



# Shupatto

AW 2024

BAG & UMBRELLA

Designed in Tokyo, Japan

## BAG

FOLDS DOWN IN SECONDS



RECYCLED

COMPACT  
S / M / L

JAPAN  
COLLECTION

PACKABLE



## UMBRELLA

CLOSES WITHOUT A BELT



UMBRELLA

58cm / 62cm





# Shupatto

*Compact Bag*

Our innovative “ONE-PULL” foldable bag is cleverly designed with accordion pleats enabling you to expand the bag into a big and roomy piece yet instantly close it flat by just pulling both ends of the bag.

Simply roll it up to take on-the-go.



\*



\*



\*Size M and L



Watch our video





RECYCLED

NEW COLLECTION

# Mountain Views

Made of 100% Recycled Material\*



\*Excludes the tapes and buttons





## Made of 100% Post-Consumer Recycled Material\*

It has the same quality and shape but a more positive environmental impact.

The material is made of plastic waste gathered from our daily lives and recycled using authorized methods.

How our recycled Shupatto is manufactured is traceable.

\*Excludes the tapes and buttons

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## Remade to Last

In keeping with the idea of sustainability, we focused on the durability of our signature accordion pleats.

They play an important role in enabling you to bring the bag anywhere (not only while shopping) and use it anytime for many years.

The pleats endure machine washing over 100 times and still fold down in seconds, ensuring a long-lasting product.

## Production with Minimal Fabric Wastage

Shupatto is made of one continuous piece of polyester fabric. We design seamless repeat prints that are a continuous tiling of artwork and use every inch of the material.

It is also designed to keep itself closed and compact without an additional pouch for storage.

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## Waterless Printing & Our Dyes

Shupatto is printed using waterless printing, which eliminates the dampening system used in conventional printing.

No bleaches are used.

We always ensure not to use more dye than we need. In that way, we can minimize the dye waste from printing.







# Mountain Views

This collection is inspired by fantastic mountain scenery —that beautiful, and often breathtaking, wonder of nature. It will help you re-recognise the energy, healing, and many other benefits we receive from mountains.



Sea of Clouds



Deep Forest



Rocky Valley



Pearly Sky

## SPECS

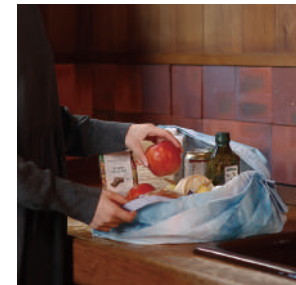
Same as COMPACT M



13.8 × 11.8 in  
35 × 30 cm



2.4 × 3.1 in  
6 × 8 cm



Volume 15 L  
Capacity 11 lb / 5 kg

\*Made in China \*Material: 100% Recycled Polyester (Excludes the tapes and buttons)  
\*Size may vary depending on the size of an object that you put in the bag.  
\*Machine-washable (Max temp: 104 degrees F / 40 degrees C)

## PACKAGING



The packaging for each bag design is thoughtfully and uniquely created. The gift box's shape makes it an excellent present.

Shupatto's packaging is made of paper that is recyclable.





## Sea of Clouds

Mountains appear to float  
before you like islands in a sea of clouds.  
They give you to a calm, floating sensation  
as if you were shifting between far-off dreams.





