

A woman with dark hair and bangs, wearing a long-sleeved, floor-length white dress and black boots, stands leaning against a red brick wall. She is holding a large, colorful, rainbow-striped tote bag. To her right is a black wrought-iron gate. The background shows lush green foliage. The scene is lit with warm, golden light, suggesting late afternoon or early morning.

Shupatto

AW 2025

BAG & UMBRELLA

Designed in Japan

BAG

FOLDS DOWN IN SECONDS



RECYCLED

COMPACT
S / M / L

JAPAN
COLLECTION

PACKABLE /
INSULATION



UMBRELLA

CLOSES WITHOUT A BELT



UMBRELLA
58cm / 62cm



Shupátto

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



Dreamy Conservatory

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

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.

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.





Dreamy Conservatory

This collection captures the warm, beautiful scenery from the Conservatory, a space that connects everyday life with nature. In the space, the plants and colors that change with the seasons and weather add serenity to daily life.



Autumn Glow
S489AG



Ivy Leaves
S489IL



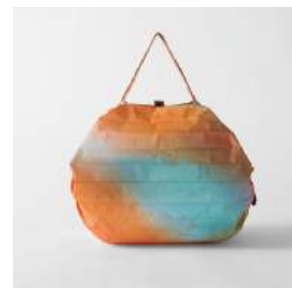
Scent of Herbs
S489SH



Warm Sunlight
S489WS

SPECS

Same as COMPACT M



35 × 30 cm
13.8 × 11.8 in



6 × 8 cm
2.4 × 3.1 in



Volume 15 L
Capacity 5 kg / 11 lb

*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: 30 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.



NEW

Autumn Glow S489AG

The orange sun shining low in the sky creates a dreamy, dimly lit landscape. This generous design expresses the emotional landscape of plants illuminated by the setting sun.





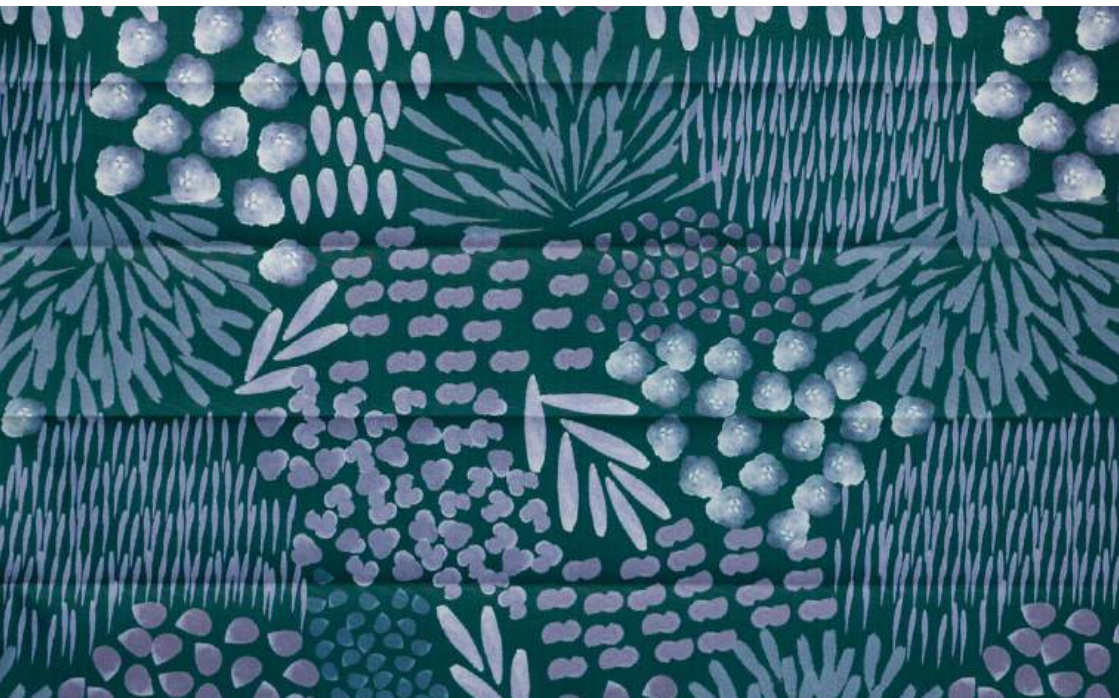
NEW

Ivy Leaves S489IL

A nostalgic autumn garden clad
in ivy leaves.

