

Shupatto®

Spring - Summer 2024



Introducing

Imaginary Island

Made of 100% Recycled Material









Imaginary Island

RECYCLED 

A merge of beautiful nature and computer graphics
– It's a reconstructed imaginary landscape by Shupatto.



Crystal Shores



Diamond Sky



Cape Point



Peaceful Morning

Crystal Shores

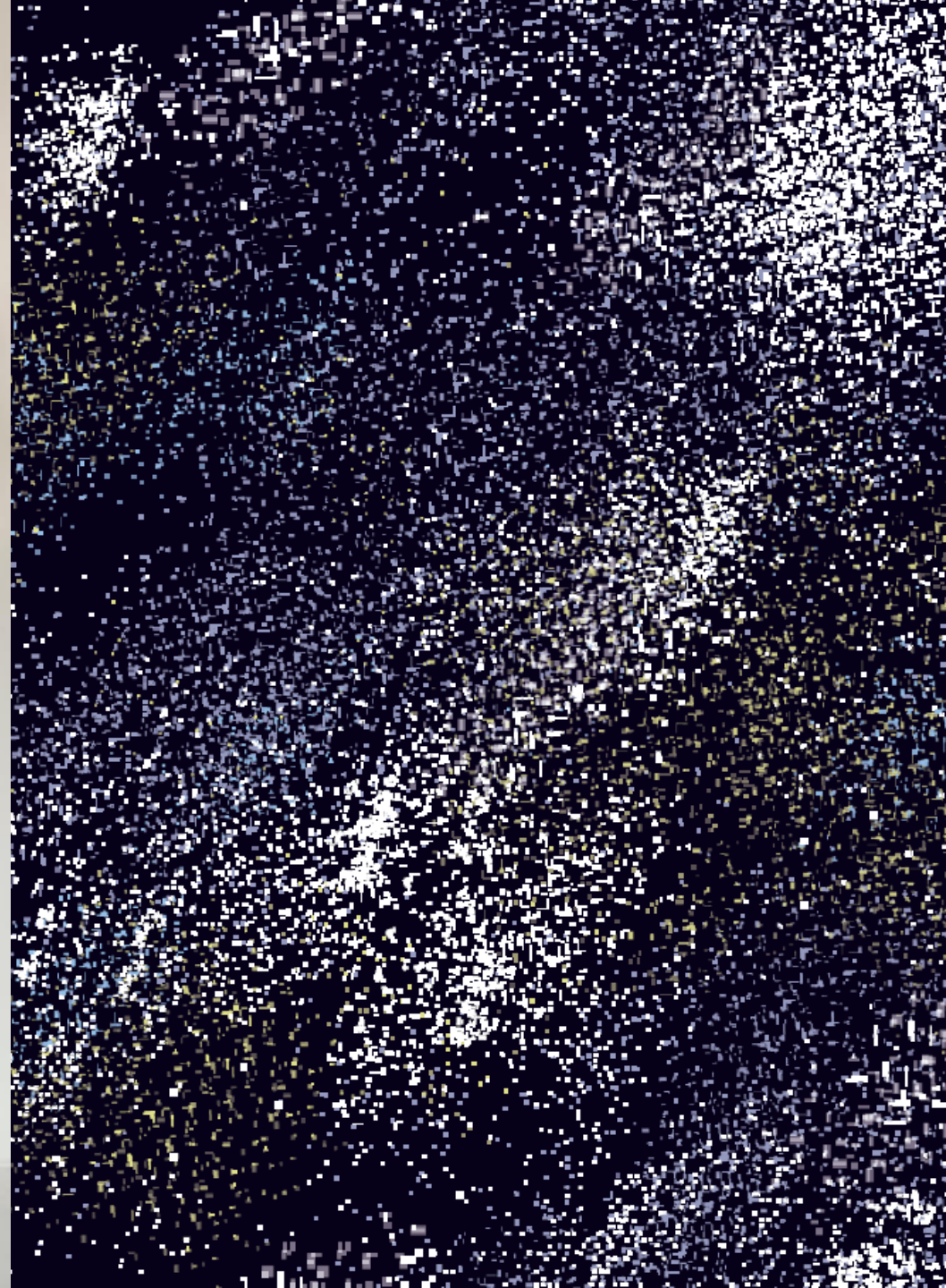


Crystal Shores

Blue ocean, white sand beach, and the sounds of breeze and waves - an imaginary scenery of beautiful shores that relaxes you.

