

2024 BACKPACK

C O L L E C T I O N



Genie





About

**For little dreamers with big, colorful imaginations,
For young souls navigating the adventures of life, and
For the leading ladies leaving their mark behind,**

**Genie bags are more than just fabulous accessories - they are your
trusted sidekicks, on these epic journeys.**

**Genie bags are designed to seamlessly blend trendy feminine designs, a
palette full of colors, and impressive styles with unmatched functionality.
Find the one that mirrors your unique style and expression today!**

2024

Kiddie Backpack

Playful backpacks that add a little magic to kids' worlds



Casual Backpack

Makes everyday a fashion statement



Ranges

Junior Backpack

Carry cool stories, hobbies and big personalities



High School Backpack

Turn the page to a new level of cool with fun and stylish backpacks



Maximum Volume Backpack

Backpacks just got extra stylish,
extra spacious and extra fun

Laptop Backpack

Carry a piece of your world everywhere,
in fun and sophisticated styles



The magic of Genie.



International Warranty
Full care of wear and tear for up to 12 months.



Ergonomic Shoulder Straps
Thick mesh padded straps for your comfort.



Smooth Zipper
Keeps essentials zipped and protected, always.



Premium Fabric:
Strong, durable and light weight

Coming up

Acing Aesthetics

New Color and Fun Prints

Pack your world in colors and trends



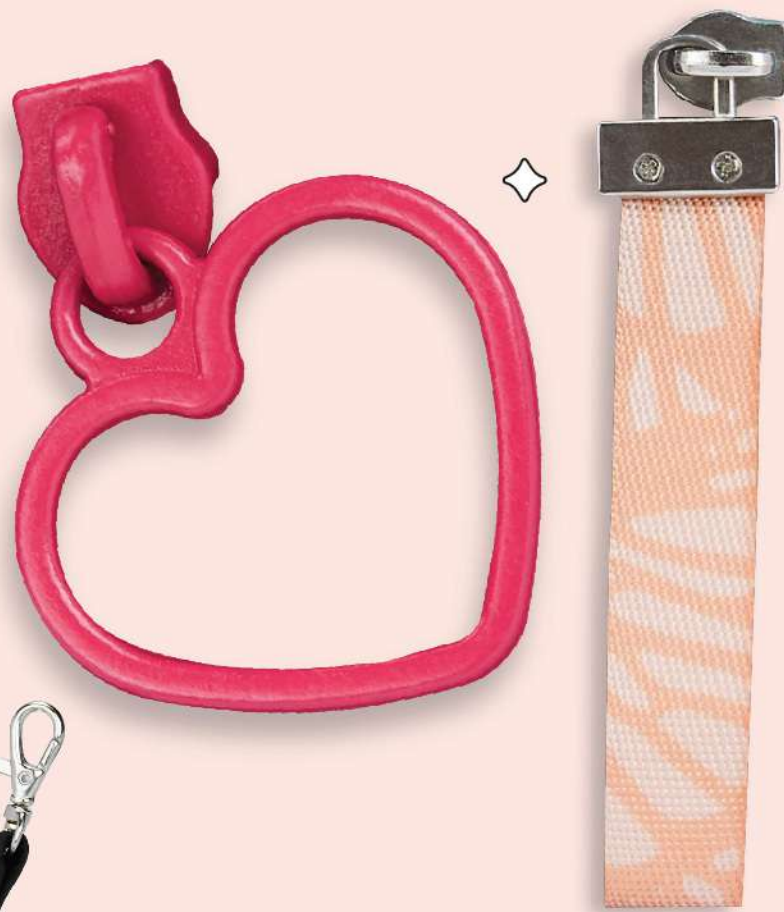
Design Elements

Shiny sequins

Mesmerize everyone with the bling



in 2024



Design Elements

Interactive pullers

Tiny details that pull it all together



Fun Features

Happy Pouch

For the little joys you carry.



Rain Cover

Keep your adorable backpack secure



Kiddie Backpack

15" BACKPACK

3
Compartments

File Holder
Inside the
3rd compartment

Side Pocket

Happy Pouch



Fruity

Size: 15"

Dimensions: 38x27x19 cm

Capacity: 20L

M.R.P. : 2415/-



● Teal



● Pink

Features

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

Magic Unicorn

Size: 15"

Dimensions: 38x27x19 cm

Capacity: 20L

M.R.P. : 2415/-



● Pink



● Lavender

Features

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

Paw

Size: 15"

Dimensions: 38x27x19 cm

Capacity: 20L

M.R.P. : 2415/-



● Coral



● Pink

Features

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

Melody

Size: 15"

Dimensions: 38x27x19 cm

Capacity: 20L

M.R.P. : 2415/-



● Teal



● Blue

Features

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

Finley

Size: 15"

Dimensions: 38x27x19 cm

Capacity: 20L

M.R.P. : 2415/-



● Blue



● Pink

Features

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

Rainbow

Size: 15"

Dimensions: 38x27x19 cm

Capacity: 20L

M.R.P. : 2415/-



● Blue



● Coral

Features

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

Unicorn Love

Size: 15"

Dimensions: 38x27x19 cm

Capacity: 20L

M.R.P. : 2415/-



● Navy Blue



● Pink

Features

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

Fluffy

Size: 15"

Dimensions: 38x27x19 cm

Capacity: 20L

M.R.P. : 2415/-



Pink



Lavendar

Features

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

Amore

Size: 15"