The classic vine and grass pattern is
expressed naturally and elegantly with
modern sensibilities.





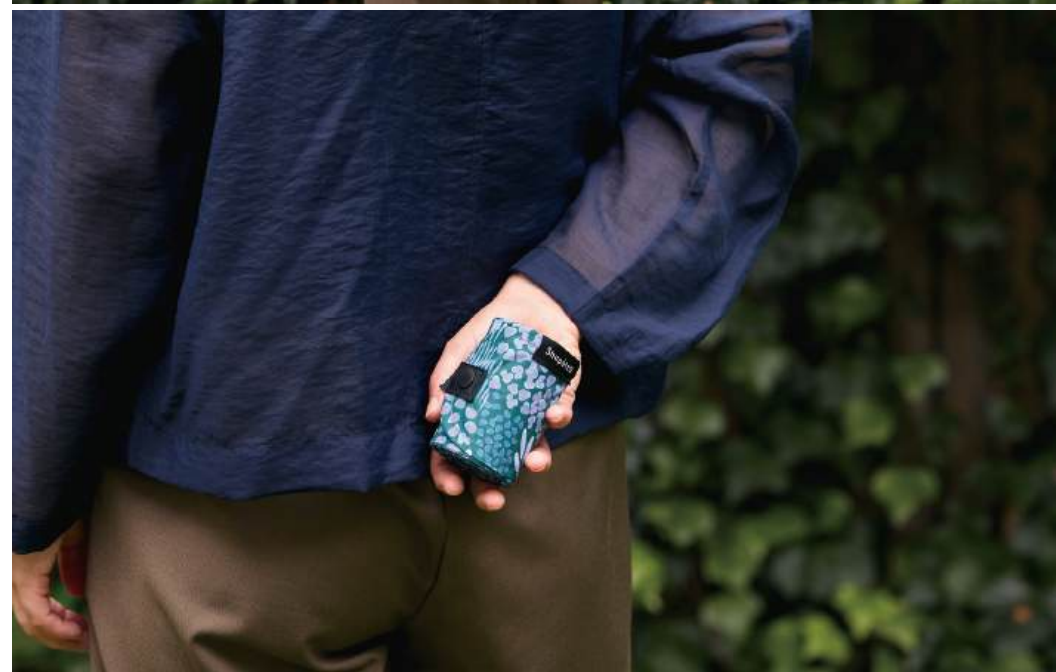
NEW

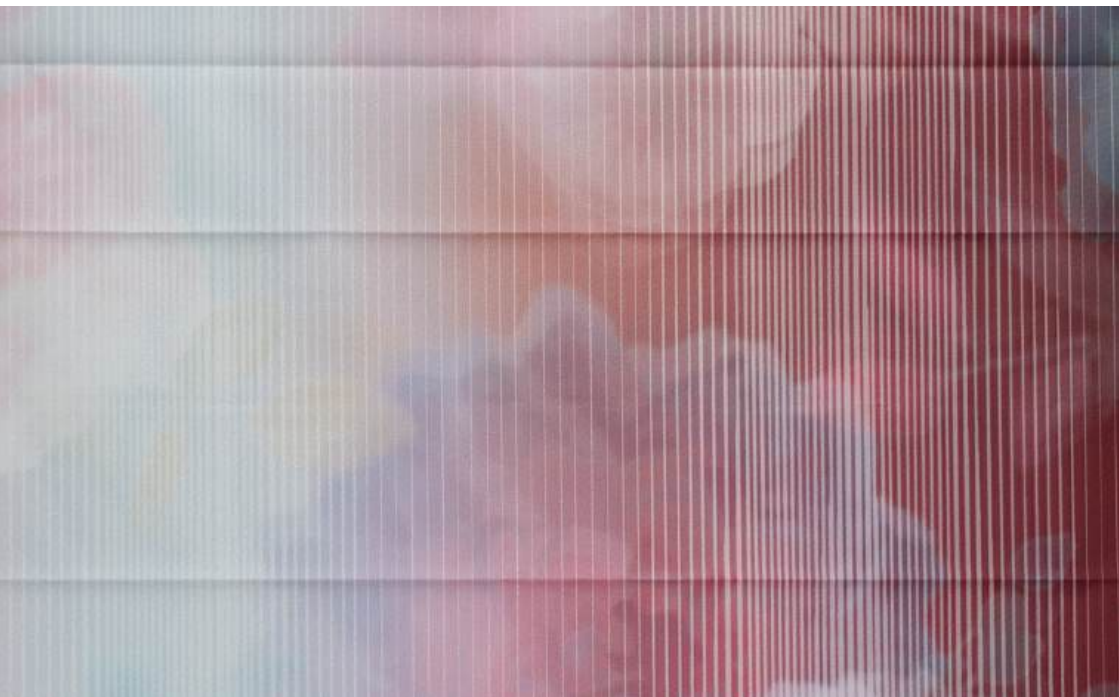
Scent of Herbs

S489SH

An English garden filled with the fragrance
of herbs and flowers.

The wild, unadulterated beauty is
shown with a warm touch.





NEW

Warm Sunlight

S489WS

A warm and whole garden scene
with the sun shining brilliantly in the cool air.
The lovely radiance of the sun is
designed luxuriously with
healthy blooming flowers.



RECYCLED



Sea of Clouds
S489SC



Pearly Sky
S489PS



Coral Reefs
S489CR



Deep Forest
S489DF



Rocky Valley
S489RV



Sea Shells
S489SES

COMPACT S



SPECS



30 × 26 cm
11.8 × 10.2 in



4 × 6 cm
1.6 × 2.4 in



Volume 7.5 L
Capacity 3 kg / 6.6 lb

*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: 30 degrees C)

LINE-UP



Shade of Trees
S466KK



Floating Clouds
S466UK



Paw Marks
S466AS



Morning Sun
S466ASH



SEN
S466SE



UMI
S466U



ARARE
S466A



HANA
S466HAN



HAGIRE
S466HAG



SUMI
S466SU



YORU
S466Y



MORI
S466MOR



KARASHI
S466K



MOMO
S466MOM

How To Use



COMPACT M

SPECS



35 × 30 cm
13.8 × 11.8 in



6 × 8 cm
2.4 × 3.1 in



Volume 15 L
Capacity 5 kg / 11 lb

*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: 30 degrees C)

LINE-UP



Shade of Trees
S467KK



Floating Clouds
S467UK



Paw Marks
S467AS



Morning Sun
S467ASH



SEN
S467SE



UMI
S467U



ARARE
S467A



HANA
S467HAN



HAGIRE
S467HAG



SUMI
S467SU



YORU
S467Y



MORI
S467MOR



KARASHI
S467K



MOMO
S467MOM

How To Use



COMPACT L



SPECS



50 × 40 cm
19.7 × 15.7 in



6.5 × 10 cm
2.6 × 3.9 in



Volume 40 L
Capacity 15 kg / 33 lb

*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: 30 degrees C)

