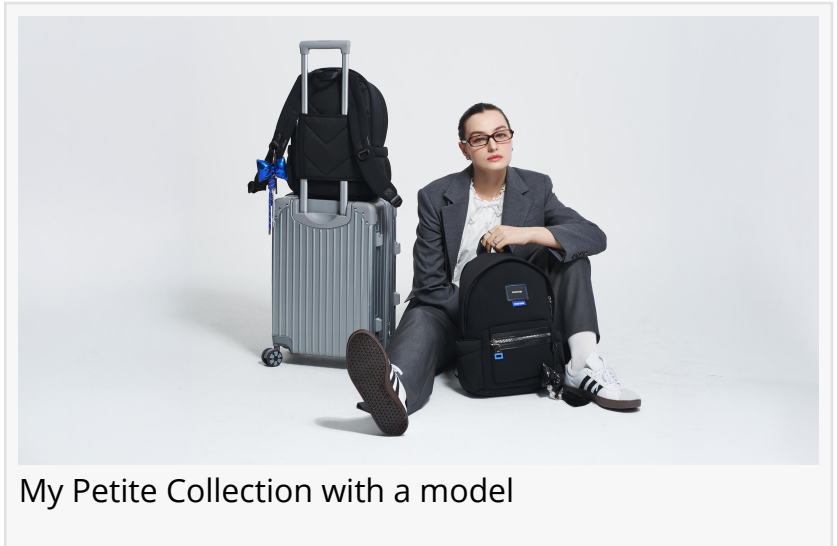


Maisonje Launches The Heo Edition: Reimagined Workday Essentials for the Petite Professional

Korean brand unveils the My Petite collection, combining traditional heritage details with water-resistant neoprene and a softer, more refined design

SEOUL, SOUTH KOREA, August 24, 2026 /EINPresswire.com/ -- Maisonje, the premium Korean backpack brand, announced the launch of The Heo Edition. The new line was created in direct response to feedback from female customers who wanted a bag that felt lovelier and more refined — compact and lightweight, without sacrificing space. The star of the collection is the My Petite backpack, a design that pairs Maisonje's practical spirit with a softer, more feminine elegance.



My Petite Collection with a model

A Fresh Interpretation of the Work Bag

Designed by Korean Australian Creative Director Jay Heo, The Heo Edition uses cushioned, water-resistant neoprene and premium vegan leather to create a bag that feels as good as it looks. Compact yet complete, it is built for women who need a bag that can do it all, transitioning seamlessly from client meetings to weekend travel.

Technical Precision and Comfort

Despite its soft, refined look, the My Petite backpack is a master of organization. Weighing only 0.5kg (1.1 lbs), it is featherlight for long commutes, yet holds a 15-inch laptop in a secure pocket with an air-mesh strap that keeps devices from shifting. The interior includes side compartments, a key holder, and a dedicated space for a water bottle or umbrella. For travel, a luggage strap slides onto a suitcase and a hidden anti-theft pocket on the back keeps a passport and wallet secure against the body.

A Touch of Korean Heritage

The collection comes in three sophisticated colors: Black, Gray, and Mauve. To make each bag personal, Maisonje has introduced the Ribbon Norigae Keyring, following the brand's earlier charm series that included the Seoul Charm and New York Charm. Created in collaboration with a Korean small business, the new accessory is inspired by traditional norigae ornaments, blending Korea's rich history with modern style through a cobalt-blue ribbon in the brand's signature color.

The Quality Standard

True to the brand's nomad-first philosophy, the collection is finished with premium YKK zippers and Maisonje's signature 'Paint Drip' zipper puller, a custom design registered in Korea that makes the bag as much a fashion statement as a functional tool.

See the Collection in Seoul This September

Maisonje has been selected by British fashion platform [Yongdae](#) as one of the Korean brands to be introduced internationally through the [Milan Loves Seoul](#) collaboration. The Heo Edition will be presented in person at the Milan Loves Seoul x Yongdae pop-up store at Me Space, Apgujeong Rodeo, Gangnam, Seoul, from September 12 to 19, 2026.

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About Maisonje

Maisonje is a premium backpack brand for professional women, crafting design-led, functional pieces that move from the boardroom to the airport without compromise. Founded by Jay Heo, the brand is available at 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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