

4MYTU Reimagines the Carry-On Around the Front Pocket

The Tank Series redefines premium travel luggage — engineered from behaviour, not convention.

4MYTU, the precision-engineered travel brand built around how people actually move, enters summer 2026 with a defining statement: the Front Pocket. Designed to eliminate the most persistent friction points of modern travel, the security bin scramble, the boarding-gate repack, and the mid-layover rummage, the Tank Series Front Pocket is the feature that sets 4MYTU apart in a saturated premium market.

Most carry-on luggage treats the exterior as an afterthought. 4MYTU treats it as the point.



The Front Pocket: Engineered From Behaviour

The Front Pocket was not designed from a brief. It was designed from observation. Security checkpoints, hotel-room repacks, overhead-bin moments: these are the intervals where most bags fail their owners. 4MYTU studied them and built directly against them.

The result is a structured, full-access front-opening compartment that operates with the logic of a well-organized workspace, not the compromise of a side pouch. Sized for the items that move in and out dozens of times per trip, laptop, documents, cables, liquids, the Front Pocket with Front Opening removes friction from moments most travelers have quietly accepted as unavoidable.



The Tank Series in Blush Pink, with its multi-functional handle, leads the summer product story: a seasonally distinctive, editorially sharp expression of a brand whose differentiating idea is, at every level, the Front Pocket.

Wheel Performance: Built for the Long Run

Beyond the Front Pocket, the Tank Series delivers where most luggage quietly fails: the wheels. In a category where brands have competed on colour and price while underinvesting

in mechanics, 4MYTU's wheel system is engineered for smooth, near-silent movement across the full lifespan of the bag, not just its first season.

Real-world feedback consistently confirms what the engineering promises: clean rolling across cobblestones, marble terminals, and worn airport tile, long after competitor bags begin to catch, rattle, and drag. Wheels are not a commodity detail at 4MYTU. They are a performance story.

The 90/10 Trunk: Packing Rethought

The standard 50/50 clamshell is so familiar that most travellers have stopped questioning it. 4MYTU did not. The Tank Series Trunk uses a 90/10 structure with Top Opening design, delivering a deeper main compartment and more genuinely usable packing space — a structural advantage that matters most on multi-stop itineraries where reorganising mid-journey is simply part of the journey.

Where a conventional clamshell divides a bag evenly and opens flat, the 90/10 Top Opening keeps the majority of packed contents stable and accessible from above, reducing disruption and making repacking faster. This is not a marginal gain; it is a meaningful structural decision, validated in 4MYTU's own performance data, where frequent travellers consistently recognise its value once the advantage is made clear.

Design Recognised. Engineering Validated.

The Tank Series was awarded a **2025 IDEA Design Award (Bronze)**, one of the most respected design recognitions in the industry. The award reflects the same discipline that drives every product decision at 4MYTU: build from behaviour first, then refine until the object earns its place.

That discipline extends to materials. Each 4MYTU suitcase offsets approximately **20 kg of CO₂**, and the inner lining incorporates recycled content equivalent to approximately **15 plastic bottles**. These are not marketing additions. They are construction decisions.

About 4MYTU

4MYTU is a precision-engineered travel brand designing luggage around the realities of modern travel. The Tank Series featuring Front Pocket with Front Opening on carry-on, and 90/10 Top Opening on the Trunk is recognised with a 2025 IDEA Design Award (Bronze) and available now at [4mytu.com](https://www.4mytu.com).

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