

Reconsider  
Revolution  
Rethink  
Reduction  
Research  
Resolution  
Repair  
Regeneration  
Reshape  
Reinvention  
**Recollection**



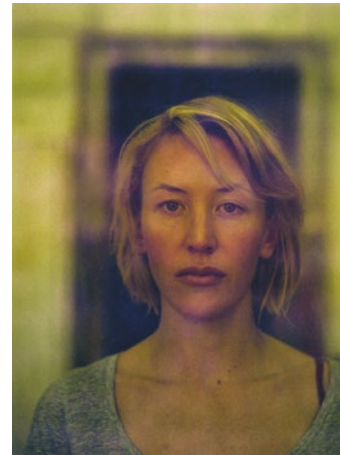
Reproduction  
Research  
Redistribute  
Repair  
Reorganize  
Reshape  
Revolution  
Rethink  
Reinvention  
Reduction  
Recollection

**Colophon**

Design: 75B  
Photography: Jan Bijl (unless stated otherwise)  
Text: 75B, Thomas Sciarone & Vincent van Duin

Models: Juliette van Lawick & Stijn Willem van 't Land

Print: Drukkerij Tripiti  
Paper: Munken Kristall 90 g/m<sup>2</sup>



### The story

2020: 20 years of reducing waste in a colourful way. *Recollection* is not just a flashback on the bag with the flash, it's also a rejoice of plastic not produced, not used, not wasted, and not ending in nature. It's a remembrance of what SUSAN BIJL is: a sustainable alternative, a catalyst in the revolution.

*Recollection* is also a flash forward, as we constantly rethink our means of production, in a constant re-evaluation of our impact on the environment. Recycling is key, and so is repackaging. The research never stops, in our effort to reshape consumer behaviour. *Recollection* is the first SUSAN BIJL collection completely made of recycled ripstop nylon.

*Recollection* is a colourful celebration, offering many favourites from SUSAN BIJL collections of the past 20 years. Together all these recreated colour combinations form a surprisingly coherent and very joyful overview of what SUSAN BIJL has stood for all these years. Always fresh, always original, and always moving forward. In this brochure we look back at all the colourful collections that we have made during these 20 years.

*Recollection* offers the classic The New Shopping Bag in long gone colour combinations, as well as recent must-haves like The New Pouch, The New Bum Bag and The New Backpack in combinations that are all new. As we cannot look back, without reimagining the present and shaping the future.

### The story

2020年という年は、私たちがカラフルな方法で無駄を減らしてきて20年という節目の年でもあります。'Recollection'という新コレクションは、私たちの象徴flashと呼ばれる斜めに入ったストライプのデザインをただ思い返すのではなく、プラスチックを作らない、使わない、無駄にしない、そして自然の元に捨てないという大切さをもう一度知るためのコレクションでもあります。ブランド: スーザン・ベルがサステナブルで新しい革命だということを思い返すためのコレクションなのです。

'Recollection' (ザ・リコレクション)は、生産について私たちが常に環境に与える影響を再評価していく新しい一歩でもあります。リサイクルも大事ですが、パッケージもとても大切です。消費者の行動を良い方向に変えて行くリサーチを、私たちは常に行なっています。今回のコレクションでは、スーザン・ベルで初めて、全てのマテリアルがリサイクルされたリップストップ(裂け目を防止、破れてもそれ以上は裂けない)ナイロンで作られています。

今コレクションは、カラフルであることを楽しむもので、過去20年のコレクションから私たちのお気に入りの色を使っています。何年もの間私たちが作ってきた、たくさん色を組み合わせると、驚くことにとってもまとまりのある楽しいものが出来上がりました。いつも新鮮で、オリジナルで、変化して行く。このパンフレットではこの20年で私たちが作り上げてきたものを振り返ります。

'Recollection'は、クラシックなThe New Shopping Bagのカラーリングを復活させると共に、最近のマストバイであるThe New Pouchにも懐かしいカラーリングを使用しています。The New Bum BagとThe New Backpackは全く新しい色を使用しています。今について考え、未来を創造しようとしなければ過去は振り返れないように、全く新しいものと定番のものを掛け合わせています。

# 2000



photo: Vincent van Duin

# Reduction

## The end of the plastic bag!

Born a true minimalist, Susan is always looking to make her world more efficient. Getting rid of needless stuff around the house played a major role in her life as a kid and still does in present day life.

