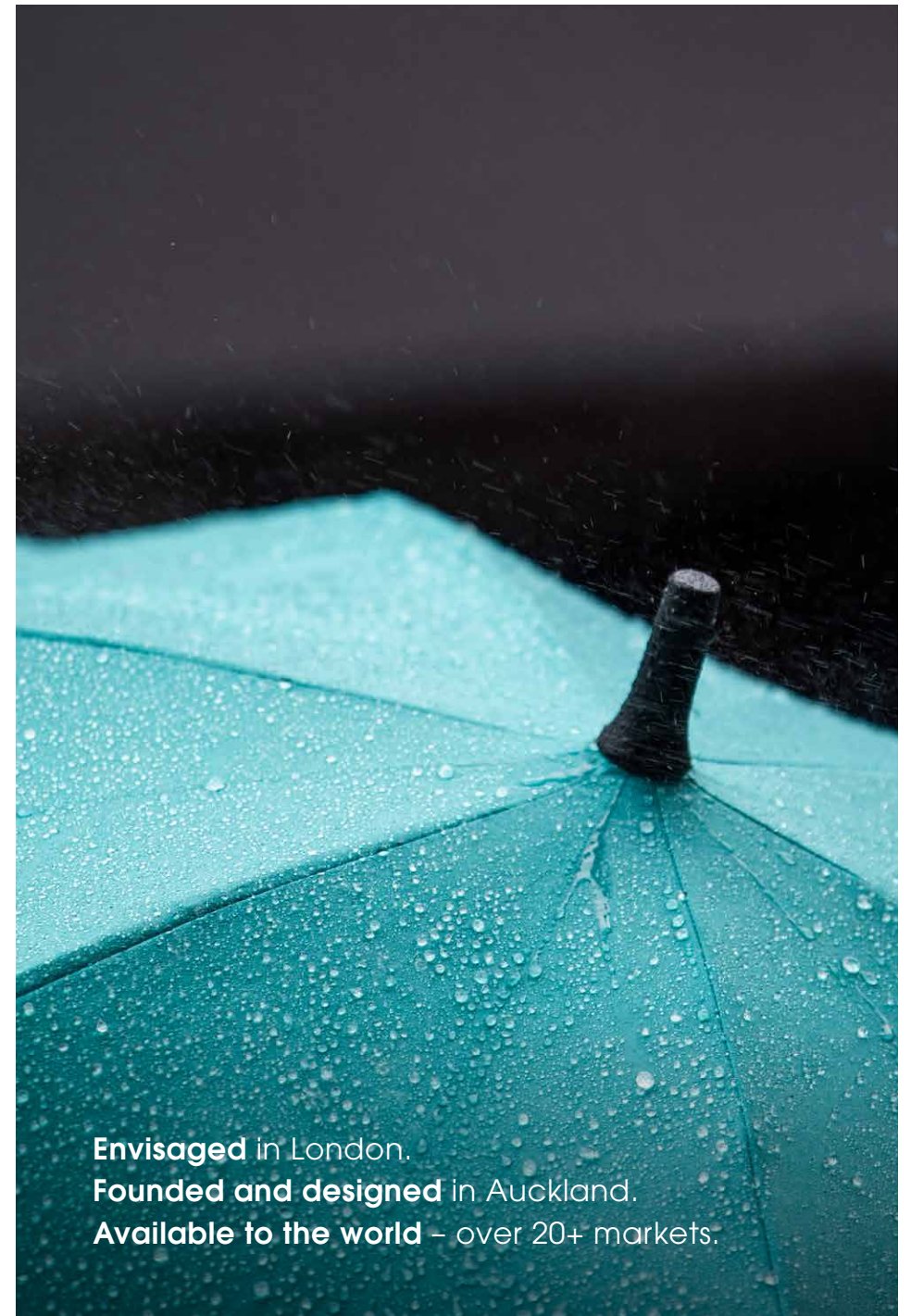




BLUNT

our DNA

we take
ordinary products
and **turn them**
into extraordinary
experiences.



Envisaged in London.
Founded and designed in Auckland.
Available to the world – over 20+ markets.



"Lightweight, truly beautiful and a joy to use."



"Solidly built, not insanely expensive, and they about as cool as an umbrella can look without being a full-on you'd-weep-if-you-lost-it fashion umbrella. Sold."

idealog

"You find yourself taking your umbrella out in stormy conditions even when you don't need to."

THE WALL STREET JOURNAL.

"Structurally, the Blunt™ falls somewhere between suspension bridge and NASA space probe."

KAREN WALKER

"There's something about sheltering under a Blunt™ umbrella that gives a gorgeous sense of sanctuary...you're in your own private world, you feel ever so slightly removed and cocooned. It's kind of heavenly."

Men's Health

"Ensure you'll go through life with fewer umbrellas."