LINE-UP



Shade of Trees
S468KK

Floating Clouds
S468UK

Paw Marks
S468AS

Morning Sun
S468ASH

SEN
S468SE

UMI
S468U

ARARE
S468A

HANA
S468HAN

HAGIRE
S468HAG

SUMI
S468SU

YORU
S468Y

MORI
S468MOR

KARASHI
S468K

MOMO
S468MOM

How To Use



JAPAN COLLECTION



LINE-UP

COMPACT M



HANA NI TORI
S464HA



NAGARE GUMO
S464NA



OUGI
S464OU



SAKURA
S464SA



ASANOHA
S464AS



MARI
S464MA

COMPACT L



HANA NI TORI
S477HA



NAGARE GUMO
S477NA



OUGI
S477OU



SAKURA
S477SA

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 / INSULATION

Shall I Go to a Mountain or to a River?
Those Water-Repellent Bags are 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 bags are 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 bags. You can hook them for easy storage. It also makes it convenient to carry around.



FULL CLOSURE WITH A ZIPPER

The bags come with a zipper for full closure, preventing the contents from falling. Safe to put them in the car trunk.



GASKET FREE

The bags are gusset-free, allowing the bag fabric to fit the volume and shape of the content. Open the mouth wide and place it on the floor. You can easily put things in.



PACKABLE



SPECS



46 × 28 cm
18.1 × 11 in



8 × 10 × 6 cm
3.1 × 3.9 × 2.4 in



Volume 27 L
Capacity 10 kg / 22 lb

*Made in China *Material: Polyester (Water repellent)
*Size may vary depending on the size of an object that you put in the bag.
*Laundering will remove the water repellent finish. After laundering, use a commercial water repellent spray.
*To launder, wash separately in a net (delicate wash cycle).

LINE-UP



WHITE BIRCH
SS02HW



FLYING BIRDS
SS02FR



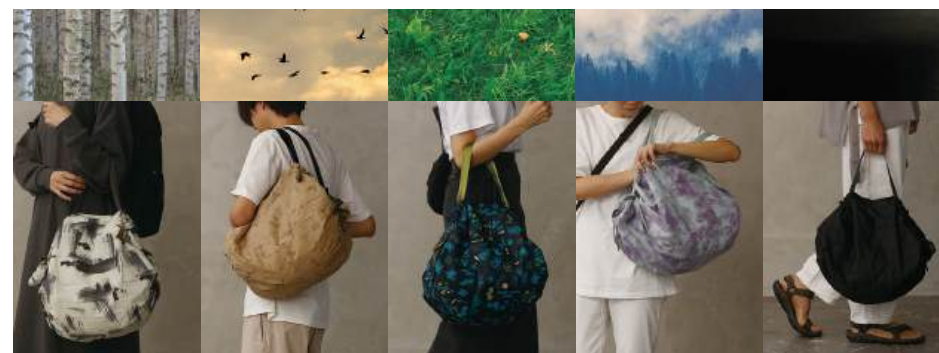
GRASSLAND
SS02GR



EVENING MIST
SS02EV



BLACK
SS02BK



How To Use



INSULATION



SPECS



42 × 26 cm
16.5 × 10.2 in



9 × 12 × 7 cm
3.5 × 4.7 × 2.8 in



Volume 20 L
Capacity 10 kg / 22 lb

*Material: Bag (Outside) / Polyester (Water repellent) Bag (Inside) / Aluminium Metallized Film Handle / Polyester
*Made in China
*Size may vary depending on the size of an object that you put in the bag.
*Do not wash.

LINE-UP

NEW

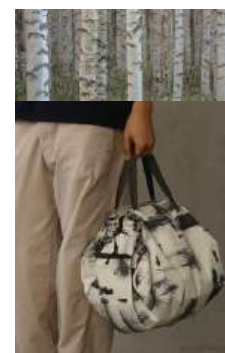


WHITE BIRCH
S503HW

NEW



AMBER
S503BR



How To Use



Shupátto

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.