Combined with a good sense of form and colour, this led to the idea of a bag that would make all plastic bags irrelevant. In the local kite store, she discovered the advantages of ripstop nylon. Strong yet thin, lightweight, an almost paper handfeel and available in many surprising colours. Taking the classic shape of the plastic bag as a starting point, she shaped her design and made it even more functional by making the side creases deeper, adding volume. Finally, she added a diagonal stripe, **The Flash** to be able to add a contrasting colour to her design. The New Shopping Bag was born.

When Susan still made bags by hand and on request, Peach & Fluo Pink was a frequently asked for combination.



photo: Kaboul Vermijs

# 2003

# Reproduction

After making 200 bags by herself on popular demand by family and friends, Susan decided around 2002 that it was time to find a place where they could reproduce her simple but detailed shopping bags. Crafting the bags was taking up most of her daytime. To be honest, she didn't have a very technical background in sewing and therefore spent many hours of frustration and swearing behind the sewing machine. She really wanted to move on to new projects but felt she had to end this 'bag project' in a worthy way.



model: Elaine

Since ripstop nylon was mostly being produced in Asia, it seemed like a good choice to look for a bag manufacturer in China. At first, they suggested many small changes (in their eyes: improvements) for Susan's design, such as a small inside pocket and stitches on the handles. But as persistent as Susan is when it comes to her designs, she didn't want to hear of any adjustments.

With a strong sense for colour Susan also has quite a determined mind when creating combinations. With this first production, she wanted to create as many different colour combinations as she did when making the bags by herself. With fabric minimums, this resulted in an order of 13.000 pieces in the first production. Without any so-called pre-sales or promotion, she decided to take the leap.

In May 2003 the first official collection of The New Shopping Bag was presented. 14 colours, 41 combinations!

**Brown & Fluo Yellow is a colour that still stands out from this first collection.**



photo: Ruud Baan - styling: Ielis Vaandrager - model: Barbara



photo: Vincent van Duin

## 14 colours 41 combinations

# 2005

# Reconsider



photo: Steven Dahlberg - model: Barbara



photo: Steven Dahlberg - model: Zia

As 2003 marked Susan's first reproduced collection, she had to make up her mind and reconsider. Giving birth to her first child Spijker in 2003 as well as being surrounded by over 40 boxes with newly produced shopping bags in her living room wasn't quite the idea of minimizing the household...

With only a webshop and hardly any physical sales points, sales started slowly. But after being featured in Volkskrant Magazine (Dutch Newspaper) things took off!

Moving the stock out of the apartment and into her husband's artist studio automatically led to his involvement in the business of bags. Amongst the first to sell The New Shopping Bag were shops such as Stedelijk Museum Amsterdam, Gemeentemuseum Den Haag, and Beljon. Soon the brand was introduced to the Japanese art book publisher Gas as Interface and the Japanese adventure began. Within 2 years Susan had to place a second order at the factory. Her bags were discovered by the buyers of Paul Smith and United Arrows and The New Shopping Bag became available in London, New York, Milan and Tokyo.

**A most wanted combination from this collection was Fluo Pink & Black.**

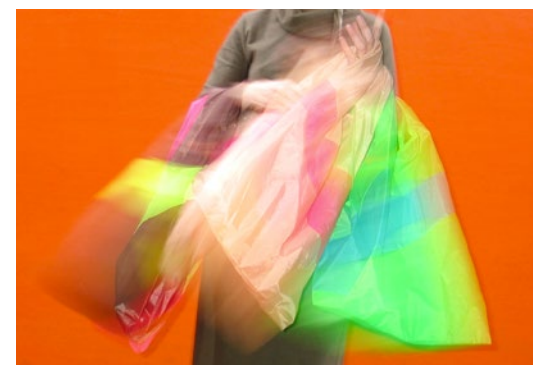


photo: Theo Aulenaerd - model: Susan

# 2006

## Arigatou gozaimashita!



Arigatou gozaimashita!

What? That's a way to say 'thank you' in Japanese for something that has happened to you in the past. Between 2004 and 2005 our bags slowly found their way to artist pop-up shops in Tokyo. With the help of Gas as Interface SUSAN BIJL was introduced to young creatives and people who believe in sustainability around Japan. The New Shopping Bag appeared in thousands of fashion and lifestyle magazines and even on National Television.

Susan started to make special colour combinations for the Japanese market. The Japanese fell in love with the simple but sophisticated style of the colourful and sustainable Shopping Bags. In 2007 over 1.000 stores in Japan were selling Susan's original design.

Very 'Kawai' colour combinations from the Japan specials were Electric Blue & Sky Blue, Pale Pink & Peacock, Pistachio & Fluo Yellow and Warm Grey & Electric Blue.



