



Shupatto®

One-Pull Foldable Bag

Designed in Japan

SS 23 Catalog

Designed by Marna Inc. in Tokyo, Japan

marna
TOKYO 1872

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Shupatto®

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!

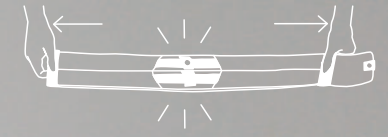


*Size M and L

Folds down in seconds!



Hold the tapes of both ends and...



PULL!!

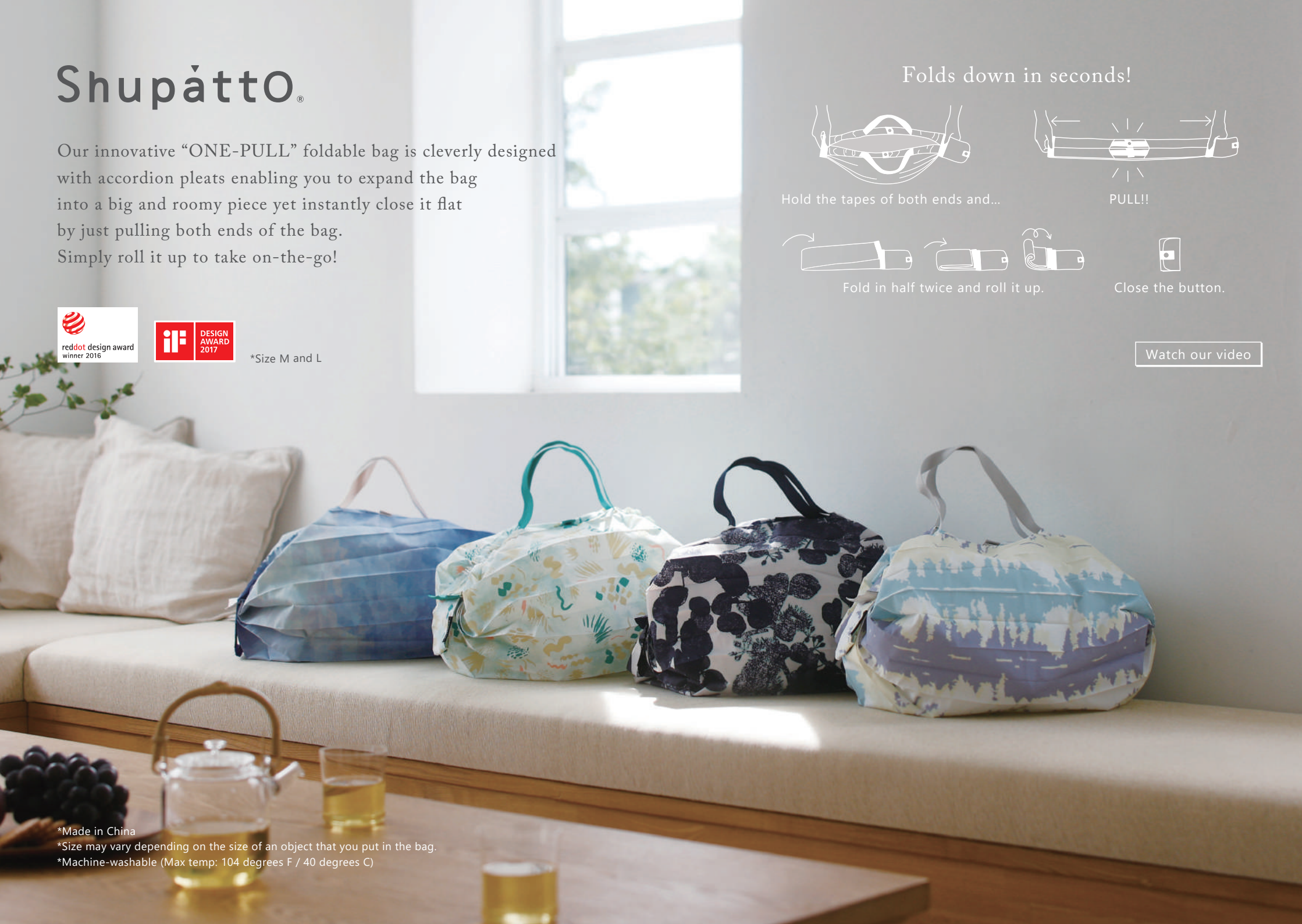


Fold in half twice and roll it up.



Close the button.