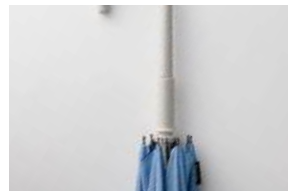
YOUR HANDS NEVER GET WET

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.



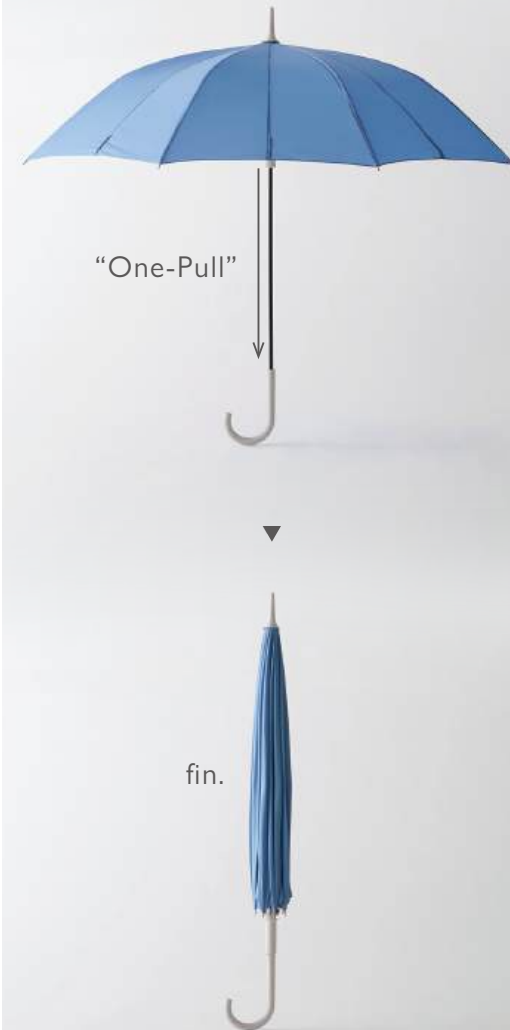
DRYING STOPPER

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.