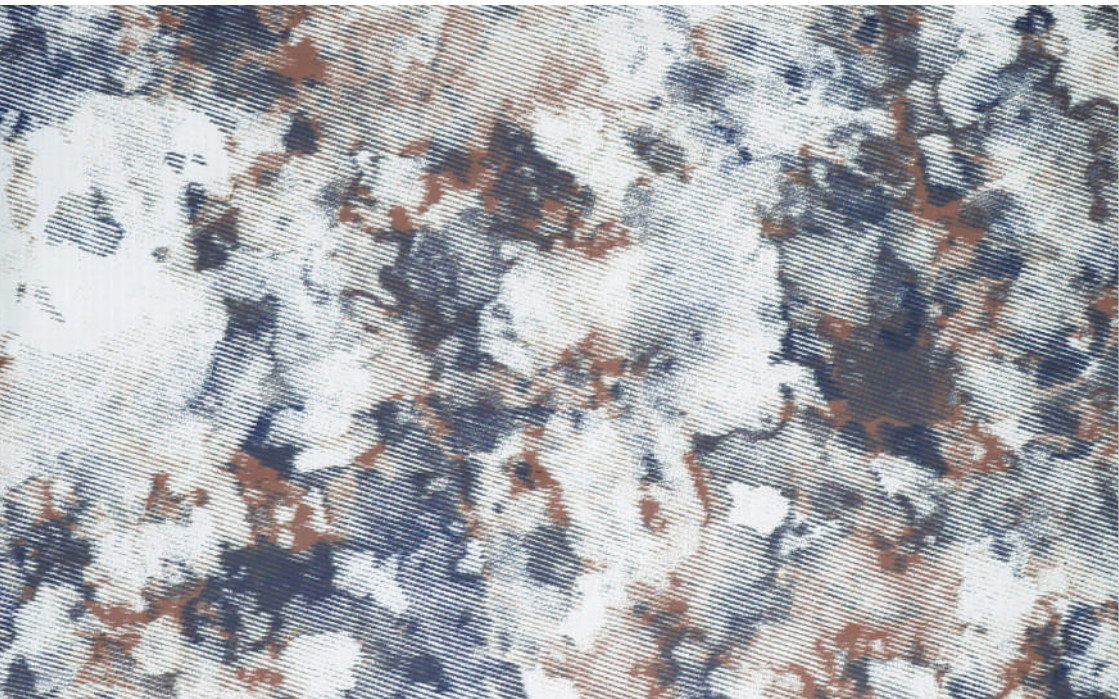


## Deep Forest

A deep forest thickly overgrown with plants and trees.  
Its breath of life echoes in the silence.  
The forest air is thick with the fragrance of green.  
It's full of mystery.







## Rocky Valley

We receive the energy of the unfathomable earth from the rocky surface of a mountain that has stood since time immemorial. We see a powerful view of the valley where our minds get sharpened.







## Pearly Sky

In the pre-dawn sky,  
clouds like pearl oysters shine elegantly.  
Colors mix and mingle in mellow harmony,  
making for a surreal and romantic view  
of the mountains.





RECYCLED

# Imaginary Island

Made of 100% Recycled Material\*

A reconstructed imaginary landscape by Shupatto—  
This collection, "Imaginary Island" was created by merging  
beautiful natural imagery with computer graphics.



\*Excludes the tapes and buttons



Cape Point



Peaceful Morning



Diamond Sky



Crystal Shores



## COMPACT S



## SPECS



11.8 × 10.2 in  
30 × 26 cm



1.6 × 2.4 in  
4 × 6 cm



Volume 7.5 L  
Capacity 6.6 lb / 3 kg

\*Made in China \*Material: Polyester

\*Size may vary depending on the size of an object that you put in the bag.

\*Machine-washable (Max temp: 104 degrees F / 40 degrees C)

## LINE-UP



SEN



UMI



ARARE



HANA



HAGIRE



SUMI



YORU



MORI



KARASHI



MOMO

How To Use





## COMPACT M



## SPECS



13.8 × 11.8 in  
35 × 30 cm



2.4 × 3.1 in  
6 × 8 cm



Volume 15 L  
Capacity 11 lb / 5 kg

\*Made in China \*Material: Polyester  
\*Size may vary depending on the size of an object that you put in the bag.  
\*Machine-washable (Max temp: 104 degrees F / 40 degrees C)

## LINE-UP



SEN



UMI



ARARE



HANA



HAGIRE



SUMI



YORU



MORI



KARASHI



MOMO

How To Use





## COMPACT L

## SPECS



19.7 × 15.7 in  
50 × 40 cm



2.6 × 3.9 in  
6.5 × 10 cm



Volume 40 L  
Capacity 33 lb / 15 kg

\*Made in China \*Material: Polyester  
\*Size may vary depending on the size of an object that you put in the bag.  
\*Machine-washable (Max temp: 104 degrees F / 40 degrees C)

