



# Shupatto

2024

Designed in Japan

# Shupatto

*Compact Bag*

Bag Designed to Fold with a Snap



Contents

# Shupatto

Umbrella

*An Umbrella That Closes Without a Belt*



# 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

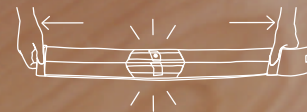


Folds down in seconds!

Hold the tapes of both ends and...



PULL!!



Fold in half twice and roll it up.



Close the button.



*Recycled Collection*

*Introducing*

# Imaginary Island



Made of  
100% Recycled Material\*

\*Material: 100% Recycled Polyester (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.





# 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.



Cape Point



Peaceful Morning



Diamond Sky



Crystal Shores

## Specs / size M



13.8 × 11.8 in  
35 × 30 cm



φ 2.4 × 3.1 in  
φ 6 × 8 cm



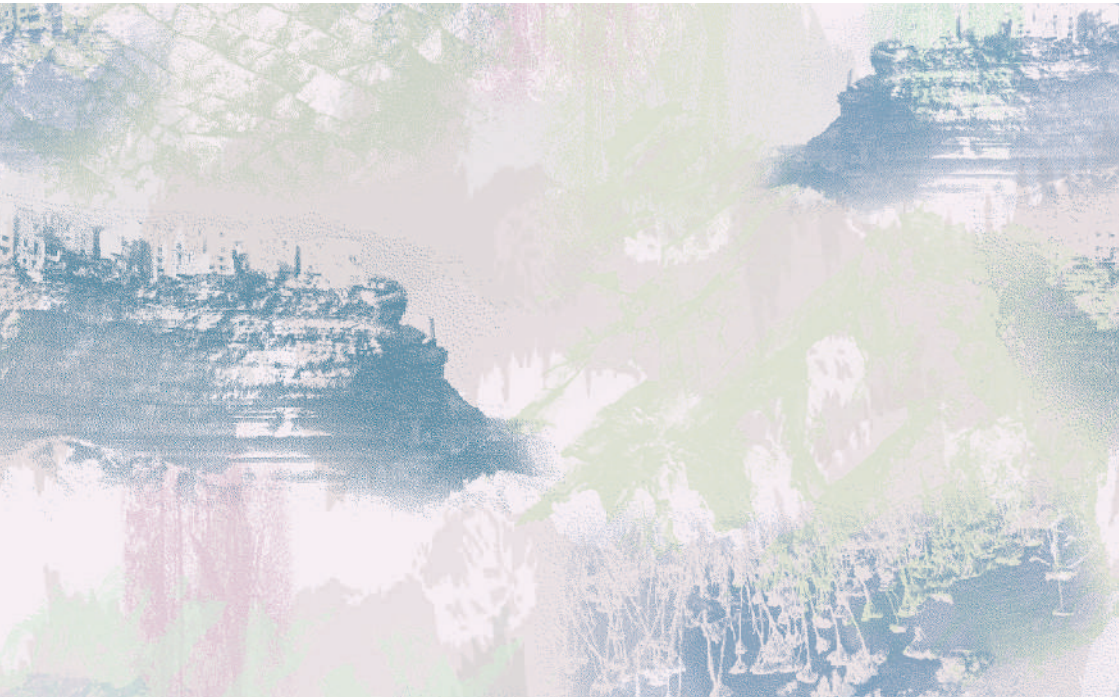
Volume 15 L  
Capacity 11 lb / 5 kg

## 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.



## Cape Point

Among rock surfaces of the cape and  
flowers blooming on the hills.:  
Close your eyes and calmly sense  
the sea breeze and the scent of Mother Earth.