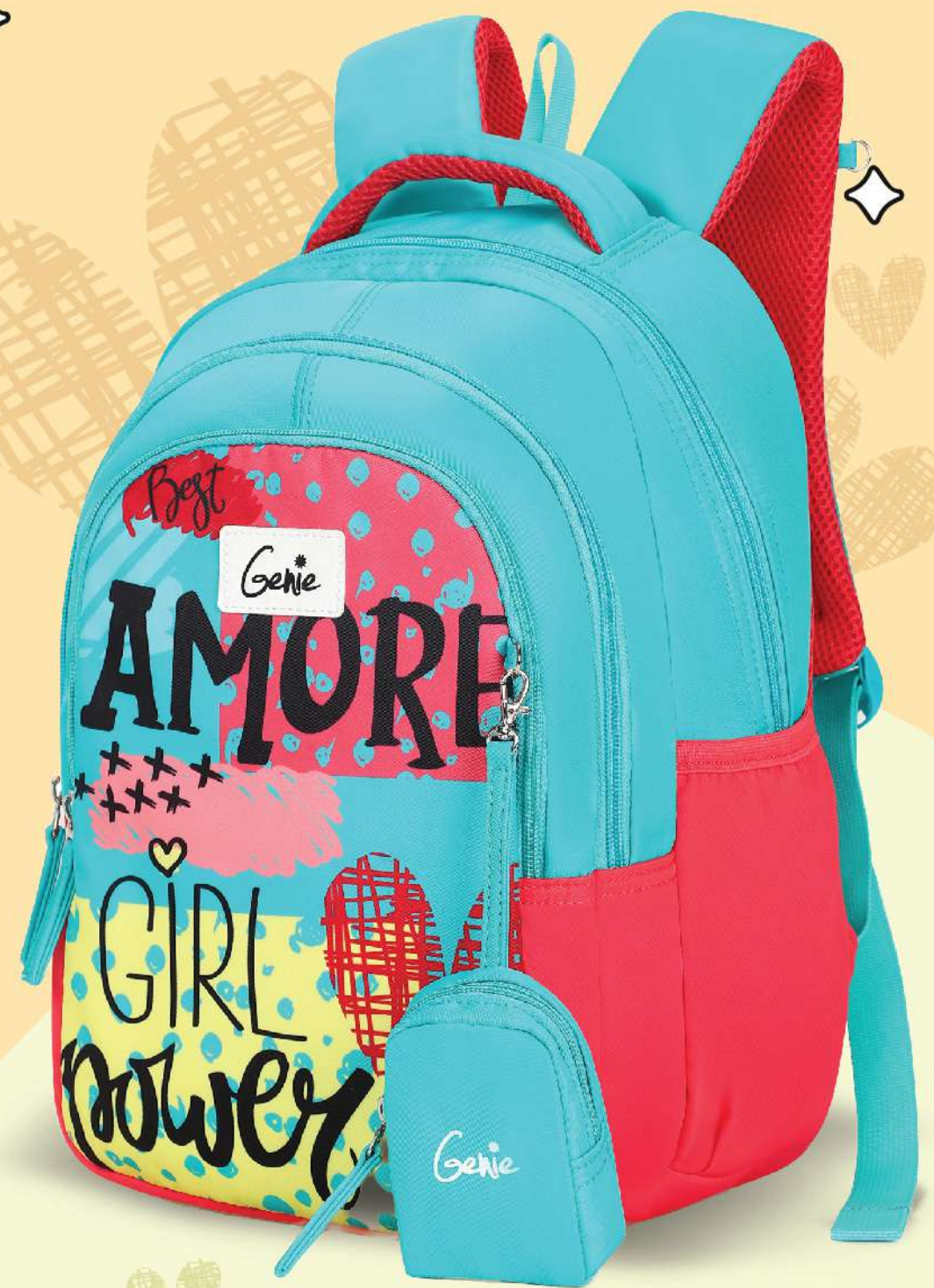
Dimensions: 38x27x19 cm

Capacity: 20L

M.R.P. : 2415/-



● Purple



● Teal

Features

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



Makes you
the Coolest kid
around



Junior Backpack

17" BACKPACK

3
Compartments

File Holder
Inside the
3rd compartment

Organizer

Side Pocket

Front Pocket

Happy Pouch



Genie

Petunia

Size: 17"