2008

Reorganize



model: Kee



models: Milena, Montique, Vincent, Susan

With such success in Japan, ambitions for the European market grew as well. In 2008 Susan released her biggest collection of shopping bags so far.

14 base colours (such as Mauve, Green Sheen and Warm Grey) creating 56 combinations. And the introduction of The New Shopping Bag in Mini (now the small size) for the smallest family member. It was a very busy time. Just before she gave birth to her second child Kee, she launched a brand-new collection with leather bags and accessories.

The New Shopping Bag was transformed into a leather version with the flash in a very subtle contrast using the suede side of the leather. A leather pouch and the so-called Super Shopper found its ways into high end boutiques in Hong Kong, Japan and The Netherlands.

**A popular combination from the 2008 collection was the classic Black & Fluo Pink.**



# 2012



photo: Ruud Baan - styling: Isis Vaandrager - model: Aruna

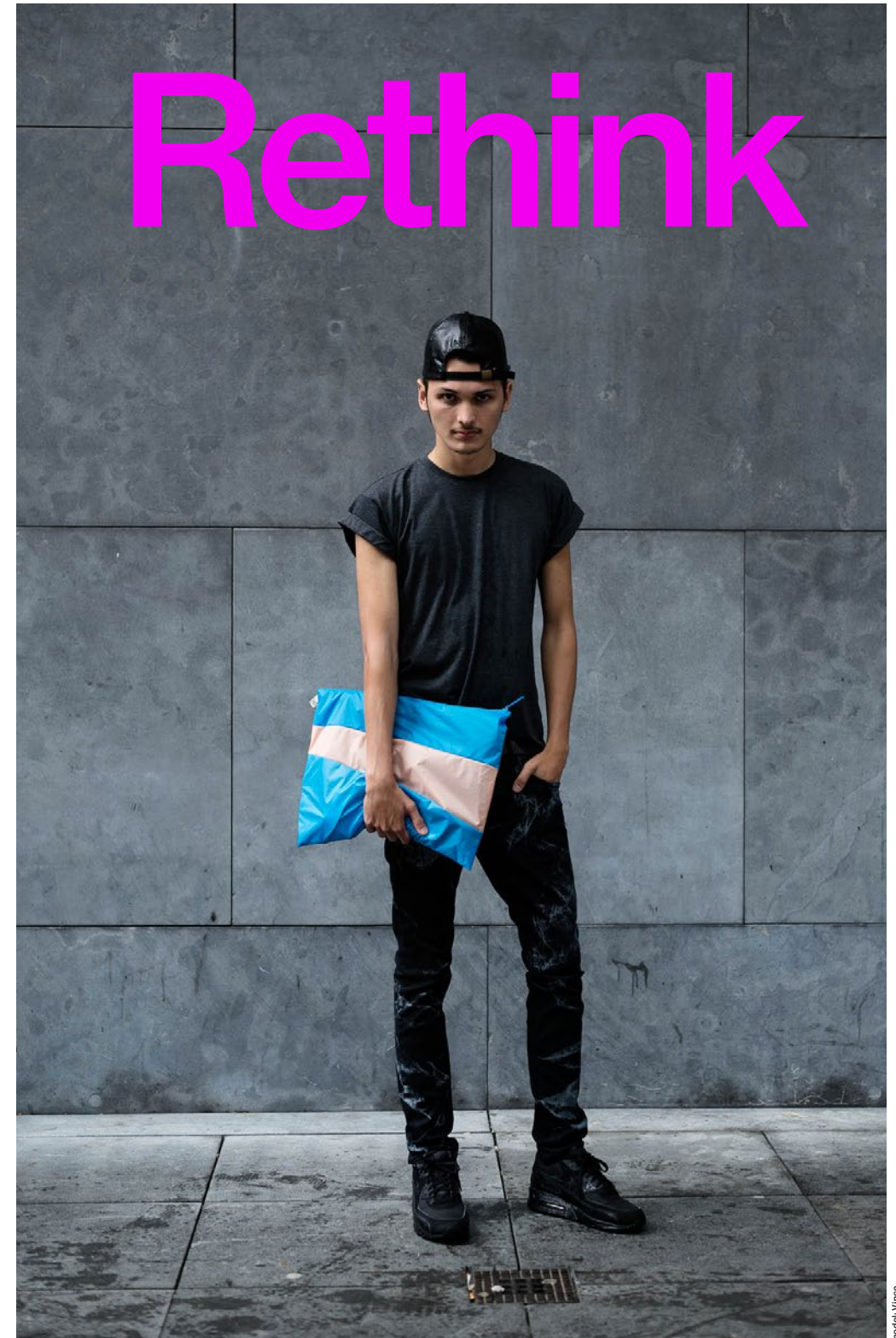
Some years passed. Focus switched between many different projects.