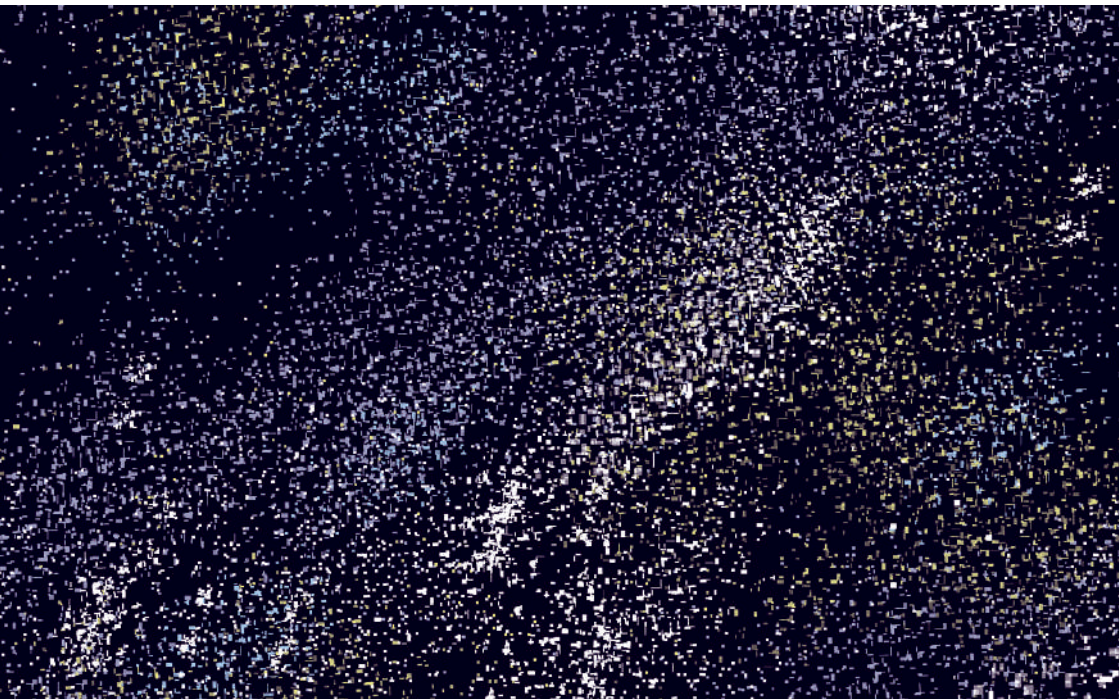


## *Peaceful Morning*

Hear birds chirping from the fresh grove of trees.  
Feel the vibrant life and see the sun's rays  
glittering down between their shade.  
What a peaceful island morning.