[Watch our video](#)



*Made in China

*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)



Our Story:

The sustainable journey

Since our debut in 2015 in Tokyo, Japan, Shupatto has encouraged consumers to use our company's bag as an alternative to single use plastic bags.

We are honored by the growing number of Shupatto fans over these past few years.

Today, the bags are available in many select, curated shops in Japan and worldwide.

In 2022, our first collection using 100% recycled materials debuted to help us grow more as a brand, and you warmly welcomed it.

We are here to express our tremendous gratitude to you.

To continue our sustainable journey, we are thrilled to introduce our 2nd recycled collection, which is absolutely perfect for the summer and spring of 2023!

Together with almost 150 Shupatto team members, we promise to work on innovations that bring smiles to your life.

Introducing
Cottage Life



Made of
100% Recycled Material*





*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.





Specs / size M



13.8 × 11.8 in
35 × 30 cm



φ 2.4 × 3.1 in
φ 6 × 8 cm



Volume 15 L
Capacity 11 lb / 5 kg

Cottage Life

Made of 100% Recycled Material

Lively plants, a quiet lake, a blue sky, warm sunshine:
the designs evoke a cottage life surrounded by nature.

Each design connects you to a relaxing, beautiful moment you probably experienced
during the green seasons from spring to summer.



Aquatic Plants



Lakeside Story



Shining Light



Summertime Shade

Packaging



Thoughtfully created individual packaging for each bag design.
The gift boxes' shape makes it an excellent present.

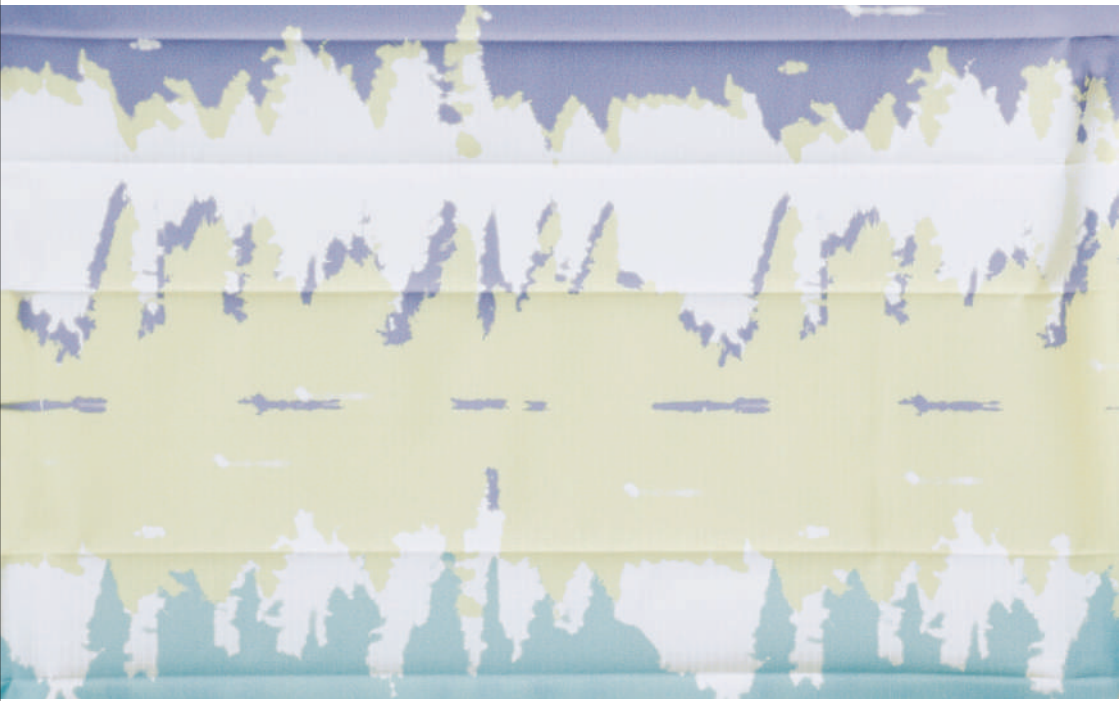
The packaging for Shupatto is made of paper
that is recyclable.



Aquatic Plants

It's inspired by vibrant aquatic plants swaying in a crystal-clear creek. They might be tiny, but they show the strength of nature.





Lakeside Story

A lakeside cottage is a place of simple living and happy times. See the colors of the sky, flowers, and trees reflected on the lake when you walk out the door.