A third child, Jan, was born. In 2012 we sat down to rethink SUSAN BIJL. When you name your company after yourself, it is sometimes difficult to see yourself separated from your work. In order to move forward and rethink what we had been doing the past 12 years, we had to approach SUSAN BIJL more as a brand without losing the personal touch.

The result of this rethinking in 2012 is still at the core of our brand. Create well designed, colourful, sustainable items for daily use. Easy in use, but very elaborate in its design. This led to the introduction of The New Pouch in 2013.

On our quest to reduce waist and take responsibility for our planet we decided to stop working with leather which is not only harmful for animals but also needs a huge amount of chemicals before it can be used in fashion. Instead, we would focus only on ripstop nylon. It's very strong, light weight, easy in-use and of a coherent quality.

Many favourites emerged from this era, such as **Apricot & Beige, Burgundy & Sky Blue, Lavender & Rust, Moutarde & Lavender, Rust & Powder and Salmon & Red Alert.**



model: Vines

# 2014

Seaweed  
Rock  
Ocean  
Miami  
Coral  
Sulphur  
Sky  
Shrimp



photo: Bob Goedewaagen / SUSAN BIJL

In 2014 we opened our Rotterdam store.  
A big move!

After some years of contemplating about opening our own store, we finally took the plunge and came across Mauritsweg 45a where we could combine office, studio and store. 2014 also marks our ongoing collaboration with design studio 75B. They redesigned our identity and integrated our signature flash in the logo.

In the same year we presented the new collection Horizons. This was the first collection with an actual title and sort of thought out colour concept, with colour names such as Seaweed, Rock, Ocean, Miami, Coral, Sulphur, Sky and Shrimp. From that year on, each collection would carry eight base colours defined around a theme or concept. With the eight colours, Susan would create twenty-four different colour combinations.

**Horizons' Seaweed & Ocean was a bestseller and thus deserves a spot in our 2020 collection**

# Redistribute



photo: Bob Goedewaagen / SUSAN BIJL



photo: SUSAN BIJL

2015

## Reshape



Our bags are famous for their bright and challenging colour variations and combinations. Yet, more basic colours such as black and dark blue have always been very popular and much requested amongst our customers. To complement our annual collections and specials, we introduced a collection made of basic colours that will never run out of stock: Black, Navy, Grey, Pine, Camel and Blue. **SUSAN BIJL Forever!**

After this collection with more tonal colours, Susan was craving for a contrasting palette. Therefore, 2015 became the year of the RGB collection. Red, Green, Blue, Yellow, Cyan and Magenta as the six main colours, complemented with Black and White. Using colour names such as White Light and Pretty Pink, referring to pop culture, she made a very bold collection. The Black & White and the White & Black combinations were so strong and popular amongst

our clientele, that we introduced a November special that year with only Black and White bags. This was also the introduction of the solid bags, where the Flash and base have the same colour. The all white and all black bags were sold out in the wink of an eye. How ironic for a colourful brand such as SUSAN BIJL! In this year we added two new designs to our collection, The New Foldable Backpack and The New Protectable, a protective sleeve for your laptop or portable device.

**TV Yellow & Blueback was one of our favourites from the RGB collection. Black & Black was one of the most popular combinations in our brand's history. Other combinations that made it to the 2020 cut are Redlight & Blueback, Keyblue & Redlight, Greenscreen & Pretty Pink and Black & White.**



2017

# Repair



photo: SUSAN BIJL



photo: SUSAN BIJL

Around 2016 – 2017 governments all around the world finally started to discourage the use of plastic bags. Even though we were already offering an alternative to the single-use plastic bags, we realized we had to think ahead and keep on trying to decrease our footprint and make our business more sustainable. Because recycled ripstop nylon wasn't easily available at that time, we investigated what would be the best alternative. Bluesign® is a holistic system that provides solutions in sustainable processing and manufacturing to industries and brands. We changed to 100% bluesign certified ripstop nylon from 2016.

In 2017 we introduced our Care & Repair service, offering free repair to our customers for bags that have a hole or rip. With the Care & Repair we hope to inspire consumers to buy less and show them that broken items can be repaired and used for many years again.