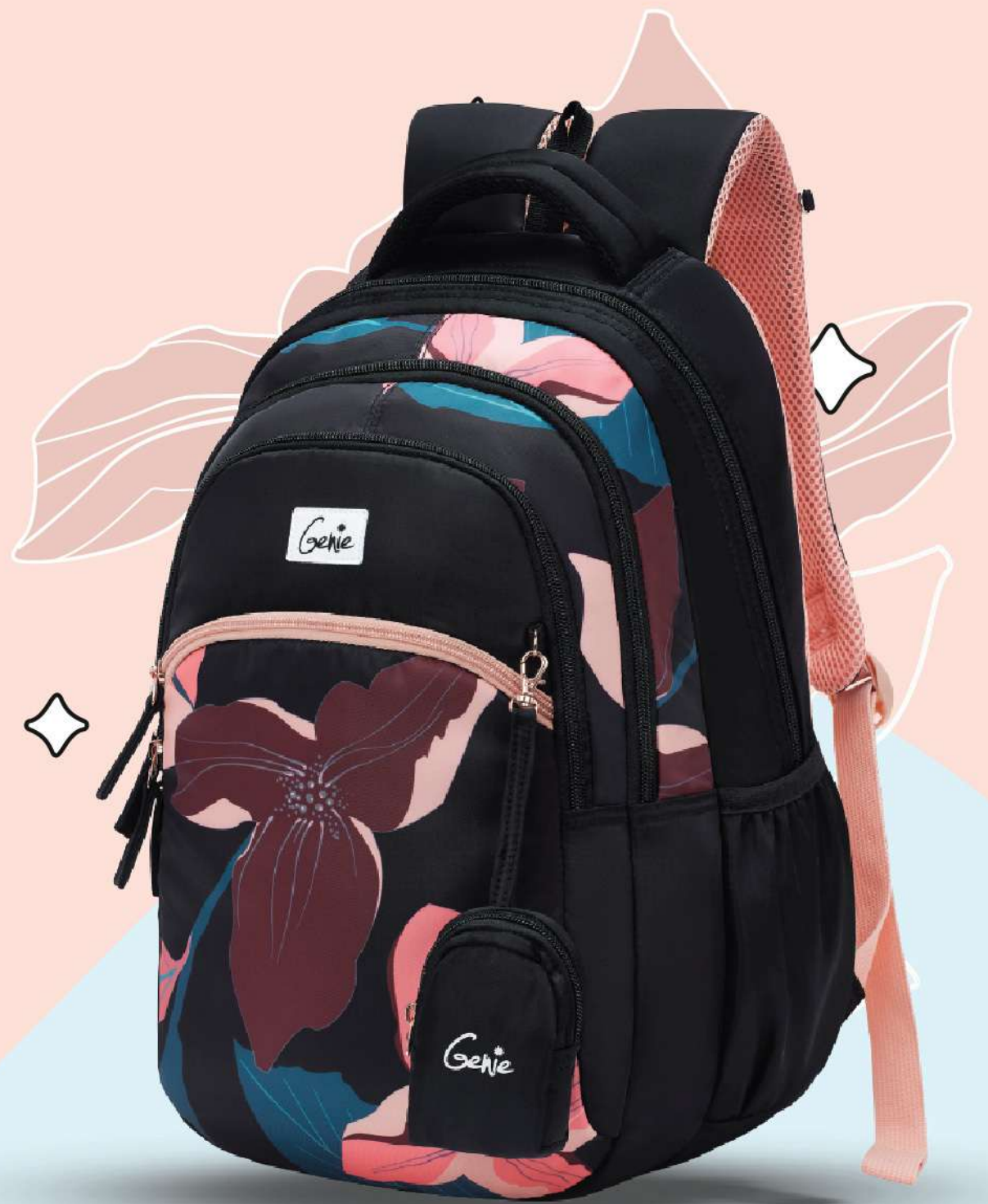
Dimensions: 43x30x21 cm

Capacity: 27L

M.R.P. : 2749/-



● Navy Blue



● Black

Features

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

Pearl

Size: 17"

Dimensions: 43x30x21 cm

Capacity: 27L

M.R.P. : 2749/-



 Pink



 Purple

Features

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

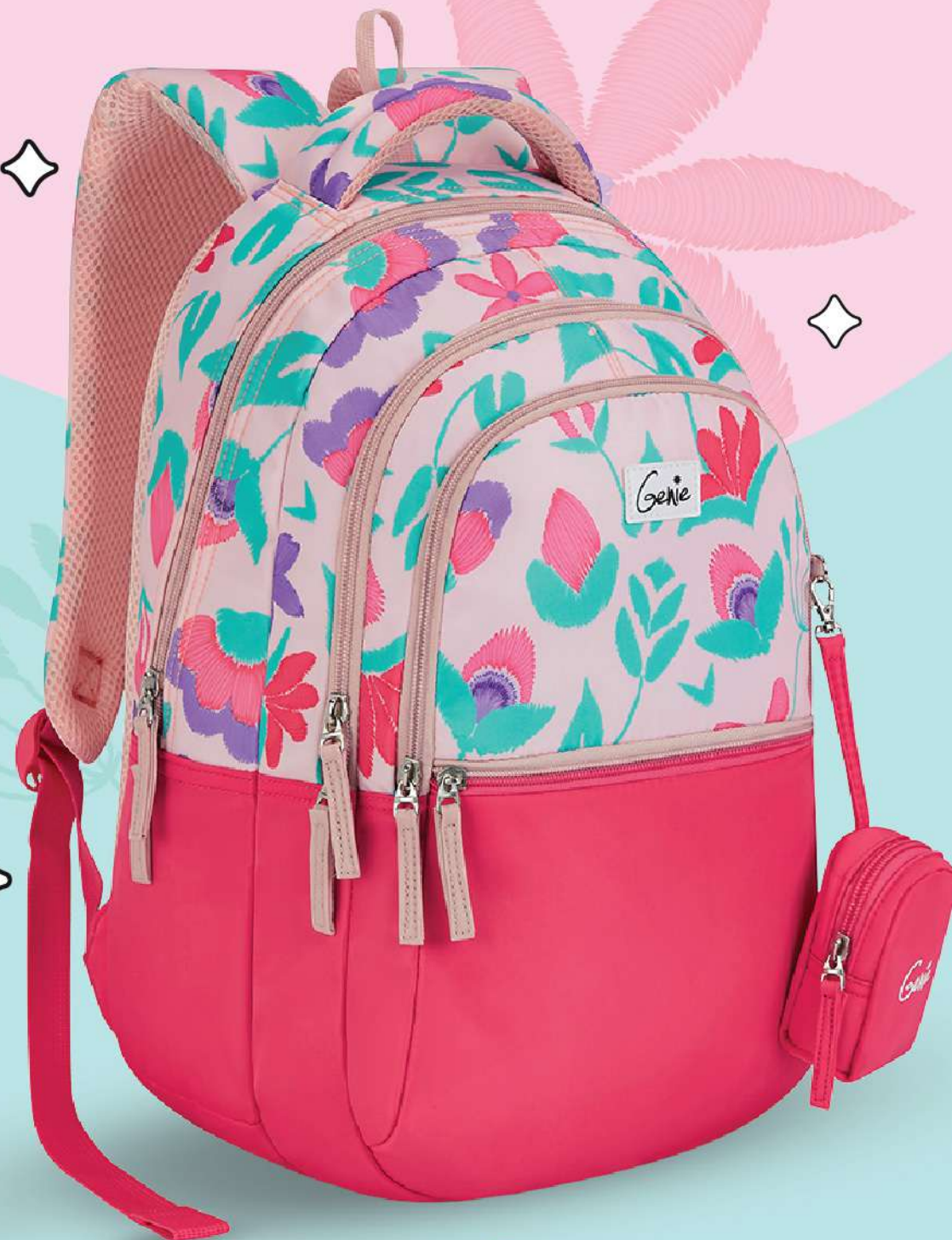
Violet

Size: 17"

Dimensions: 43x30x21 cm

Capacity: 27L

M.R.P. : 2749/-



○ Beige



● Blue

Features

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

Vibes

Size: 17"

Dimensions: 43x30x21 cm

Capacity: 27L

M.R.P. : 2749/-



● Navy Blue



● Teal

Features

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

Buttercup

Size: 17"

