laptop Bag



DESCRIPTION

The XD Design Everyday Laptop Sleeve is your essential companion for laptop protection with a touch of elegance. This sleeve, available in two sizes – 14-inch and 16-inch, combines style and functionality for your daily tech needs.



XD Design Laptop Sleeve

Everyday Laptop Sleeve

Product Information

14 inch - P706.201

Material(s):rPET & Fleece Lining
 Laptop Size:14 Inch
 Dimensions:34.5cm x 24cm x 2.5cm

16 inch - P706.211

Material(s):rPET & Fleece Lining
 Laptop Size:16 Inch
 Dimensions:38.5cm x 27cm x 2.5cm



DESCRIPTION

The XD Design passport holder keeps your valuables secure complimenting an RFID-protected compartment for your passport and a front pocket with a magnetic closure for boarding passes. As a 3-in-1 storage, it functions as a wallet and phone case, suitable for phones up to 5.5 inches, proving to be a versatile travel companion.



Passport Holder
Business & Travel Accessories

P705.821

DESCRIPTION

Capacity:
Dimensions: L12.8cm x H19cm x 2.8cm
Material(s):rPET & PU
Mobile Size:5.5 Inch



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