Shining Light

Sunlight pouring down from the sky reflects on the waves in the water, as the beautiful sparkles provide a sense of calm.





Summertime Shade

Its design is inspired by sunlight shining through the leaves and branches of lively trees.

Let's sit down and read a book under the trees.



Travel Nostalgia

Made of 100% Recycled Material

Mystical morning mist, smooth sea pebbles, enchanting tropical island, and historical cobblestone street: the collection represents beautiful scenery seen while traveling.

Each design connects you to nature and the earth while reminding you of beautiful memories from the trips you've had.



Size M



Morning Mist



Sea Pebbles



Island Silhouette



Quaint Cobblestone





Morning Mist

Steam from the earth is cooled by the morning cold air and mystically floats in the air. The beautiful morning scene you saw when you traveled to the mountain.



Island Silhouette

Plants, bridges, art, and architecture of the islands. The tropical vibes and majesty of nature you love.



Sea Pebbles

Smooth and beautiful pebbles picked up at the beach represent the relaxing time you spent.



Quaint Cobblestone

The historical and quaint street you walked. It reminds you that everything from the past is connected to today.

Shupátto®

Original Collection*



*Material: Polyester

One-Pull Foldable Bag

Shupátto's iconic shape



Hold the tapes of both ends and...

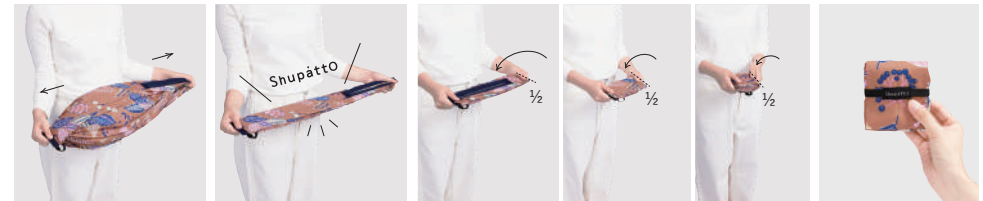
PULL!!

Fold in half twice and roll it up.

Close the button.

One-Pull Foldable Bag · Drop

This drop-shaped bag folds down into a slim square.



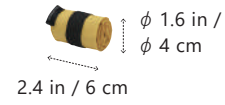
Hold the tapes of both ends and...

PULL!!

Fold in half three times.

Wrap the band around.

Size S



Volume
7.5 L

Capacity
6.6 lb / 3 kg



SEN



UMI



ARARE



HANA



HAGIRE



SUMI



YORU



MORI



KARASHI



MOMO

Watch our video

Size M



Volume
15 L

Capacity
11 lb / 5 kg



SEN



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SUMI



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Size L



Volume
40 L

Capacity
33 lb / 15 kg



SEN



UMI



ARARE



HANA



HAGIRE



SUMI



YORU



MORI



KARASHI



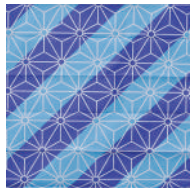
MOMO

[Watch our video](#)



Japan Collection

Size M



ASANOHA
- Japanese Traditional Leaf Motif -



MARI
- Japanese Traditional Toy Ball -



OUGI
- Japanese Traditional Hand Fan -



SAKURA
- Cherry Blossom -

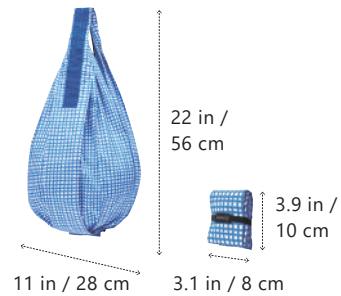


Drop

Size M



Volume 16 L Capacity 11 lb / 5 kg



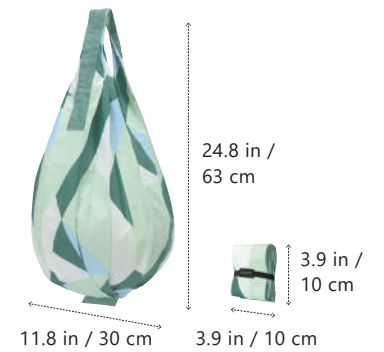
Watch our video

Drop

Size L



Volume 25 L Capacity 22 lb / 10 kg



Watch our video



SEA GRASS



LEAVES*



MESH



POPPY



EUCALYPTUS



LEMON CREAM



NAVY*



BLACK*

*Only size L available