Dimensions: 43x30x21 cm

Capacity: 27L

M.R.P. : 2749/-



● Teal



● Lavender

Features

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

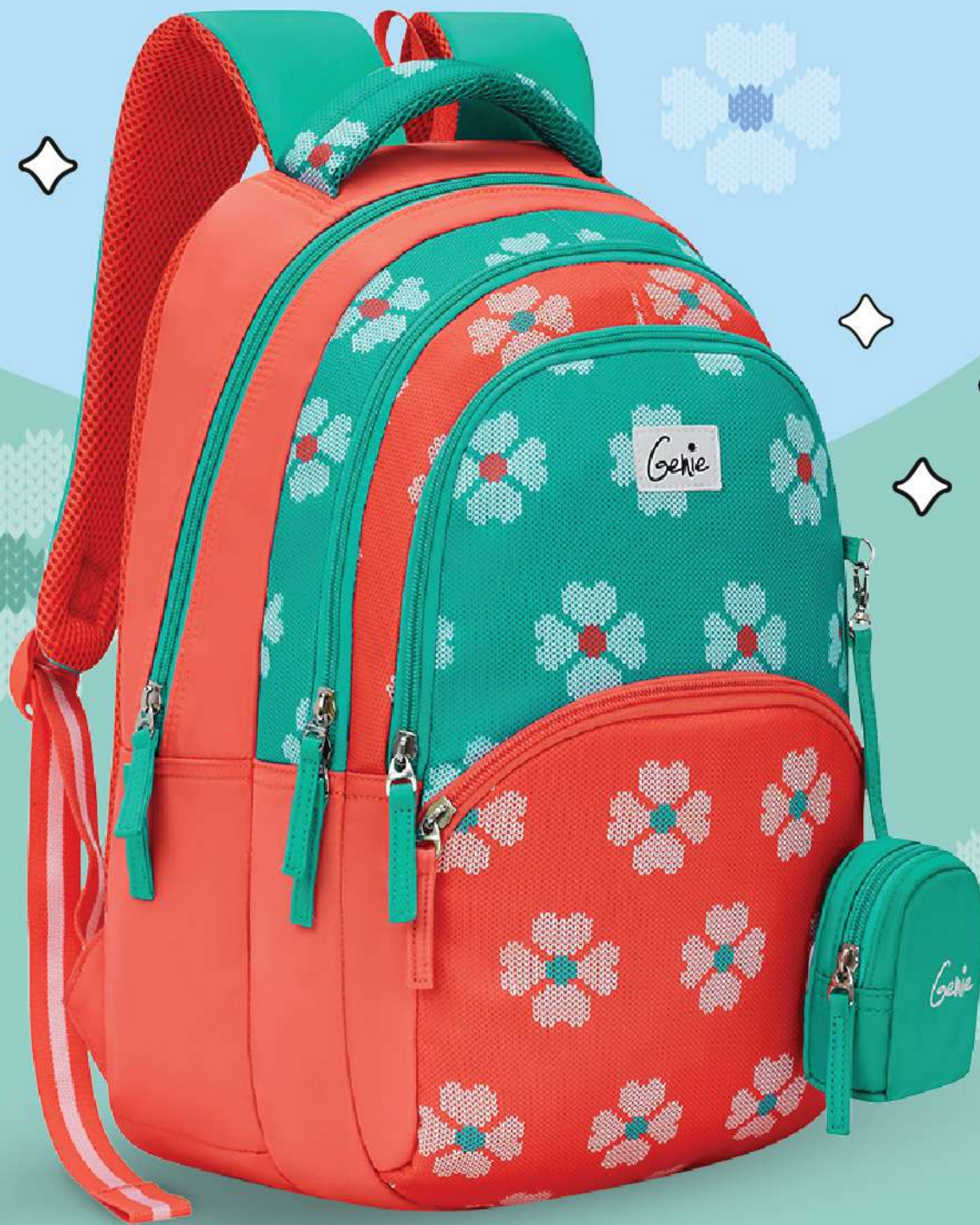
Crimson

Size: 17"

Dimensions: 43x30x21 cm

Capacity: 27L

M.R.P. : 2749/-



● Teal



● Blue

Features

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

Sweetpea

Size: 17"

Dimensions: 43x30x21 cm

Capacity: 27L

M.R.P. : 2749/-



Features

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

● Navy Blue

Dreamer

Size: 17"

Dimensions: 43x30x21 cm

Capacity: 27L

M.R.P. : 2749/-



○ Blue



○ Purple

Features

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

Blah Blah

Size: 17"

