

Maisonje Releases Its Flagship Everyday Backpack for Commuting Professionals

Maisonje, a premium Korean backpack brand is built for professionals whose workday moves between offices, cafés, and airports.

SEOUL, SOUTH KOREA, August 24, 2026 /EINPresswire.com/ -- [Maisonje](https://www.maisonje.com/), the Korean premium backpack brand founded by Korean Australian designer Jay Heo, today announced the release of its flagship Everyday Backpack in New York City. The release follows the brand's New York debut at Flying Solo in SoHo in June 2026 and comes ahead of its participation in the Milan Loves Seoul x Yongdae pop-up in Seoul this September 2026.

Designed for the Commuting Professional

The Everyday Backpack was developed for professionals whose workday moves between offices, cafés, and airports, and for a wardrobe that transitions from a tailored suit to a casual pair of jeans. Inspired by the commuting culture Heo observed while living in Paris, the design follows the brand's philosophy of "Maisonje," meaning "my home": a bag that keeps essentials organized and secure wherever work happens.

Two Years of Development

The Everyday Backpack went through two years of testing and refinement before release. The



Maisonje models



Maisonje zip details

17-liter design includes a dedicated tech compartment that fits a 16-inch laptop and a 13-inch tablet. Weighing 1.1kg (2.4 lbs), it is built with curved shoulder straps and a thick air-mesh back panel for comfort and quick-drying performance. Each bag includes a hidden anti-theft passport pocket and a luggage strap for attachment to suitcases during travel.

Materials and Details

The backpack is made from eco-friendly water-resistant fabric and vegan leather, and finished with YKK zippers and a custom zipper puller of Maisonje's own design, registered in Korea. The cobalt-blue puller, resembling paint dripping down the hardware, reflects the founder's background in the art world.

Availability

The Everyday Backpack is sold at Flying Solo in SoHo, New York, online through Wolf & Badger, and at www.maisonjeofficial.com. The collection will also be shown at the Milan Loves Seoul x Yongdae pop-up store at Me Space, Apgujeong Rodeo, Gangnam, Seoul, September 12–19, 2026.

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About Maisonje

Maisonje is a premium backpack brand for working professionals, crafting design-led, functional pieces that move from the boardroom to the airport without compromise. Founded by Jay Heo, the brand is available at Flying Solo NYC (New York), Wolf & Badger, and www.maisonjeofficial.com.

Pop-Up Event Details

Milan Loves Seoul x Yongdae Pop-Up Store

Date: September 12–19, 2026

Address: ME SPACE, 1F, 22 Seolleung-ro 153-gil, Gangnam-gu, Seoul

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