



# SHOWCASE

REAL WOOCOMMERCE STORES SUBMITTED BY THEIR MAKERS

## HURU Backpack



### EXTENSIONS USED

- [Checkout Field Editor](#)
- [Stripe](#)

### DEVELOPER

[Alexey Kalyuzhnyi](#)

### DESIGNER

[Bachoo Design Studio](#)

### CATEGORY

[Clothing & Fashion](#)

### COUNTRY

[Ukraine](#)

### VISIT WEBSITE

<http://huru.rocks/>

**HURU Backpack** gives you the freedom for spontaneous adventure, with everything you need right there in your backpack.

With a lightweight, ergonomic design approved by orthopaedists – as well as durable stitching and Velcro for easy detachment of components – this backpack is perfect for any situation you can throw at it – mountains, ocean, and dynamic city life. The lifetime warranty makes HURU **a reliable companion for city and travel**.

Huru was founded by entrepreneur, Oleg Vlasenko, a frequent traveller who always carries a backpack wherever he goes. Oleg tried plenty of backpacks, but they never quite satisfied his needs – they either didn't have the functionality he needed, weren't very stylish, or were made of low quality materials.

Gathering a team of like-minded people with decades of experience in garment manufacturing and fashion design, Oleg and his team spent a full year working on a prototype for a backpack that everyone would want to wear.

Satisfied that they'd created "the perfect backpack", the team launched **a highly successful Kickstarter campaign** in September 2017, raised 3,5 times more than their initial goal.

***"After we launched the website on the very first month it had more than 42,000 unique visitors and website traffic increased more than 5,000%. We were able to exceed the expected marketing goals."***

***– Bachoo Design Studio, developers***

The HURU backpack fits perfectly into airplane overhead compartments, so your belongings are always with you during your flight. There are multiple useful compartments (with a few secret ones thrown in for securing valuables), and is capable of built-in expansion from 24 to 40 litres. You also get a dedicated sleeve which fits any laptop up to 15-inches diagonally – perfect for the mobile office or meetings on-the-go.

Concerned about inclement weather? HURU is water-resistant too, constructed of Cordura fabric that is durable and water-repellant. A rain hood and military-grade thread that expands or contracts depending on the level of humidity makes it an even smarter choice for outdoor expeditions in all conditions.

HURU has been created with bold, driven, freedom-loving people in mind – those who know that the whole world is their office, and that anything is possible in life.