Another sustainable measure we took in 2017 was our Leftover collection. In November that year we introduced a collection made entirely of leftover fabric that was laying around in the warehouse of our factory. Besides finishing all (unusable) pieces of fabric, it also created a collection of colour combinations that surpassed the original collections.

In the same year we made small adjustments to The New Pouch, but the effect couldn't be bigger. Small loops and a strap turned the pouch into a shoulder bag, giving it an extra function. These additions were introduced in a special collection. We asked fellow Rotterdammer and designer Bertjan Pot to design a print for our bags, as we had done the year before with Experimental Jetset and 75B. Instead of offering a print, Bertjan proposed to use six colours instead of the usual two. After this collection, The New Pouch in its new form became indispensable.

Surprising new colour combinations from the Leftover collection 2017 were Helio & Fluo Yellow and Lilac & Cees.



graphic design: 75B - models: Ralley, Kevin



# 2018



profiling: Elle Luytenbroek - model: Ebony

# Regeneration

2018 marks the year of new designs. The New Backpack and The New Bum Bag became instant classics in the expanding SUSAN BIJL world.

Most customers might not know, but many of Susan's designs have been laying around her studio before they end up in the collection – some even for years! They need time to ripen and prove themselves to be of necessity. Such a product is The New Raincoat, made of a soft but waterproof ripstop nylon. Just like all SUSAN BIJL products, the design looks uncomplicated at first sight, but is rather sophisticated. Made with a minimum of fabric wastage because of the pattern being almost one piece and using the full width of the original fabric and hardly any seams.

In 2018 we also celebrated Susan's birth year with the collection 1975. With colour names such as Cleese, Volvo, Zappa, Floyd and Jaws, we drew inspiration from that specific 1970s generation. It also pinpointed the fact that Susan is in the center of the generations embracing the brand: from young stylish teenagers to conscious and urbane 80-year-olds.

**Floyd & Oak was amongst the most popular combinations from the 1975 collection.**



model: Emre



model: Lewis & Boris

**the design looks uncomplicated at first sight, but is rather sophisticated**

2020

# Recollection

Recollection is a colourful celebration, offering many favourites from SUSAN BIJL collections of the past 20 years. Together all these recreated colour combinations form a surprisingly coherent and very joyful overview of what SUSAN BIJL has stood for all these years. Always fresh, always original, and always moving forward.

今コレクションは、カラフルであることを楽しむもので、過去20年のコレクションから私たちのお気に入りの色を使っています。何年もの間私たちが作ってきた、たくさんの色を組み合わせると、驚くことにとてもまとまりのある楽しいものが出来上がりました。いつも新鮮で、オリジナルで、変化して行く。このパンフレットではこの20年で私たちが作り上げてきたものを振り返ります。



### The New Shopping Bag LARGE

A long-lasting, lightweight, sustainable, super strong, waste reducing and water repellent bag.

Made from 100% recycled bluesign® certified ripstop nylon with a waterbased coating.

Carries > 20 kg

Large: 37.5 x 69 x 34 cm / 14.6 x 27.2 x 13.4 inches

Medium: 27 x 55 x 18 cm / 10.6 x 21.6 x 7.1 inches

Small: 18 x 39 x 14.5 cm / 7 x 15.5 x 5.5 inches

### 新しいショッピングバッグ(大)

長持ちで、軽く、サステナブル。とても丈夫で、廃棄物を削減する、撥水加工のバッグです。水性コーティングを施した100% blue sign®認定のリップストップ(裂け目を防止、破れてもそれ以上は裂けない)ナイロン製。

耐荷重> 20kg

L: 37.5 x 69 x 34 cm

M: 27 x 55 x 18 cm

S: 18 x 39 x 14.5 cm



### The New Foldable Backpack MEDIUM

A long-lasting, high-quality, lightweight, water repellent, super strong backpack. Foldable into side pocket. Made from 100% recycled bluesign® certified ripstop nylon with a waterbased coating and high-quality zipper.

Carries > 20 kg

Large: 54 x 28 x 15 cm / 22 x 11 x 6 inches / 22,5 L  
Medium: 40 x 25 x 10 cm / 15 x 10 x 4 in / 10 L

### 新しい折りたためるバックパック(中)

長持ちで、高品質で、軽く、撥水加工を施した、とても丈夫なバックパック。折りたたんでサイドポケットの中に収納できます。水性コーティングを施した100% blue sign®認定のリップストップ(裂け目を防止、破れてもそれ以上は裂けない)ナイロンと高品質のジッパーを使用。

耐荷重> 20kg

L: 54 x 28 x 15 cm / 22.5 L  
M: 40 x 25 x 10 cm / 10 L



### The New Pouch MEDIUM & The New Strap

A long-lasting, high-quality, lightweight, water repellent, super strong and super handy organizer or etui with adjustable belt to secure a pouch and wear it crossbody. Made from 100% recycled bluesign® certified ripstop nylon with a waterbased coating and high-quality zipper.

