

# Shupatto®

*New Product Launch*



Question:

How do you close an umbrella?



Answer:

You pull to close, roll to fold, and belt at last.

.....*What are the hidden issues in this process?*



We use an umbrella not to be wet.  
But, why do we always get our hands wet to  
fold it?



Additionally, we have to stop our movements whenever doing this folding way. It creates non-seamless flows in our activities, more than we can imagine.



*We've got a solution.*



*Introducing*

**Shupatto®**

Belt-free Closing Umbrella







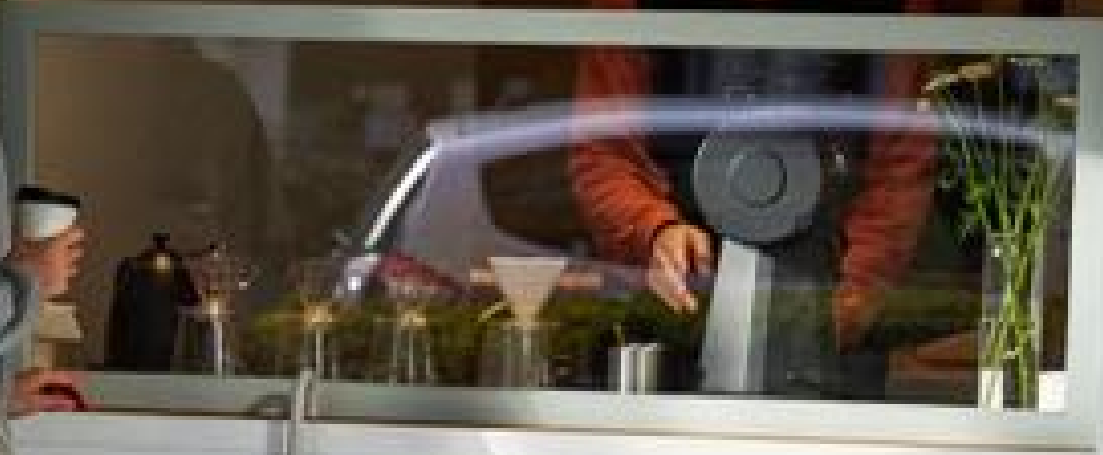


TRIP COFFEE

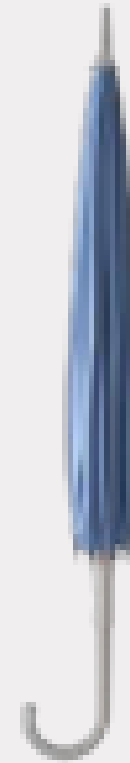
ATTE

CAPPUCINO

ESPRESSO



It's an Innovative "One-Pull" Closing Umbrella without a Belt.



Fin.



## *New Mechanism: Spiral Structure*

At the same time closing it, the fabric wraps around the shaft, quickly folding without needing a belt.

See it in action!

<https://youtu.be/XTSk2OPRa4Q>

## Features



## How It Works

Simply pulling the slider in, the fabric folds into the frames neatly and smoothly without your hands touching them and getting wet.



*Transformation!*

## *Button-Free Lock*

Raise the slider to unlock and pull it to release the lock. No requirement to push a button makes the opening/closing action much smoother.



## *Drying Stopper*

Equipped with a stopper to dry the umbrella in a partially open position.

Gently keep it as is until it gets dry.

## *Water Repellent*

The good-grade water-repellent coating is applied to the Shupatto Umbrella. The rain droplets easily fall off the fabric to get it dry.



# Shupatto®

## Umbrella

Our wish was to make an umbrella that made you feel light and happy when even on rainy days.

No folding.

No belting.

No hands get wet.

By adding the new mechanism to the category, we broke the mold of the umbrella.

Belt-free Closing Umbrella helps you to have seamless and stress-free movements when raining ☺



Scenes

Entering a store without stopping



## Scenes

Leaving a store without blocking others  
behind you



Scenes

Smoothly taking a taxi



Scenes

Effortlessly entering a subway station



*Product Line-up*



Shupatto Umbrella 58 cm

Shupatto Umbrella 62 cm





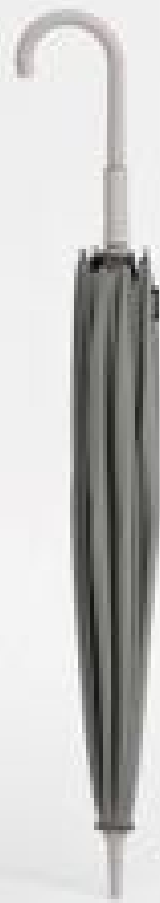
Azure Blue





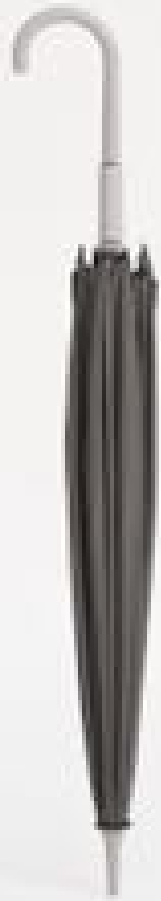


Ash Green



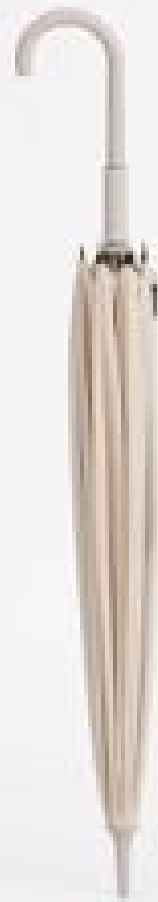


Warm Gray



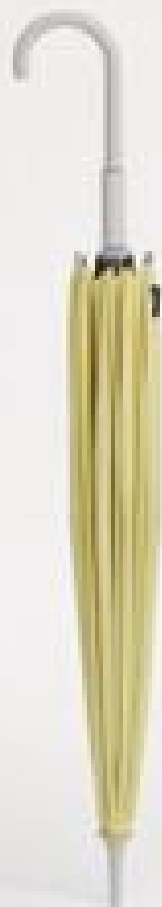


White Beige



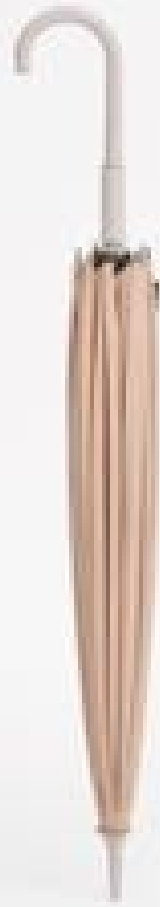


Citron Yellow





Shell Pink





Black





Navy





Khaki







Graige









**Shupatto®**  
Umbrella