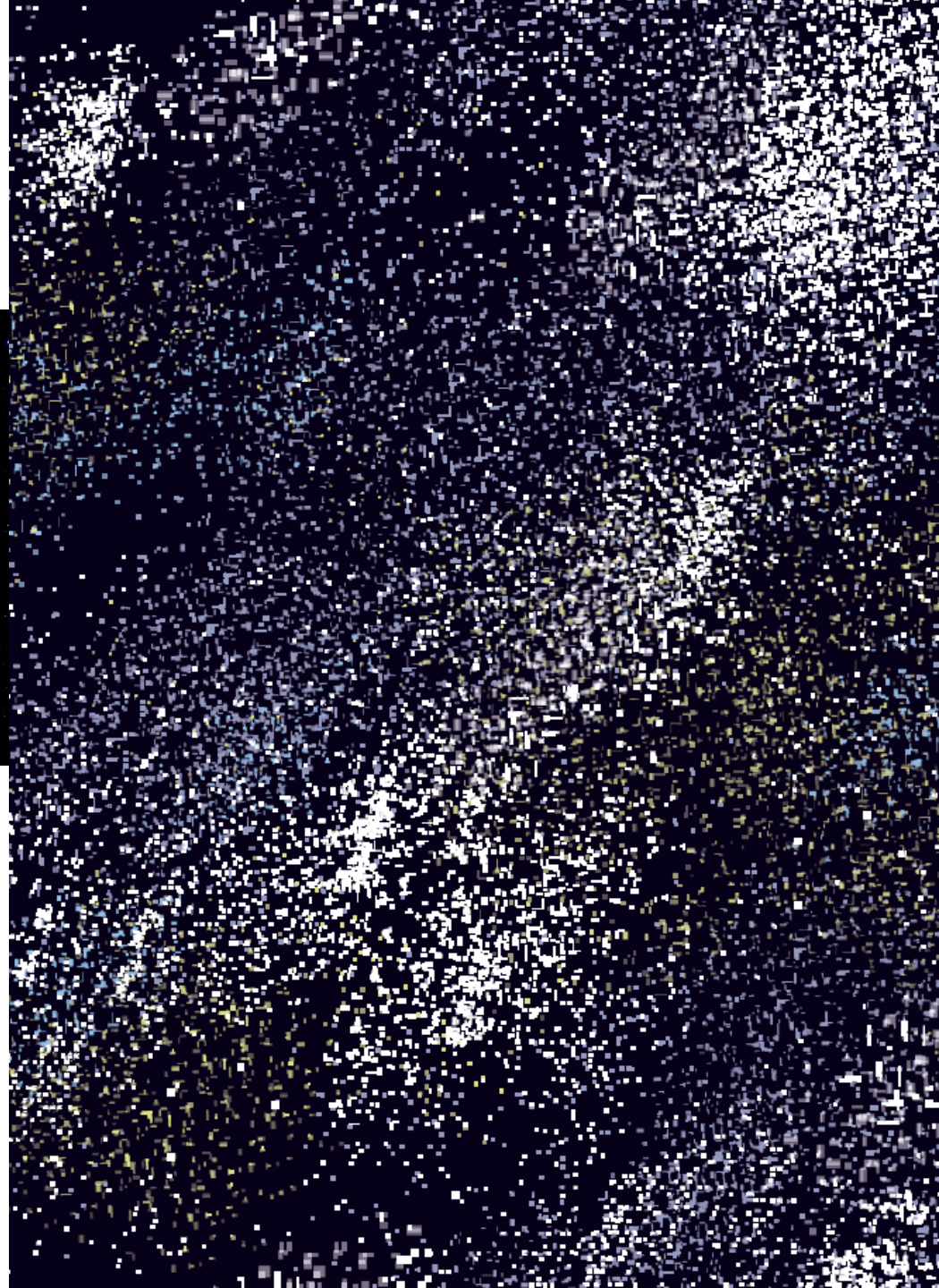


Diamond Sky

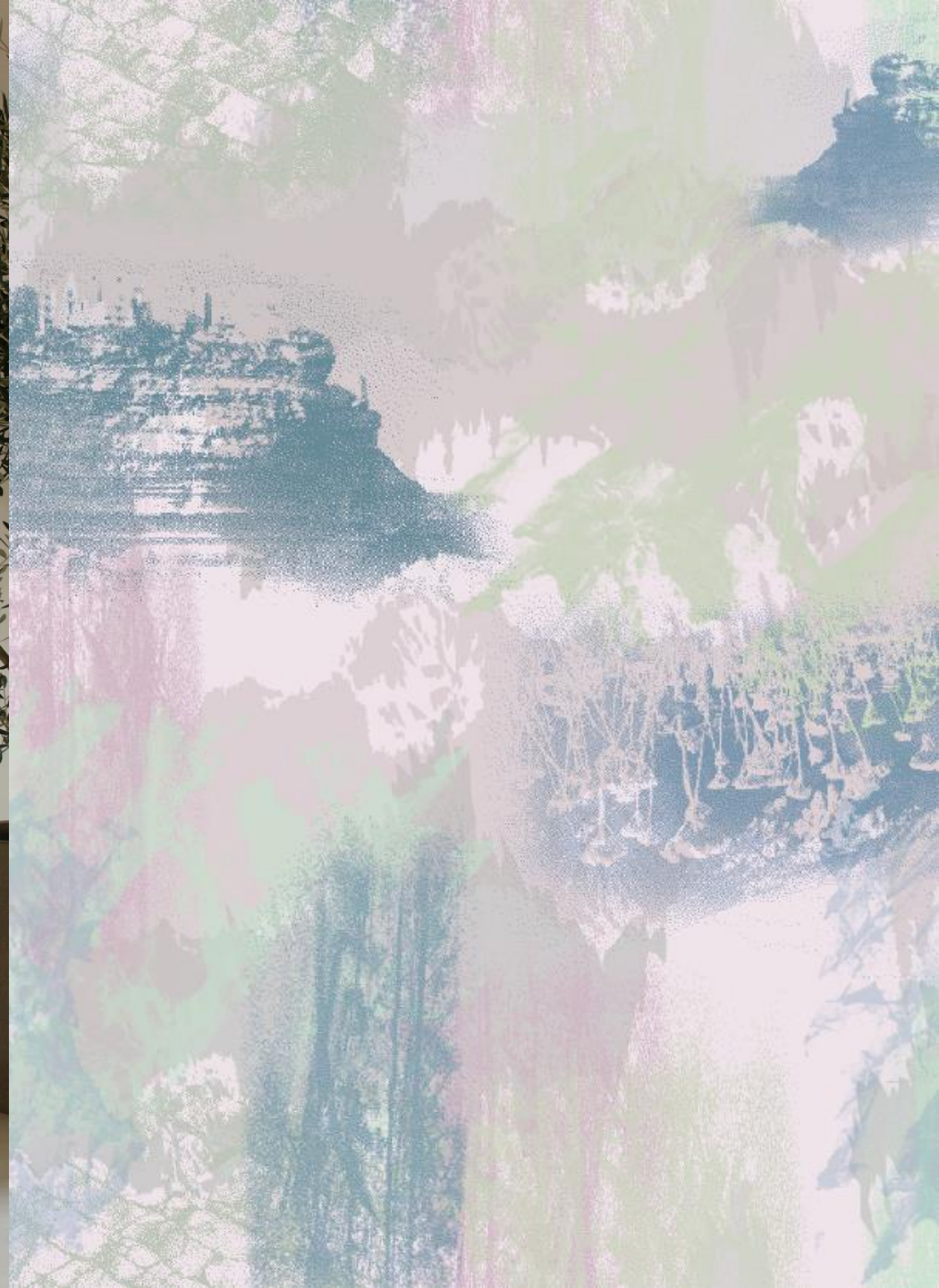


Diamond Sky

Night on the island.
Endless starry sky, stardust, and shooting stars.
It's as if we were in a different space.