## LINE-UP



How To Use





# JAPAN COLLECTION



## COMPACT M



HANA NI TORI



NAGAREGUMO



OUGI



SAKURA



ASANOHA



MARI

## COMPACT L



HANA NI TORI



NAGAREGUMO



OUGI



SAKURA

HANA NI TORI  
Flowers and Birds

NAGARE GUMO  
Flowing Clouds

OUGI  
Japanese Traditional Hand Fan

SAKURA  
Cherry Blossom

ASANOHA  
Japanese Traditional Leaf Motif

MARI  
Japanese Traditional Toy Ball



PACKABLE



## PACKABLE BAG 27L

Shall I Go to a Mountain or to a River?  
This Water-Repellent Bag is Super Useful in the Outdoors  
Both for Activities and for Everyday Life



### FOLDS DOWN IN SECONDS

Shupatto Bag folds down neatly and quickly in seconds, like magic —just one-pull and roll.



### WATER REPELLENT

The Packable Bag 27 L is water-repellent. Feel free to use it on rainy days and bring it to outdoor activities.



### EASY TO CARRY WITH A DRAWSTRING

A drawstring is attached to the bag. Can be hooked for easy storage, making it convenient to carry around.



### FULL CLOSURE WITH A ZIPPER

Comes with a zipper for full closure, preventing the contents from falling out. Can be put in a car trunk safely.





## SPECS



18.1 × 11 in  
46 × 28 cm



3.9 × 3.1 × 2.4 in  
10 × 8 × 6 cm



Volume 27 L  
Capacity 22 lb / 10 kg

\*Made in China \*Material: 100% Recycled Polyester (Excludes the tapes and buttons)  
\*Size may vary depending on the size of an object that you put in the bag.  
\*Machine-washable (Max temp: 104 degrees F / 40 degrees C)

## LINE-UP



WHITE BIRCH



FLYING BIRDS



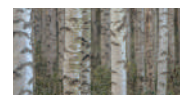
GRASSLAND



EVENING MIST



BLACK



How To Use





# Shupatto

## Umbrella

We wanted to make an umbrella that felt light  
and comfortable on rainy days.

No folding. No belt. No wet hands.

By adding a new mechanism  
to the product category,  
we have revolutionized the umbrella.  
The Belt-free Closing Umbrella helps ensure  
your rainy days are seamless and stress-free.



Watch our video





# Just “One-Pull” to close it and the umbrella rolls up on its own.

## A UNIQUE SPIRAL STRUCTURE

Shupatto Umbrella adopts a unique spiral structure that allows you to close the umbrella without needing to touch the fabric or use a belt. The shaft rotates as you twist the umbrella, causing the fabric to wrap around towards the center.



## YOUR HANDS NEVER GET WET

Simply pull the slider inwards and the fabric will neatly and smoothly fold into the frame without touching your hands, keeping them dry.



## BUTTON-FREE LOCK

Raise the slider to unlock and pull to release. There's no need to push a button, which allows the umbrella to smoothly open and close.