Dimensions: 43x30x21 cm

Capacity: 27L

M.R.P. : 2749/-

Features

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



● Navy Blue



For the
best years of
our lives



High School Backpack

19" BACKPACK

3
Compartments

File Holder
Inside the
3rd compartment

Side Pocket

Happy Pouch



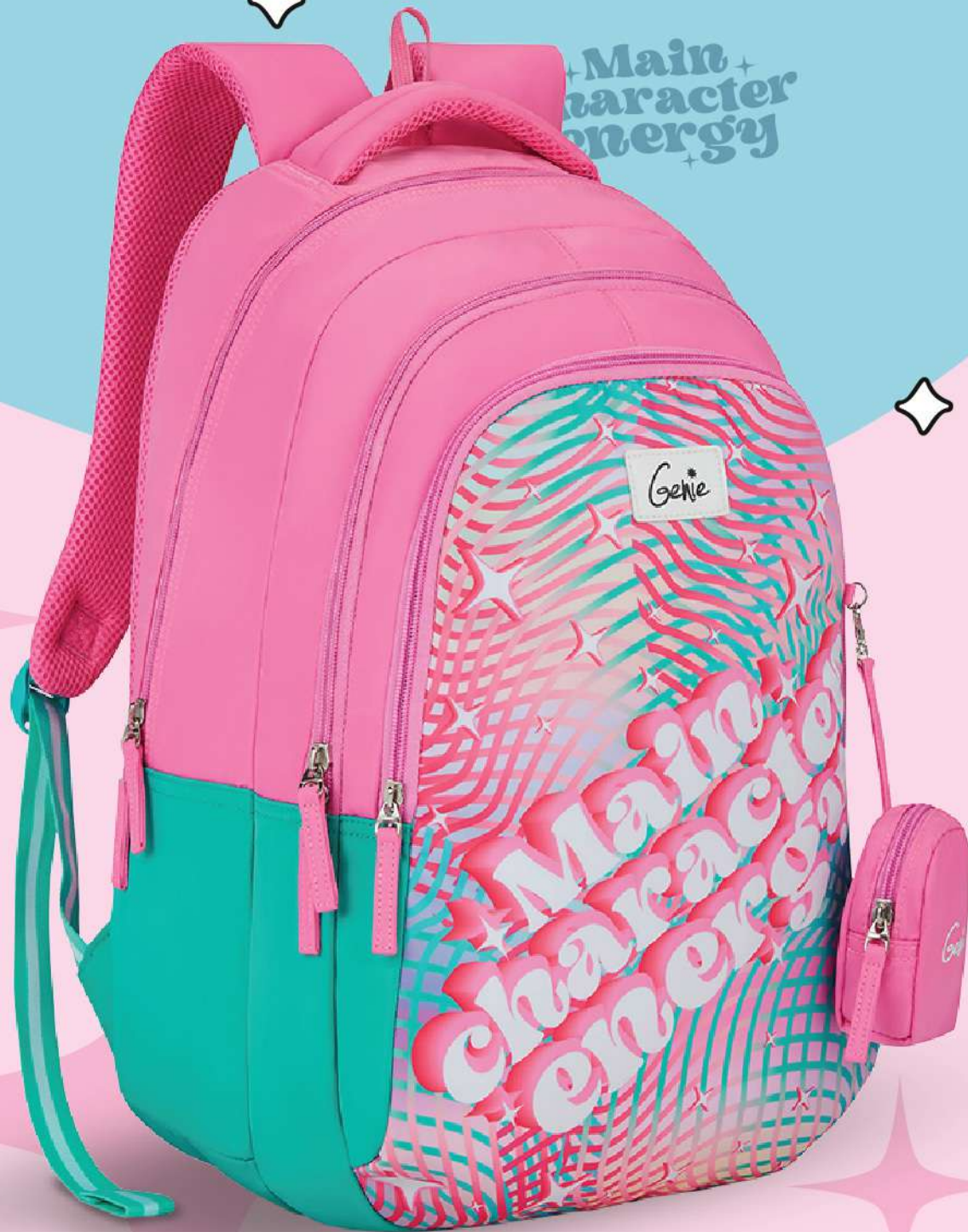
Diva

Size: 19"

Dimensions: 48x33x23 cm

Capacity: 36L

M.R.P. : 2665/-



● Teal



● Blue

Features

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

Sprinkle

Size: 19"

Dimensions: 48x33x23 cm

Capacity: 36L

M.R.P. : 2665/-



● Pink



● Blue

Features

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

You

Size: 19"

Dimensions: 48x33x23 cm

Capacity: 36L

M.R.P. : 2665/-



● Navy Blue



● Black

Features

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

Fetch

Size: 19"

Dimensions: 48x33x23 cm

Capacity: 36L

M.R.P. : 2665/-



● Black



● Navy Blue

Features

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

Sage

Size: 19"

