

MG STORE

TRAVEL / EVERYDAY / PERSONAL RITUALS



Objects for a
life in motion.

COLLECTION
PREVIEW

THE IDEA

Carry what matters.

There is a particular rhythm to a life spent travelling: the early departure, the unfamiliar room, the meeting that becomes a conversation, the small discovery on the way back.

MG Store begins with those moments. This collection explores the objects that accompany them: a bag that keeps the day together, a place for every cable, a journal for the thought that arrives somewhere between cities.

The visual language is deliberately restrained. Dark surfaces. Warm neutrals. A small emblem. Details you notice more through use than from across a room. The ambition is simple: make daily movement feel considered.

Dream. Create. Inspire.

A COLLECTION CONCEPT BY MG

Editorial note: All product imagery is AI-generated concept visualisation. Specifications, materials, capacities and performance remain subject to supplier development and testing. Earlier variations are included in the design archive.

The itinerary

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Departure

A little order. A wider world.



The journey begins before the first departure board. It begins with what you choose to carry, and how easily everything finds its place.

THE STATEMENT SUITCASE

A case with a past.



Some journeys stay with us as photographs. Others become the marks on a suitcase. This concept brings that collected character into one expressive object: destination-inspired graphics, an unmistakable emblem and a dark ribbed canvas for a life that keeps moving.

DESIGN NOTES

Sticker-led shell concept.
Charcoal, ivory and muted colour.
Travel graphics as personal expression.

PASSPORT WALLET + LUGGAGE TAG

Before the boarding call.



At the counter, the smallest things suddenly matter. A document within reach. A card in its place. A bag you recognise at once. This paired set gives the start of a journey a quieter rhythm, with a discreet emblem connecting what stays in your hand to what travels beside you.

DESIGN NOTES

Slim document organisation.
Matching tag with privacy flap.
Textured black finish and quiet gold details.

COMPRESSION PACKING CUBES

Everything, in its place.



Packing is a negotiation between what you need and the space you have. A considered set of cubes turns that negotiation into a routine. Clothes arrive in small, familiar groups; unpacking becomes a few simple movements rather than a search through everything you brought.

DESIGN NOTES

Three graduated cube concepts.
Mesh visibility and dual zipper layout.
Designed around orderly packing.

TRAVEL SLING

Keep the day close.



The phone comes out for a photograph. The notebook for an address. The keys disappear again. Designed around this small choreography, the sling keeps everyday essentials close while leaving your hands available for the city in front of you.

DESIGN NOTES

Compact 2-3L design direction.
Adjustable crossbody strap.
Light interior and separate pockets.

TECH ORGANISER

Untangle the departure.



The hotel desk should not become a puzzle of loose cables. Open one pouch and the working day can begin: charger here, adapter there, the cable you need already visible. This concept gives the digital side of travel a small, reassuring sense of order.

DESIGN NOTES

Cable loops and mesh pocket.
Divided accessory compartments.
Pale lining against a dark exterior.

PACKABLE WEEKENDER DUFFEL

Room for the unplanned.



A weekend becomes three days. A market visit ends with something worth taking home. The weekender is imagined for the space between a fixed plan and a welcome detour: a soft extra bag that travels small until the trip asks for more.

DESIGN NOTES

Fold-away construction concept.
Detachable shoulder strap.
Rear suitcase-handle sleeve.

TRAVEL LAUNDRY SYSTEM

A place for the return.



Every good trip leaves a little evidence: a shirt from the walk, shoes from the afternoon, gym clothes from a morning you kept for yourself. Separate pouches give these things their own place, so the journey home can feel as organised as the departure.

DESIGN NOTES

Laundry sack, damp-item pouch and shoe bag.
Clear purpose for each piece.
Flexible forms for packing.

Explore

Leave room for a detour.



A useful travel collection belongs beyond the airport. In the streets, at the cafe, on the path that was never part of the plan.

PACKABLE DAYPACK

The day, unfolded.



The larger bag stays at the hotel. The daypack comes with you. A layer, a bottle, a few essentials: enough for a new neighbourhood or a gentle trail. Its purpose is to make the decision to go out feel easy, with a compact folded form for the hours between outings.

DESIGN NOTES

18-22L design direction.
Bottle pockets and light straps.
Integrated storage-pocket concept.

SIGNATURE CAP

A thought to take outside.



Dream Create Inspire begins as a phrase, but it can also be a rhythm: imagine something, give it form, share it. On this cap, the words sit quietly at the side. The emblem leads, while the message stays close enough to become personal.

DESIGN NOTES

Black curved-brim silhouette.
Gold embroidery direction.
A discreet quote on the side.

SIGNATURE SUNGLASSES

A different point of view.



A pair of sunglasses changes the frame through which a place is experienced. This concept favours a defined silhouette and restrained detail: a dark frame, smoke-toned lenses and a small emblem at the temple. The matching case makes putting them away part of the same considered gesture.