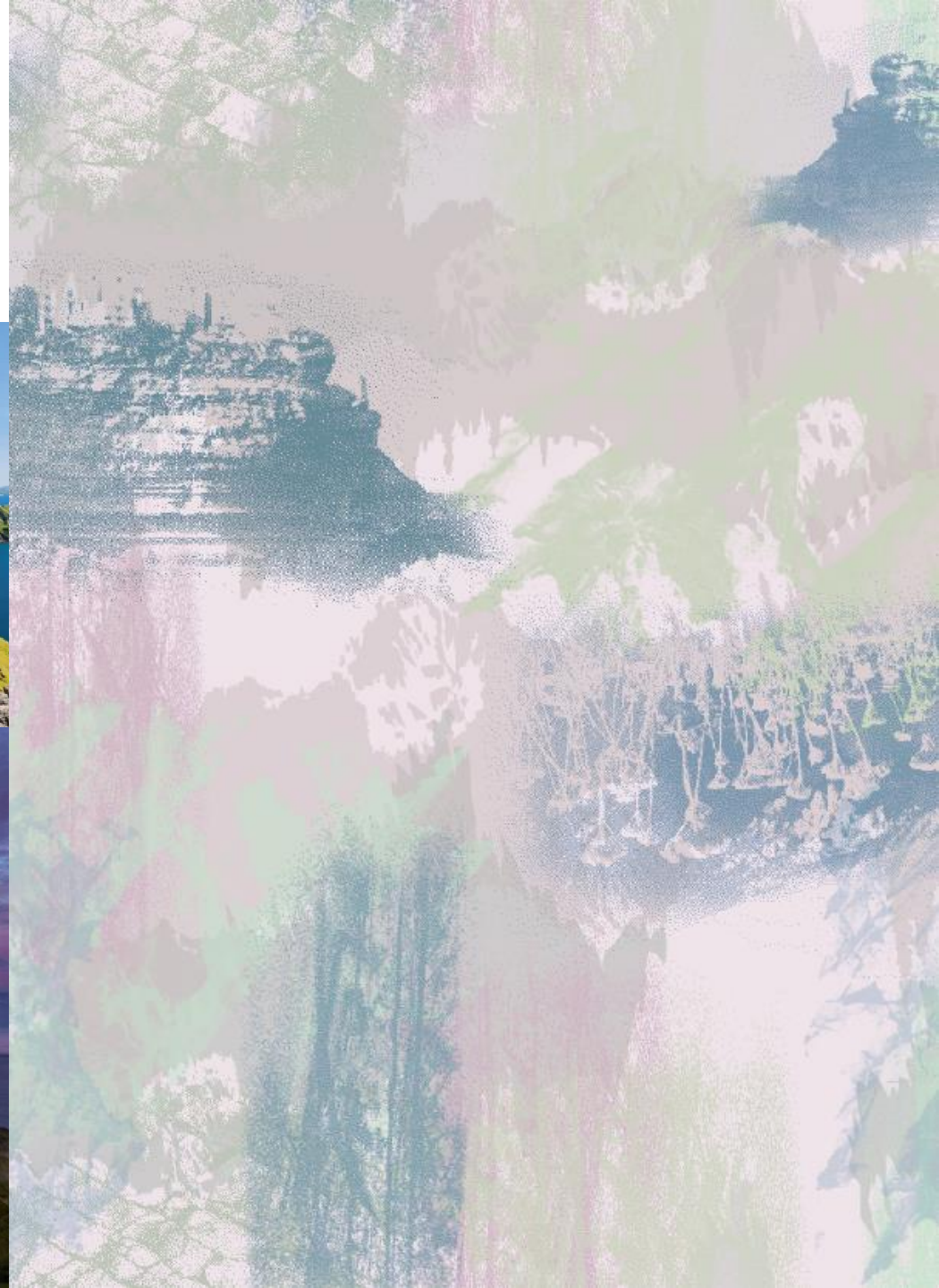
Cape Point



Cape Point

Rock surfaces of the cape and flowers blooming on the hills.

You calmly sense the sea breeze and the scent of Mother Earth when you close your eyes.



Peaceful Morning



Peaceful Morning

You can hear birds chirping from the fresh grove of trees. You feel the vibrant lives and see the sun's rays glittering down between the shade of the trees.
It's a peaceful island morning.



FEATURES



*Folds down in
seconds!*



Shupatto Bag folds down neatly and quickly
in a second like magic
- just one-pull and roll!



FEATURES



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.

RECYCLED 



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 & Minimal Dye

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.

Shupatto One-Pull Foldable Bag - Medium



RECYCLED 



30 x 35 cm
11.8 x 13.8 in

Φ6 X 8 cm
2.4 x 3.1 in

Volume 15 L
Capacity: 5 kg / 11 lb



Packaging

Thoughtfully created individual packaging for each bag design.

The gift box's shape makes it an excellent present.



Packaging

The packaging for this collection is plastic case-free and made of paper that is recyclable.

FCS certified and zero VOC ink.



Display

Shupatto.

一気にたためるバッグ

marna
TOKYO 1872



Display





Shupatto®

Imaginary Island