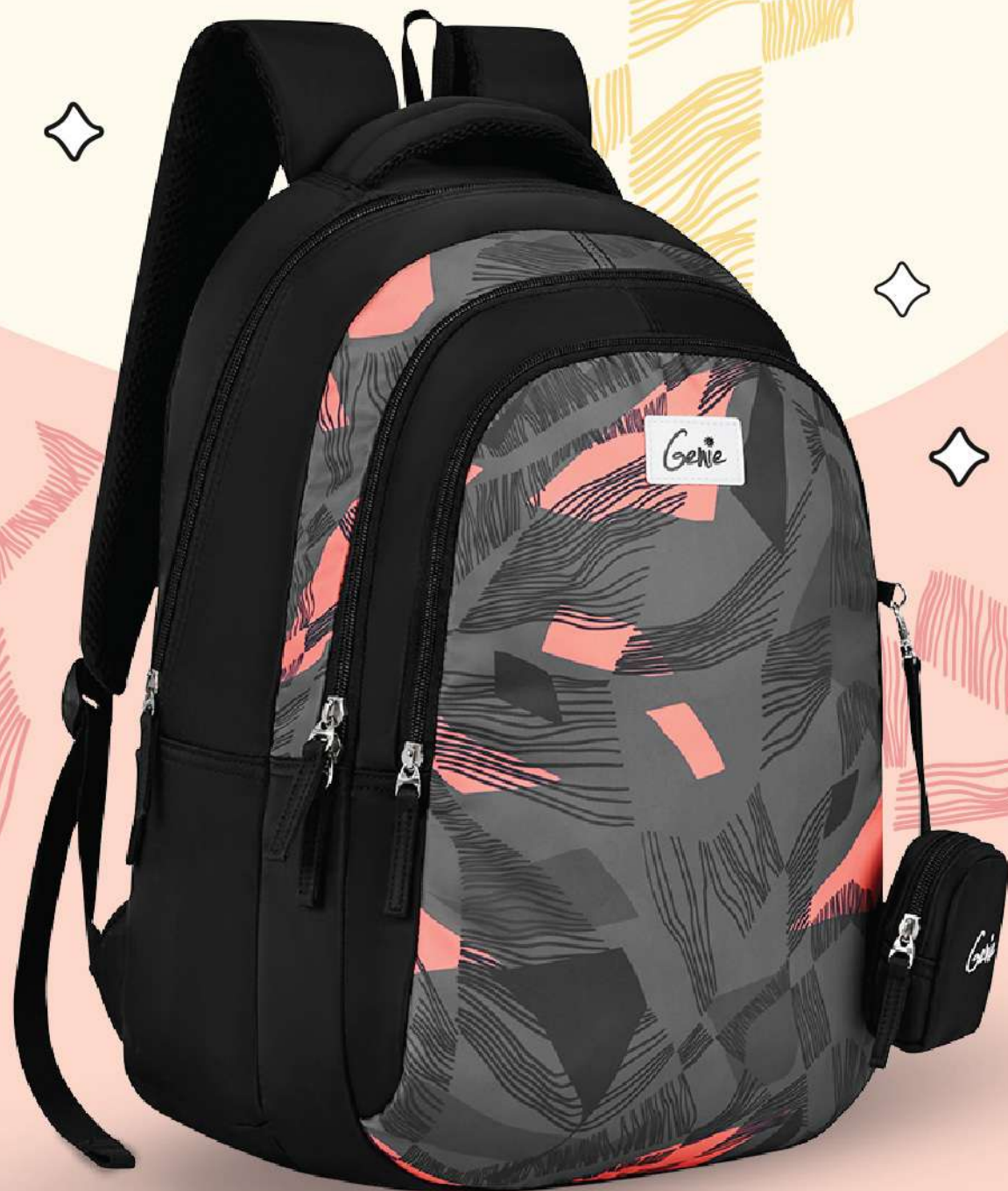
Dimensions: 48x33x23 cm

Capacity: 36L

M.R.P. : 2665/-



● Ash Green



● Black

Features

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

Penny

Size: 19"

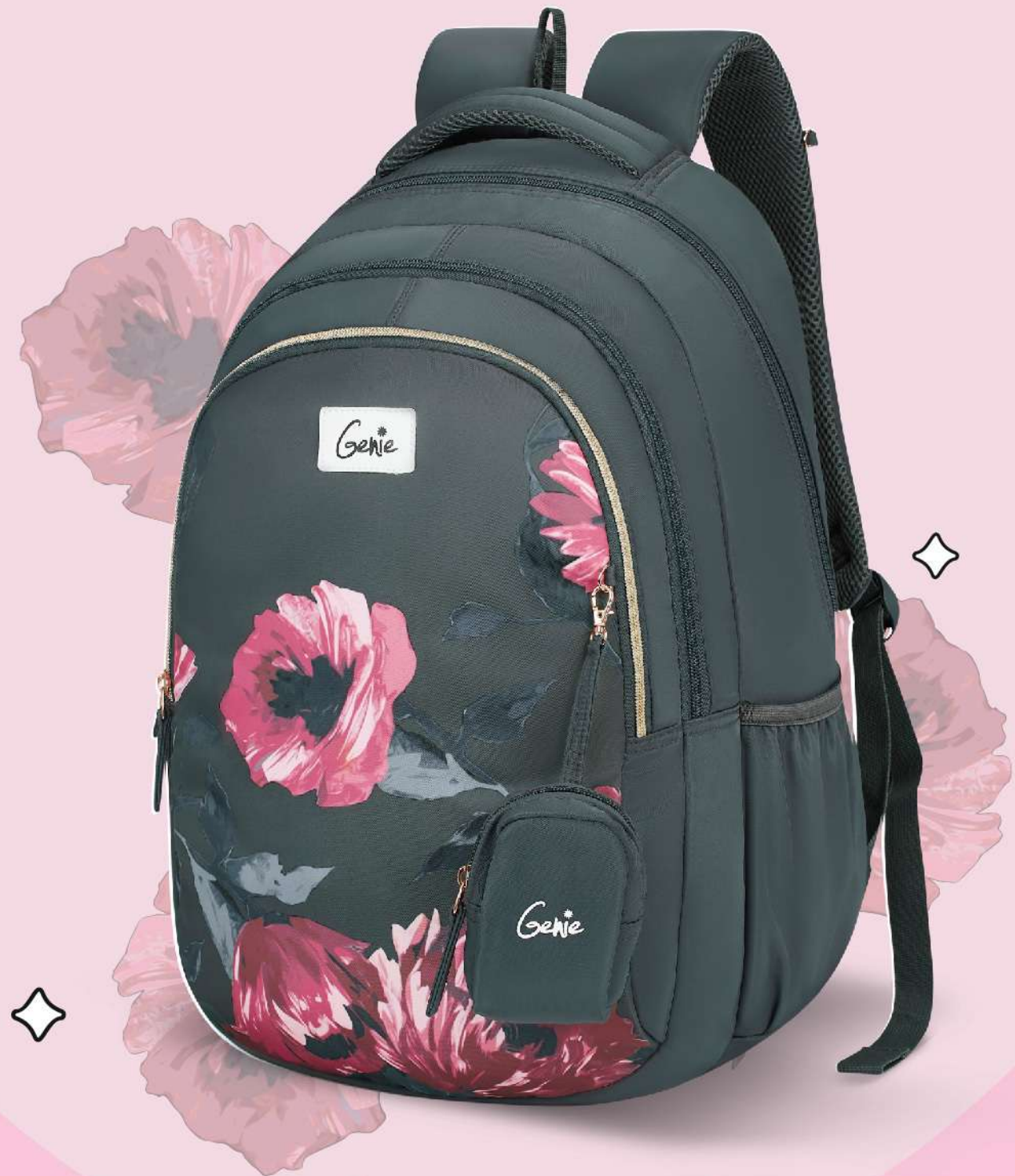
Dimensions: 48x33x23 cm

Capacity: 36L

M.R.P. : 2665/-



● Dark Green



● Charcoal Black

Features

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

Josie

Size: 19"

Dimensions: 48x33x23 cm

Capacity: 36L

M.R.P. : 2665/-



 Pink



 Teal

Features

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

Waterlily

Size: 19"

Dimensions: 48x33x23 cm

Capacity: 36L

M.R.P. : 2665/-



○ Lavender



○ Beige

Features

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

Cool

Size: 19"

Dimensions: 48x33x23 cm

Capacity: 36L

M.R.P. : 2665/-



● Black



● Pink

Features

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



keeps
things organized
in style



Laptop Backpack

19" BACKPACK

3
Compartments

Laptop Sleeve
Inside the
3rd compartment

Organizer

Side Pocket

Front Pocket

Happy Pouch



Genie

Oliver

Size: 19"

