



Jisco launches crowdfund campaign for its new neoprene backpack

Barcelona based accessories brand Jisco, known for its successful Mediterranean inspired eyewear collection, has launched a Kickstarter campaign for its new Scuba Urban backpack that features vibrant colours, convertible design, made from unique water resistant neoprene with multi pocket organizer.



The campaign, which will launch on 5th of June, is looking to raise 15.000 Euros to introduce its new smart backpack design that it states is the “ultimate companion for work, travel and play”. A minimum contribution of only 59 euro is required to secure a bag.

The idea of the Scuba backpack is to offer a product that reflects the values of Jisco: comfort, style, colour and individuality: “We have a long experience in creating high-quality accessories that accompany the client in his daily life” said the brand.

The choice of the material was crucial for the development of the product. Neoprene offers in fact extraordinary features at very low prices: formidable protection against shocks, humidity, extreme temperatures, and it guarantees at the same time the maximum comfort and lightness.

The backpack comes in a cheerful unisex selection of four colours.



A great variety of pockets and compartments has been designed, inside and outside the backpack, in order to keep everything in place and well organized. This backpack has not only been conceived for work or for holiday, it is an all-rounder 24/7 accessory reflecting the very key office-to-holiday concept.

Additional features includes the smart convertible design, the anti-scratches pockets for technology and eyewear, the padded and ergonomic details for extra comfort of carry and a number of well-placed easy reach pockets.

The backpack can also carry a laptop up to 15.6". Separate compartments allow to easily store very different belongings, like work materials and gym clothes or beach essentials.

Every detail of the design has been carefully studied and developed, including the exclusive metal hooks and acetate buckles in Jisco design.

Pledges start at just 1 euro, which offers a 10-euro voucher reward, up to a pledge of 129 euro or more for a bundle of two colourful backpacks.