Large: 35 x 25 cm / 13.7 x 9.8 inches  
Medium: 29 x 19 cm / 11.4 x 7.5 inches  
Small: 19 x 13 cm / 7.5 x 5.1 inches  
Strap: 105 x 1 cm / 41.3 x 0.4 inches

### 新しいポーチ(中)& 新しいストラップ

長持ちで、高品質で、軽く、撥水加工を施した、とても丈夫で使いやすい、バッグの中身を整理するのにぴったりな小物入れです。ポーチをショルダーバッグにできる調節可能なベルト付き。水性コーティングを施した100% blue sign®認定のリップストップ(裂け目を防止、破れてもそれ以上は裂けない)ナイロンと高品質のジッパーを使用。

L: 35 x 25 cm  
M: 29 x 19 cm  
S: 19 x 13 cm  
ストラップ: 105 x 1 cm



### The New Protectable 13 INCH

A long-lasting, high-quality, lightweight, water repellent, super strong and super handy sleeve for your 13" laptop. Made from 100% recycled bluesign® certified ripstop nylon with a waterbased coating, filled with neoprene and finished with a high-quality zipper.

Size: 35 × 25.5 cm × 2.5 cm / 13.7 × 10 × 1 inches

### 新しいPC保護ケース (13インチ)

長持ちで、高品質で、軽く、撥水加工を施した、とても丈夫で便利なPCケースで、Macbook 13インチにぴったりです。ネオプレンの上に水性コーティングを施した100% blue sign®認定のリップストップ(裂け目を防止、破れてもそれ以上は裂けない)ナイロンと高品質のジッパーを使用。

大きさ: 35 × 25.5 cm × 2.5 cm



### The New Raincoat LARGE

A long-lasting, high-quality, lightweight, waterproof, super strong and oversized raincoat with adjustable hood and sleeves, foldable into inside pocket which is a medium pouch and comes with a strap. Made from 100% recycled bluesign® certified ripstop nylon with a waterproof coating, sealed seams, high-quality zipper and snaps.

Size: Large

### 新しいレインコート

長持ちで、高品質で、軽く、撥水加工を施した、とても丈夫なオーバーサイズのレインコート。フードと袖は調節可能で、Mサイズのポーチになるポケットの中に収納することができます。ストラップ付き。水性コーティングを施した100% blue sign®認定のリップストップ(裂け目を防止、破れてもそれ以上は裂けない)ナイロン製。縫い目は密閉しており、高品質のジッパーとスナップを使用。

サイズ: L





### The New Bum Bag MEDIUM & SMALL

A long-lasting, high-quality, lightweight, waterproof, super strong bag with inside pocket and adjustable strap. Wear it as a hip bag or cross body. Comes with Velcro loops to attach it to your bike or baby stroller. Made from 100% recycled bluesign® certified heavyweight ripstop nylon & polyester with a waterproof coating and high-quality waterproof zipper.

Medium: 19 x 28 x 8.5 cm / 7.5 x 11 x 3.3 inches  
Small: 13 x 18.5 x 6.5 cm / 5.1 x 7.3 x 2.6 inches

### 新しいウェストポーチ(小)

長持ちで、高品質で、軽く、撥水加工を施した、内側にポケットのある、とても丈夫なバッグ。調節可能なストラップ付き。ヒップバッグまたは斜めがけバッグとして使用できます。自転車やベビーカーに装着するためのベルクロループ付き。水性コーティングを施した100% blue sign®認定のリップストップ(裂け目を防止、破れてもそれ以上は裂けない)ナイロンと高品質の防水ジッパーを使用。

M: 19 x 28 x 8.5 cm  
S: 13 x 18.5 x 6.5 cm



### The New Backpack

A long-lasting, high-quality, lightweight, waterproof, super strong and protectable backpack with a laptop pocket. Made from 100% recycled bluesign® certified heavyweight ripstop nylon & polyester with a waterproof coating, filled with neoprene and finished with a high-quality zipper.