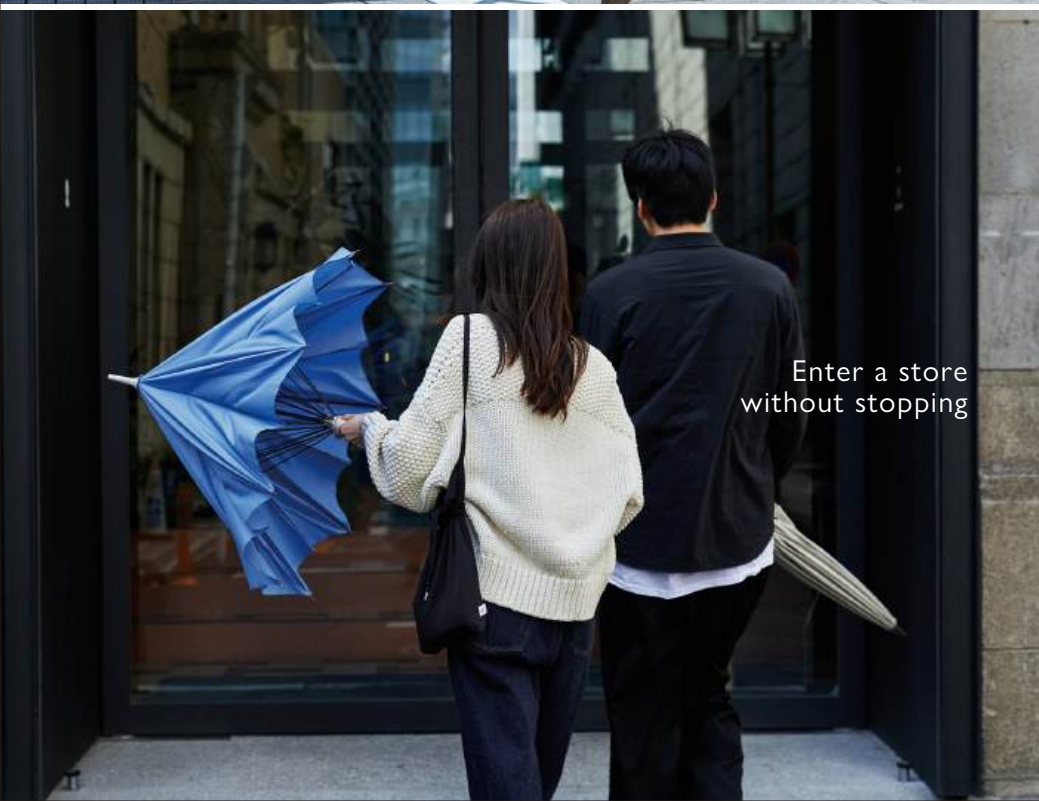




Effortlessly enter
a subway station



Leave a store without
blocking others behind you



Enter a store
without stopping



Smoothly get into a taxi

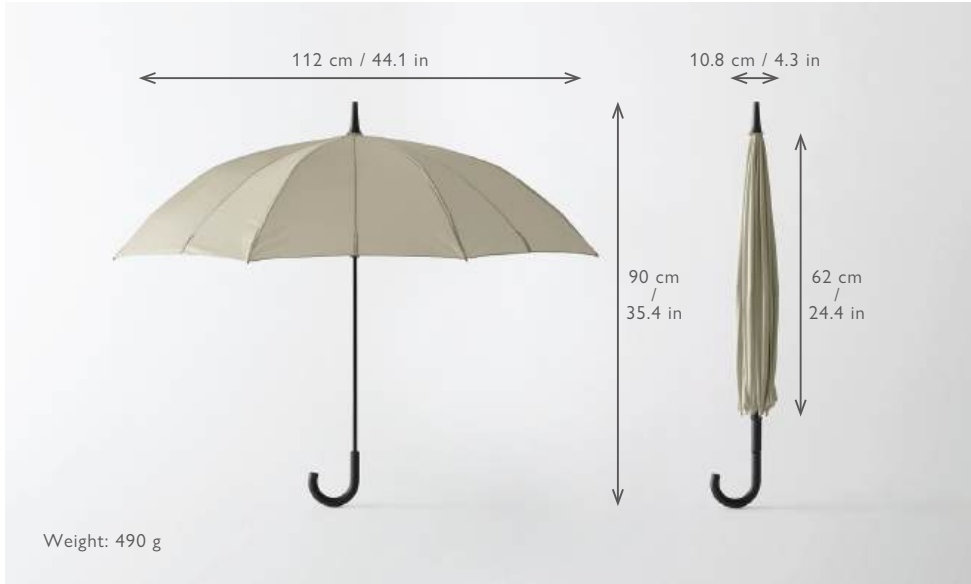
UMBRELLA 58 cm

SPECS



UMBRELLA 62 cm

SPECS



LINE-UP



LINE-UP





LINE-UP



Counter Display with Video Screen

VHN040

e.g. 75 Medium Bags

W600 × D400 × H600 mm /
W23.6 × D15.7 × H23.6 in



Compact Bag Counter Display with Sample Holder

VHN037

e.g. 20 Medium Bags

W345 × D335 × H370 mm /
W13.6 × D13.2 × H14.6 in



Packable Bag Counter Display with Sample Holder

VHN038

15 Packable Bags

W345 × D335 × H370 mm /
W13.6 × D13.2 × H14.6 in



Insulated Bag Counter Display with Sample Holder

VHN045

8 Insulated Bags

W345 × D335 × H370 mm /
W13.6 × D13.2 × H14.6 in



Umbrella Display Box

VHN046

6 Umbrellas

W580 × D225 × H180 mm /
W22.8 × D8.9 × H7.1 in



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