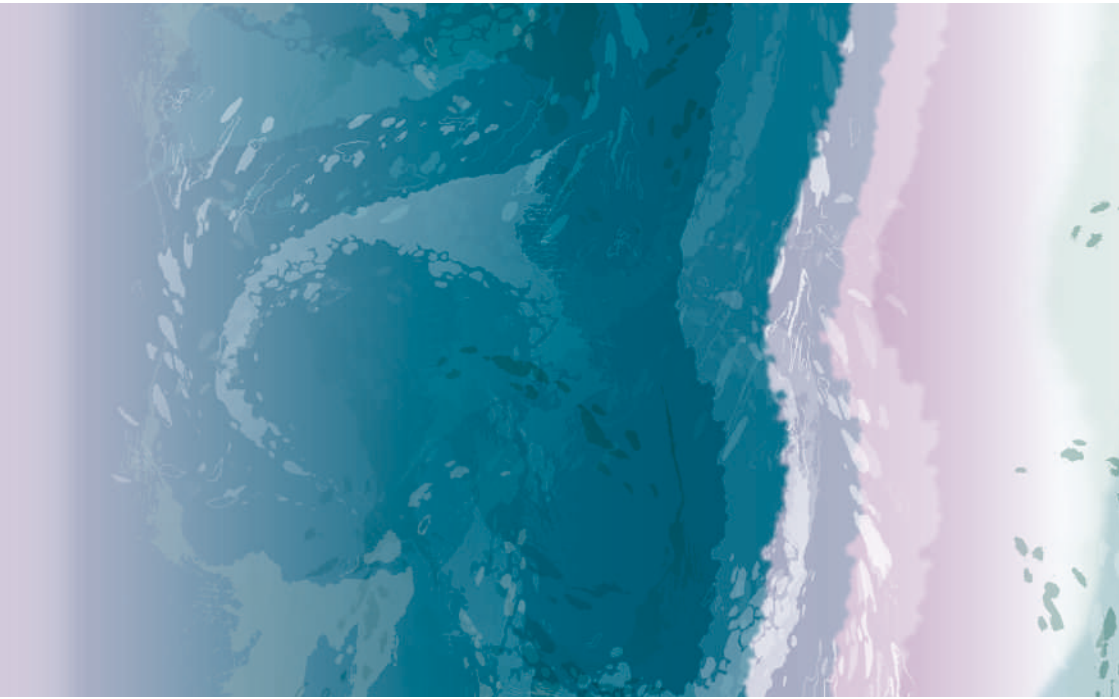




## Diamond Sky

Night falls on the island.  
Endless starry sky, stardust,  
and shooting stars surround us.  
It's as if we are in a completely different space.





## Crystal Shores

A blue ocean, white sand beach,  
and the sounds of breeze and waves  
—you are immersed in an imaginary scenery  
of beautiful shores that relaxes you.



*Recycled Collection*

# Far North



Made of  
100% Recycled Material



Wondrous aurora of northern lights,  
overwhelming mountain peaks covered with snow,  
wildflowers full of vitality,  
and terrifyingly beautiful drift ice floating on the night sea:  
The designs are inspired by robust,  
magnificent natural environments in arctic areas.  
Feel the strength, beauty, fear,  
and irresistibility that nature imparts to humans.



Arctic Wildflowers



Northern Lights



Snowy Peaks



Drift Ice

*Original Collection*



## Compact Bag

Shupatto's iconic shape



Hold the tapes of both ends and...

PULL!!

Fold in half twice and roll it up.

Close the button.

## Compact 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.

Specs

Size S



Volume 7.5 L Capacity 6.6 lb / 3 kg

Size M



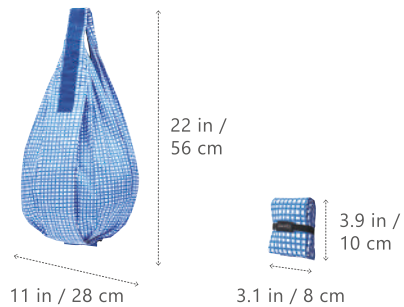
Volume 15 L Capacity 11 lb / 5 kg

Size L

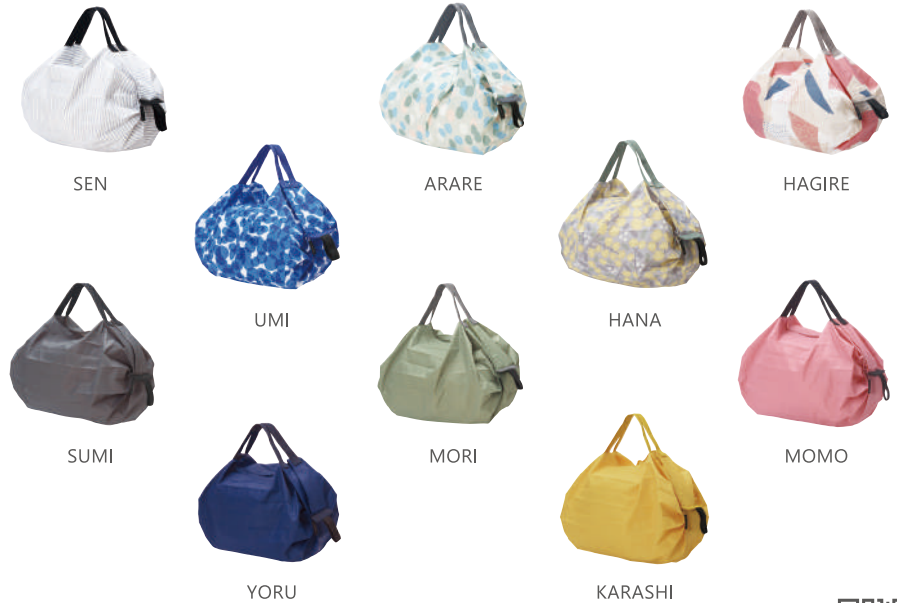


Volume 40 L Capacity 33 lb / 15 kg

Drop



Volume 16 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)

See it in action.