Dimensions: 48x33x23 cm

Capacity: 36L

M.R.P. : 3081/-



○ Pink



○ Blue

Features

- 3 Compartments
- Front Pocket
- 1 Side Pocket
- Laptop Sleeve
- Organizer
- Happy Pouch

Whimsy

Size: 19"

Dimensions: 48x33x23 cm

Capacity: 36L

M.R.P. : 3081/-



● Purple



● Pink

Features

- 3 Compartments
- Front Pocket
- 1 Side Pocket
- Laptop Sleeve
- Organizer
- Happy Pouch

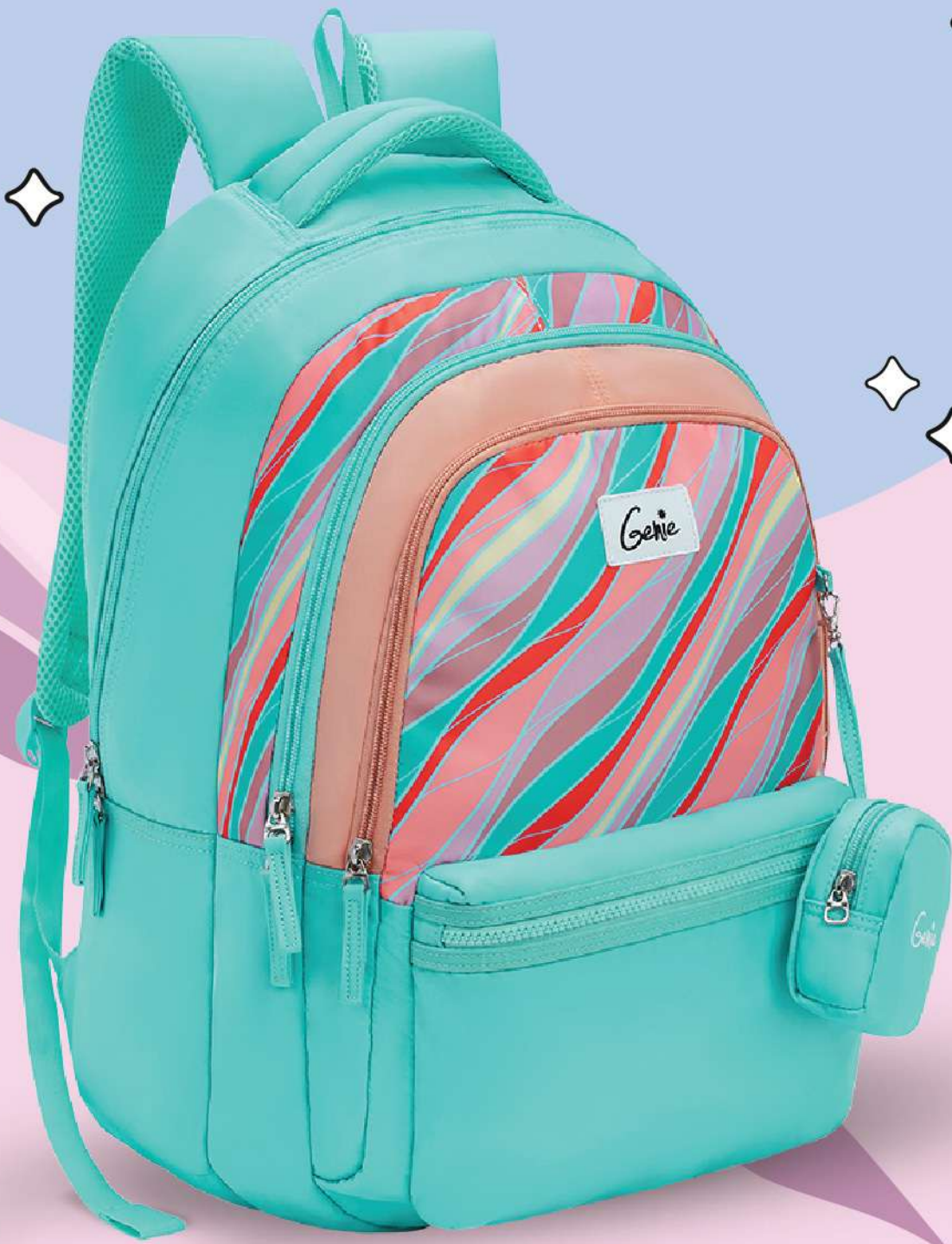
Ember

Size: 19"

Dimensions: 48x33x23 cm

Capacity: 36L

M.R.P. : 3081/-



○ Fresh Mint



● Pink

Features

- 3 Compartments
- Front Pocket
- 1 Side Pocket
- Laptop Sleeve
- Organizer
- Happy Pouch

Rosemary

Size: 19"

Dimensions: 48x33x23 cm

Capacity: 36L

M.R.P. : 3081/-



Pink



Charcoal Black

Features

- 3 Compartments
- Front Pocket
- 1 Side Pocket
- Laptop Sleeve
- Organizer
- Happy Pouch

Nautical Plus

Size: 19"

Dimensions: 48x33x23 cm

Capacity: 36L

M.R.P. : 3081/-



 Pink



 Orange

Features

- 3 Compartments
- Front Pocket
- 1 Side Pocket
- Laptop Sleeve
- Organizer
- Happy Pouch

Avery

Size: 19"

Dimensions: 48x33x23 cm

Capacity: 36L

M.R.P. : 3081/-



● Black



● Navy Blue

Features

- 3 Compartments
- Front Pocket
- 1 Side Pocket
- Laptop Sleeve
- Organizer
- Happy Pouch

Keep Things

Organized,  in style 



Laptop Backpack

with Rain Cover

19" BACKPACK

3
Compartments

Laptop Sleeve
Inside the
3rd compartment

Organizer

Side Pocket

Rain Cover
In the bottom
pocket

Front Pocket



Radiant

Size: 19"