Carries > 20 kg  
Size: 35 x 27 x 10 cm / 13.7 x 10.6 x 4 inches / 10 L

### 新しいバックパック

長持ちで、高品質で、軽く、撥水加工を施した、PC保護ポケット付きのバックパック。ネオプレンの上に水性コーティングを施した100% blue sign®認定のリップストップ(裂け目を防止、破れてもそれ以上は裂けない)ナイロンと高品質のジッパーを使用。

耐荷重> 20kg  
大きさ: 35 x 27 x 10 cm / 10 L



2000  
Peach & Fluo Pink



2003  
Brown & Fluo Yellow



2005  
Fluo Pink & Black



2006  
Pale Pink & Peacock



2006  
Electric Blue & Sky Blue



2006  
Pistachio & Fluo Yellow



2006  
Warm Grey & Electric Blue



2008  
Black & Fluo Pink



2012  
Salmon & Red Alert



2012  
Apricot & Beige



2012  
Burgundy & Sky Blue



2012  
Rust & Powder



2012  
Lavender & Rust



2012  
Moutarde & Lavender



2014  
Seaweed & Ocean  
Horizons



2015  
Keyblue & Redlight  
RGB



2015  
Redlight & Blueback  
RGB



2015  
Black & White  
Black and White



2015  
Black & Black  
Black and White



2015  
Greenscreen & Pretty Pink  
RGB



2015  
TV Yellow & Blueback  
RGB



2017  
Helio & Fluo Yellow  
Leftover



2017  
Liliac & Cees  
Leftover



2018  
Floyd & Oak  
1975



The New Shopping Bag MEDIUM collection (24 items)

新しいショッピングバッグ(中)コレクション(24点)



The New Shopping Bag SMALL collection (12 items)

新しいショッピングバッグ(小)コレクション(12点)



The New Backpack collection (6 items)

新しいバックパックコレクション(6点)



The New Foldable Backpack LARGE collection (2 items)

新しい折りたためるバックパック(大)コレクション(2点)



The New Foldable Backpack MEDIUM collection (4 items)

新しい折りたためるバックパック(中)コレクション(4点)



The New Pouch LARGE collection (12 items)

新しいポーチ(大)コレクション(12点)



The New Pouch MEDIUM collection (12 items)

新しいポーチ(中)コレクション(12点)



The New Pouch SMALL collection (12 items)

新しいポーチ(小)コレクション(12点)



The New Strap collection (10 items)

新しいストラップコレクション(10点)



The New Protectable 13 INCH collection (2 items)

新しいPC保護ケース(13インチ)コレクション(2点)



The New Raincoat LARGE collection (3 items)

新しいレインコートコレクション(3点)



The New Bum Bag MEDIUM collection (6 items)

新しいウェストポーチコレクション(中) (6点)



The New Bum Bag SMALL collection (6 items)

新しいウェストポーチコレクション(小) (6点)

「環境にやさしい」を掲げるブランドは、消費者の関心を集めるだけでなく、環境問題への取り組みをアピールする手段としても重要な役割を果たしています。特に、持続可能な素材や生産プロセスの透明性を重視するブランドは、消費者の信頼を獲得し、競争力を高めることに成功しています。

「環境にやさしい」を掲げるブランドは、消費者の関心を集めるだけでなく、環境問題への取り組みをアピールする手段としても重要な役割を果たしています。特に、持続可能な素材や生産プロセスの透明性を重視するブランドは、消費者の信頼を獲得し、競争力を高めることに成功しています。

In the year 2000, Susan Bijl set out to create a bag. As a student of Rotterdam’s Willem de Kooning Academie, she wanted to design one that would render all others obsolete.

That bag is The New Shopping Bag.

Born partly from the idea of reducing the waste involved with the production of plastic bags; and partly from the ‘less is more’ Dutch design philosophy, The New Shopping Bag was an instant hit amongst friends, fashion-lovers and designers alike. The bag’s original design was based on the silhouette of a generic plastic bag. Susan gave it her own spin by creating a colourful variation, crafted from Ripstop nylon. The same fabric kites are made of, Ripstop is both indestructible and lightweight – making it the ultimate choice. The only thing lacking was a signature. After many sketches and prototypes, Susan created the iconic ‘Flash’ – a diagonal stripe that has appeared on every product she’s designed since.

We started out small. In the first two years, Susan sewed almost 400 bags at her studio in Rotterdam, before selling them directly to independent boutiques in the Netherlands.

After attracting positive attention from the press, and piquing the interest of boutiques all over the world (including Paul Smith in the UK and Japan’s United Arrows), we slowly began to grow from a small-scale art project into a real business.

The confidence and enthusiasm of both our retailers and customers helped us spread The New Shopping Bag – in more than 250 variations – from Scandinavia to Australia.

