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**Tortuga Launches Women’s Travel Backpack as Part of Award-Winning Setout Collection**

**Walnut, CA (July 9, 2019)** – Tortuga – makers of carry on [travel backpacks](#), daypacks, and accessories for city travelers – is excited to announce the launch of the award-winning [Setout Backpack](#) with a new suspension system designed for women.

“There are a lot of bags designed to be unisex and fit both men and women. Unisex bags are typically most comfortable on people with broad shoulders and long torsos -- physiological traits more common in men,” commented Tortuga’s Marketing Director, Taylor Coil. “City travel backpacks don’t typically put the shape of a woman’s torso at the forefront of design, and we’re changing that. We’re thrilled to offer the [Setout Backpack: Women's](#) with ergonomic shoulder straps and hip belt that fit people with narrower shoulders, shorter torsos, and a wide range of breast and hip sizes.”

The Setout Backpack, winner of the 2018 Carry Awards for the Best Carry On Bag, is the “just-right” option for city travelers. The innovative blend of suitcase-style packing, a suspension system that transfers 80% of the bag’s weight away from your shoulders, and just enough internal organization result in the optimal travel backpack for trips of a week or more.

The women’s Setout Backpack is made from weather-resistant recycled polyester created from recycled plastic bottles.

To learn more about Tortuga, go to [www.TortugaBackpacks.com](http://www.TortugaBackpacks.com) or visit them on Instagram: @tortugabackpacks.

**About Tortuga**

On a backpacking trip to Europe in 2009, Tortuga co-founders Fred Perrotta and Jeremy Michael Cohen learned that most luggage is ill-suited for city travel. They couldn’t find the perfect luggage for city travel, so they made it. Today, Tortuga is a 100% remote team on a mission to make travel easier and more enjoyable.