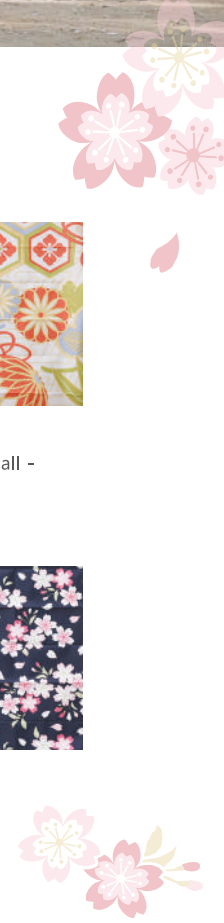
Size M



Size M  
Japan Collection



See it in action. 



Size L



Drop



SEN



ARARE



HAGIRE



UMI



HANA



SUMI



MORI



MOMO



YORU



KARASHI



SEA GRASS



MESH



POPPY



LEMON



FLOWER



PINK



NAVY



BLACK



See it in action.



See it in action.

# 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.

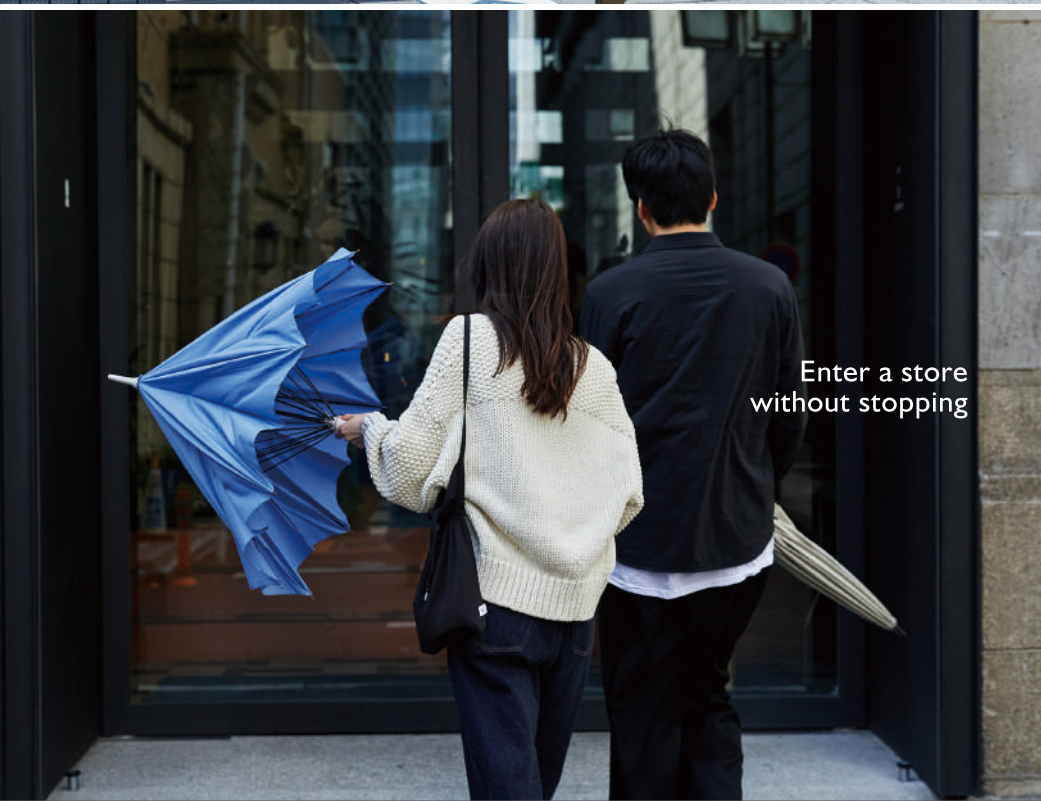




Effortlessly enter  
a subway station



Leave a store without  
blocking others behind you



Enter a store  
without stopping



Smoothly get into a taxi

# Line-up

## Shupatto Umbrella 58cm

6 colors



Azure Blue



Ash Green



Warm Gray



White Beige



Citron Yellow



Shell Pink

## Shupatto Umbrella 62cm

4 colors



Black



Navy



Khaki



Greige

# Specs





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

Designed by Marna Inc. in Tokyo, Japan

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