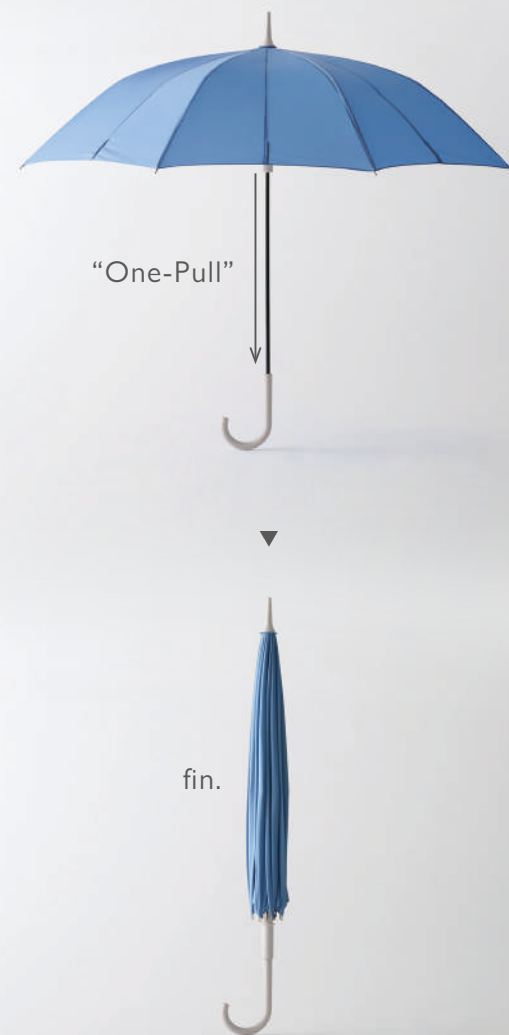
## DRYING STOPPER

Equipped with a stopper to dry the umbrella in a partially open position. The umbrella gently stands in place until dry.



## WATER REPELLENT

The Shupatto Umbrella is coated with a high-grade water repellent. Raindrops easily fall off the fabric, allowing the umbrella to stay dry.



See it in action.



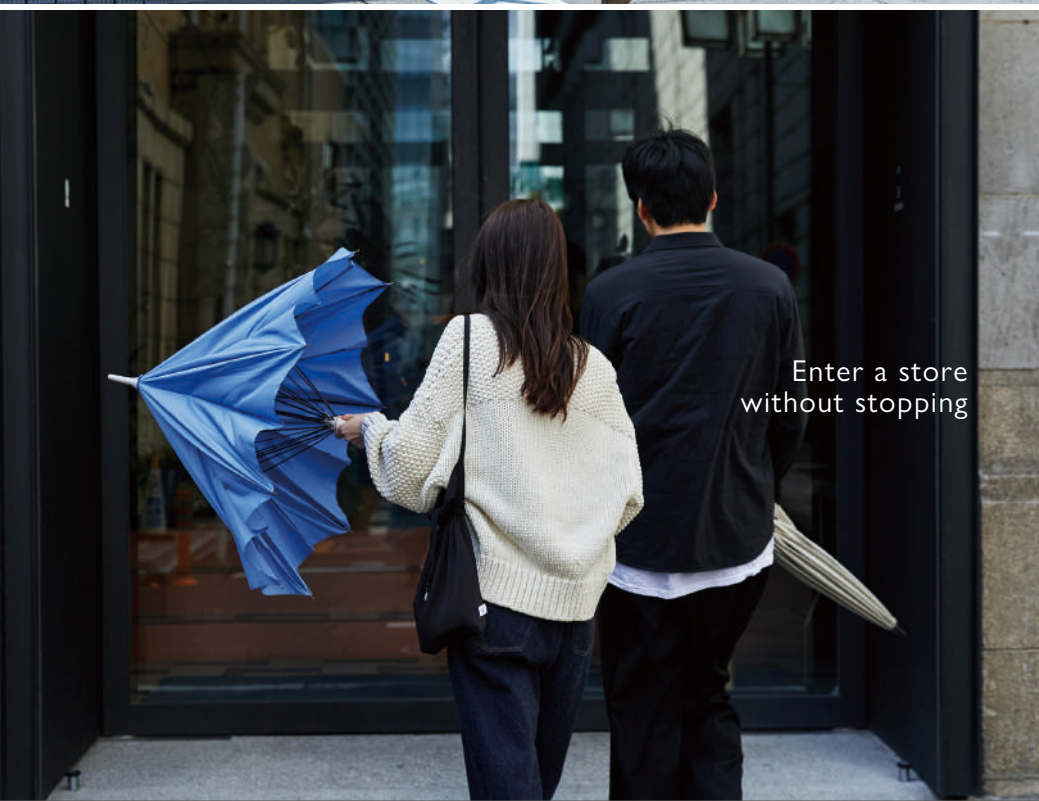




Effortlessly enter  
a subway station



Leave a store without  
blocking others behind you



Enter a store  
without stopping



Smoothly get into a taxi



UMBRELLA 58cm

SPECS



LINE-UP



UMBRELLA 62cm

SPECS



LINE-UP







[www.shupatto.com](http://www.shupatto.com)

Designed by Marna Inc. in Tokyo, Japan

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<https://marna.jp/en>

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