DESIGN NOTES

Sculpted black frame concept.
Small gold temple medallion.
Coordinated protective case.

TRAVEL BOTTLE / FLASK

A pause worth carrying.



Between the station and the meeting, between the first hill and the next view, there is a moment to stop. The bottle is imagined as a familiar object in an unfamiliar place: simple to carry, easy to recognise and visually at home beside the rest of the collection.

DESIGN NOTES

Charcoal and ivory colourways.
Wide-mouth and carry-loop concept.
Insulation performance to be developed.

OVERSIZED T-SHIRT

The world on your back.



From the front, almost nothing: a small emblem and a generous, relaxed shape. Turn around and the story opens into a globe and sweeping orbits. The design treats travel as curiosity rather than a destination list, balancing quiet identity with a more expressive back graphic.

DESIGN NOTES

- Ivory oversized silhouette.
- Logo-only front.
- Black-and-gold globe illustration.

TRAVEL + DAILY SOCKS

The everyday foundation.



The best wardrobe details are often the least visible. Two sock directions explore that idea: a more cushioned-looking travel crew and a finer everyday knit. Both keep the emblem small, letting texture, proportion and a restrained palette do the talking.

DESIGN NOTES

Travel: charcoal, black and olive.
Daily: ivory, taupe and black.
Yarn and fit to be sample-tested.

Reset

Make an unfamiliar room your own.



Hang the bag. Put the day away. Return to a few familiar gestures. Personal routines can give a sense of continuity wherever you arrive.

HANGING TOILETRY BAG

Your ritual, within reach.



A new bathroom becomes easier to navigate when the essentials have a familiar arrangement. Unzip, hang and find everything in view. This is the thinking behind the toiletry concept: a compact exterior that opens into a small, orderly space of your own.

DESIGN NOTES

Hanging hook and upright base.
Zipped pockets and bottle loops.
Light interior for visibility.

SLEEP KIT

Permission to pause.



There are hours in a journey that do not need to become productive. A soft mask, a small earplug case and a pouch to keep them together mark a different intention: to put the screen away and make room for stillness. A compact ritual for the quieter part of travel.

DESIGN NOTES

Contoured eye-mask concept.
Earplugs with separate case.
Coordinated compact pouch.

MORNING + NIGHT SKINCARE

Two ends of the day.



Morning begins with preparation. Night ends with a return to yourself. The paired skincare concepts use numbered steps and contrasting packaging to make those moments distinct. Ivory opens the day; charcoal closes it. The collection is a future development direction, with formulas still to be created.

DESIGN NOTES

Morning: cleanse, hydrate, protect.
Night: cleanse, treat, moisturize.
Explore formulation partners across China, Japan and Korea; no origin or technology claims confirmed.

TRAVEL JOURNAL + PEN

Keep what found you.



An unfamiliar street can give you an idea that a familiar desk never did. Write it down before the next notification arrives. With room for places, observations and things to create, the journal turns travel into more than movement. It becomes something you can return to.

DESIGN NOTES

Compact journal and matching pen.
Journey and reflection pages.
Dream Create Inspire on the cover.

Build your own rhythm.

Different days ask for different companions. These editorial combinations show how the collection could come together.

Daily Departure

SLING / CAP / TECH ORGANISER

For the working day that starts somewhere new.

Weekend Away

DUFFEL / PACKING CUBES / TOILETRY BAG / LAUNDRY SET

For two nights, a spare layer and a little flexibility.

Flight Ready

PASSPORT SET / SLEEP KIT / TRAVEL SOCKS

For the hours between leaving and arriving.

A Quiet Evening

NIGHT SKINCARE / JOURNAL / PEN

For putting the day into perspective.

STUDY 01 / EARLY TYPOGRAPHIC DIRECTION

Before the globe.



The first apparel study used an oversized editorial wordmark. The later direction removed the wording, retaining a small front emblem and introducing an illustrated back. Both images belong to the project: one records the starting point, the other clarifies the direction.

EARLIER CONCEPT / INCLUDED AS DEVELOPMENT HISTORY

A study in small details.



Two toiletry studies explore pocket proportions, hardware and the balance between visibility and containment. The later view appears in the main collection on page 20.

THE NEXT CHAPTER

From image *to everyday object.*

A beautiful object earns its place through use.

01 Begin with purpose.

Every pocket, closure and proportion should answer a real moment in the journey.

02 Keep the identity quiet.

Small emblems, tactile surfaces and a consistent palette connect the collection.

03 Let the samples speak.

The next stage is to test comfort, construction and materials before finalising the range.

This issue presents a visual concept collection, not a catalogue of available or performance-verified products. All 19 generated product images are included, including earlier design studies. Creative concept: MG. Editorial and AI-assisted visual development: created with ChatGPT.

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