Dimensions: 48x33x23 cm

Capacity: 36L

M.R.P. : 3081/-



● Navy Blue



● Black

Features

- 3 Compartments
- Front Pocket
- 1 Side Pocket
- Laptop Sleeve
- Organizer
- Rain Cover

Paradise

Size: 19"

Dimensions: 48x33x23 cm

Capacity: 36L

M.R.P. : 3081/-



● Teal



● Lavender

Features

- 3 Compartments
- Front Pocket
- 1 Side Pocket
- Laptop Sleeve
- Organizer
- Rain Cover

Phoenix

Size: 19"

Dimensions: 48x33x23 cm

Capacity: 36L

M.R.P. : 3081/-



 Pink



 Navy Blue

Features

- 3 Compartments
- Front Pocket
- 1 Side Pocket
- Laptop Sleeve
- Organizer
- Rain Cover

Moonflower

Size: 19"

Dimensions: 48x33x23 cm

Capacity: 36L

M.R.P. : 3081/-



● Blue



● Dark Green

Features

- 3 Compartments
- Front Pocket
- 1 Side Pocket
- Laptop Sleeve
- Organizer
- Rain Cover

Harper

Size: 19"

Dimensions: 48x33x23 cm

Capacity: 36L

M.R.P. : 3081/-



● Green



● Coral

Features

- 3 Compartments
- Front Pocket
- 1 Side Pocket
- Laptop Sleeve
- Organizer
- Rain Cover



**Got space for
more!**



Maximum Volume

19" BACKPACK

3
Compartments

Laptop Sleeve

Inside the
3rd compartment

Organizer

Secret Pocket

Inside the
2nd compartment

**Front
Pocket**

**Side
Pocket**

Rain Cover

In the bottom
pocket

**Happy
Pouch**



Knots

Size: 19"

Dimensions: 48x33x25 cm

Capacity: 40L

M.R.P. : 3331/-



● Navy Blue



● Black

Features

- 3 Compartments
- Front Pocket
- 1 Side Pocket
- Laptop Sleeve
- Organizer
- Happy Pouch
- Rain Cover
- Secret Pocket

Lucy

Size: 19"

Dimensions: 48x33x25 cm

Capacity: 40L

M.R.P. : 3331/-



○ Grey



● Pink

Features

- 3 Compartments
- Front Pocket
- 1 Side Pocket
- Laptop Sleeve
- Organizer
- Happy Pouch
- Rain Cover
- Secret Pocket

Charlotte

Size: 19"

Dimensions: 48x33x25 cm

Capacity: 40L

M.R.P. : 3331/-



● Charcoal Black



● Navy Blue

Features

- 3 Compartments
- Front Pocket
- 1 Side Pocket
- Laptop Sleeve
- Organizer
- Happy Pouch
- Rain Cover
- Secret Pocket

Sass

Size: 19"

Dimensions: 48x33x25 cm

Capacity: 40L

M.R.P. : 3331/-



● Navy Blue



● Black

Features

- 3 Compartments
- Front Pocket
- 1 Side Pocket
- Laptop Sleeve
- Organizer
- Happy Pouch
- Rain Cover
- Secret Pocket

For on-the-go needs



Casual Backpack

16" BACKPACK

Laptop Sleeve

1
Compartment

Side Pocket

Front Pocket



Smartsassy

Size: 16"

Dimensions: 29.5x41.5x14.5 cm

Capacity: 18L

M.R.P. : 1665/-



○ Coral



● Pink

Features

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

Blurr

Size: 16"

Dimensions: 29.5x41.5x14.5 cm

Capacity: 18L

M.R.P. : 1665/-



● Beige



● Black

Features

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

Julia

Size: 16"

Dimensions: 29.5x41.5x14.5 cm

Capacity: 18L

M.R.P. : 1665/-



● Blue



● Purple

Features

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

Patchy

Size: 16"

Dimensions: 29.5x41.5x14.5 cm

Capacity: 18L

M.R.P. : 1665/-



● Black



● Blue

Features

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

Kiddie Backpack

M.R.P. : 2415/-



Fruity

● Pink ● Teal



Magic Unicorn

● Pink ● Lavender



Paw

● Coral ● Pink



Melody

● Blue ● Teal



Finley

● Pink ● Blue



Rainbow

● Coral ● Blue



Unicorn Love

● Pink ● Navy Blue



Fluffy

● Lavender ● Pink



Amore

● Teal ● Purple

Junior Backpack

M.R.P. : 2749/-



Petunia

● Black ● Navy Blue



Pearl

● Purple ● Pink



Violet

● Blue ● Beige



Vibes

● Teal ● Navy Blue



Buttercup

● Teal ● Lavender



Crimson

● Blue ● Teal



Dreamer

● Purple ● Blue



Sweetpea

● Navy Blue



Blah Blah

● Navy Blue

High School Backpack

M.R.P. : 2665/-



Diva

● Blue ● Teal



Sprinkle

● Blue ● Pink



You

● Black ● Navy Blue



Fetch

● Black ● Navy Blue



Sage

● Ash Green ● Black



Penny

● Charcoal Black ● Dark Green



Josie

● Teal ● Pink



Waterlily

● Lavender ● Beige



Cool

● Pink ● Black

Laptop Backpack

M.R.P.: 3081/-



Oliver

● Blue ● Pink



Whimsy

● Pink ● Purple



Ember

● Pink ● Fresh Mint



Rosemary

● Charcoal Black ● Pink



Nautical Plus

● Orange ● Pink



Avery

● Black ● Navy Blue



Radiant

● Black ● Navy Blue



Paradise

● Lavender ● Teal



Phoenix

● Pink ● Navy Blue



Moonflower

● Dark Green ● Blue



Harper

● Coral ● Green

Laptop backpack with Rain Cover

M.R.P.: 3081/-

Maximum Volume



Knots

● Black ● Navy Blue



Lucy

● Grey ● Pink



Charlotte

● Charcoal ● Navy Blue



Sass

● Black ● Navy Blue

Casual Backpack



Smartsassy

● Pink ● Coral



Blurr

● Beige ● Black



Julia

● Purple ● Blue



Patchy

● Blue ● Black





Genie

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