#### products

All our products are crafted from bluesign-certified Ripstop nylon. Not only is it strong and durable, but it can hold a great amount of weight. Using fabric made under the bluesign-certificate eliminates harmful substances from the manufacturing process. It sets and maintains standards for products that are both safe and environmentally-friendly. Our fabric has a water-based coating that’s also water-repellent. This has a smaller environmental impact than a traditional PU coating.

#### low-impact, high-quality

To reduce our impact on the environment even more, ‘Recollection’ has been entirely made from recycled ripstop nylon. This is an important step in our constant search for offering our high-quality products in a way that does the least harm to our environment.

#### specials

Over the last couple of years we have released special collections in cooperation with HAY, the city of Rotterdam, International Film Festival Rotterdam and a series of fantastic Dutch designers like 75B, Experimental Jetset, Bertjan Pot, Michiel Schuurman and Ellie Uyttenbroek.

「環境にやさしい」を掲げるブランドは、消費者の関心を集めるだけでなく、環境問題への取り組みをアピールする手段としても重要な役割を果たしています。特に、持続可能な素材や生産プロセスの透明性を重視するブランドは、消費者の信頼を獲得し、競争力を高めることに成功しています。

スーザン・ベルについて  
スーザン・ベルは2000年にバッグを作り始めました。ロッテルダムのWillem de Kooningアカデミーの学生として、革新的なものを作ろうとして生まれたのが、この

The New Shopping Bag  
(新しいショッピングバッグ)だったのです。

ビニール袋の生産過程で排出される廃棄物をなるべく減らすためのアイデアから始まり、そこにオランダのデザイン哲学である「less is more(少ないことは豊かなこと)」が加わって、The New Shopping Bag (新しいショッピングバッグ)は、彼女の友人たちやファッション好き、デザイナーなどの間で、たちまち人気を集めました。当初のデザインは一般的なビニール袋を原型にしたものでした。スーザンはそこに自身の個性を加え、カラフルでバリエーション豊かなリップストップナイロン製のバッグを作りました。風にも使われているリップストップは、とても丈夫で軽い、究極の素材です。そこに一つだけ欠けていたのは、ブランドならではの特徴でした。たくさんのスケッチや試行錯誤の末、スーザンは象徴的な「Flash」のデザインを生み出しました。以降、斜めに入ったストライプは、彼女のデザインするすべてのプロダクトに用いられています。当初は小規模からスタートし、オランダ国内のインディペンデントなブティックなどに直接卸すために、スーザンは最初の2年間に400点ものバッグを自身のスタジオで手縫いしました。

世界中のメディアやブティック(イギリスのPaul Smithや日本のUnited Arrowsを含む)から高い評価を受け、私たちは小さなアートプロジェクトから本格的なビジネスへと、少しずつ成長し始めました。

北欧からオーストラリアまで、リテラーやお客さまからの信頼と熱意が、私たちの250種類以上あるThe New Shopping Bagを世界中に広めてくれました。

#### プロダクト

すべてのプロダクトは、blue sign®認定のリップストップナイロンで作られています。丈夫で長持ちするだけでなく、かなりの重さに耐えることができる素材です。blue sign®認定の生地を使うことで、製造工程で有害な物質が出ることはありません。安全で自然に優しい基準として、私たちのプロダクトの前提となっています。生地には耐水性のある、水由来のコーティングを施し、従来のポリウレタンコーティングより環境への影響が少ないことが特徴です。

環境への影響は低いのにも関わらず、高いクオリティーを。今までより更に環境への影響を配慮し、“Recollection”シリーズはリサイクル素材のナイロンリップストックを使用しています。環境にダメージの影響が少なく、高品質な製品の製造方法を常に考察している私たちにとって、この製品はとても重要なステップとなっています。

#### スペシャル

ここ数年、スペシャルコレクションでは HAY、ロッテルダム 市、ロッテルダム国際映画祭をはじめとして、オランダを 代表する 75B、Experimental Jetset、Bertjan Pot、Michiel Schuurman や Ellie Uyttenbroekなどの素晴 らしい作家ともコラボレーションを行ってきました。



# Recollection

## 2020



Mauritsweg 45a  
3012 JV Rotterdam  
The Netherlands  
+3110 751 07 79

[susanbijl.nl](http://susanbijl.nl)  
[shop@susanbijl.nl](mailto:shop@susanbijl.nl)  
[instagram.com/susanbijl](https://www.instagram.com/susanbijl)  
[facebook.com/susanbijl](https://www.facebook.com/susanbijl)

20 years of **SUSAN BIJL**<sup>®</sup>