GIZMODO

"Umbrellas are just another hateful piece of urban luggage...the Blunt™ umbrella's intelligent design might actually convert this hater."

WIRED

"Its architectural integrity is as unbroken as the dome of St. Peter's."

a global brand found in over 20 markets

NORDSTROM

DAVID JONES

bloomingdales

PARAGON SPORTS



SMITH+CAUGHEY'S



sportinglife



our **purpose**

We take ordinary products and turn them into extraordinary experiences. Starting with the umbrella.

We have evolved a traditional product by combining superior engineering with beautiful design, giving us the Blunt™ umbrella.

The unique patented and trademarked Blunt™ shape, formed by the technology within, is the only umbrella on the market with a fully tensioned canopy for unparalleled performance.

We believe the world needs better products that equally benefit the consumer experience and the sustainable choice without compromise.

We all desire brands that we can aspire to own, that we can fall in love with, and share our passion with others - so it's amazing for us to hear our fans from around the world tell us about their love for their Blunt™ umbrella.

This is how we know we're making the ordinary extraordinary. It's an attitude. A way of thinking. A lifestyle choice. It's a way of looking at the world regardless of new products or entering new categories. It's future focused. And most of all, it's true. In everything we do.





Greig Brebner - Inventor

why the **umbrella?** meet **Greig**.

“I wanted to create something that would make people’s lives better.

Something that would stand the test of time, and as any inventors have done in the past, find the answer to a puzzle.

My greatest inspiration when I was a child was growing up in Dad’s shed and watching him create amazing things from basic materials. I remember how excited I was when I saw an inventor that had created something meaningful, that could go out to the world in scale and would help people in some way. What really inspired me was the story, the substance behind their invention.

I’ve always tried to see how things can evolve beyond their current state, how they could be fixed by finding problems that others couldn’t see.

My purpose became clearer to me - I wanted to create something, the best something that would stand the test of time - that was my measure of success. I didn’t want to be another cog in the machine.

When I moved to London for my OE in 1999, I was in a stage in life where I was thinking ‘what’s next?’

I remember walking down Regent St in London on a busy, rainy day, dodging umbrellas, and noticing how poor they were.

Here was a product that had been around for over 150 years and hadn’t fundamentally evolved since inception. It wasn’t delivering the experience that I saw in my head that it could. I became obsessed to an unhealthy level with imagining this perfect umbrella. I built it from scratch - thinking the less influenced I was by the underperforming existing product, the better.

After 18 months of failed radical prototyping I came to the realization that a successful solution needed to respect the incumbent. That’s when I started to make head way.

And I didn’t stop until I got it. When all the problems were resolved with the same design solution, I knew I had something special. Now I just had to convince the rest of the world!”

what makes **the BLUNT umbrella**

The BLUNT umbrella is a perfect blend of form and function.

The key functional elements that needed improving from the traditional umbrella were resolved through the development of the patented Blunt™ tip.

The Blunt™ tips open like miniature umbrellas within custom pockets at the canopy edge and perform multiple purposes to make the Blunt™ umbrella what it is.

They complete the Radial Tensioning System by transferring the unique radial force evenly into the canopy. This even tensioning of the canopy creates a far superior structure and aerodynamic surface for overall superior performance.

They reinforce the umbrella in a traditional area of weakness by eliminating the point loading at the rib end where umbrellas typically fail. The design means that **BLUNT** umbrellas perform in all weather conditions – including winds of up to 115km/h (88mph).

They also eliminate the sharp points at the canopy edge which can be hazardous to others.

Given their design, they are built to last, and this is backed up by a 2 year global manufacturer's warranty – beyond that, our Repair not Replace ethos means any **BLUNT** umbrella can be repaired worldwide.

And most importantly? Giving us our unique shape and iconic style.





introducing our bullseye consumer – **the Style Enthusiast**

What matters most to the Style Enthusiast is how the brands they own, use and wear project their style and identity to the world.

They therefore choose brands with innovative design and unique style which gives them the confidence to do so.

Predominantly urbanites and working professionals, the Style Enthusiast seeks brands they can use and wear which say something about them words cannot.

With a high disposable income, they justify an investment in such brands by ensuring that they protect their style through premium quality, craftsmanship and materials.

They are globally connected and forward thinking. They want to be a part of the sustainability solution, and choose quality brands with a strong story to project this.

They are socially savvy, keeping up to date with latest trends and seeking out brands that deliver an experience beyond the ordinary.

our **core range**



BLUNT Metro

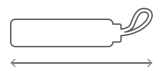
Compact, convenient and collapsible, the **BLUNT Metro** is perfect for busy people in busy places.

diameter



100 cm / 39 in

folded length



37.7 cm / 14.8 in

weight



386 g / 0.85 lb



BLUNT Coupe

Dynamic and light, the **BLUNT Coupe** is perfect for the car, when you need quick cover for speed and ease.

diameter



105 cm / 41 in

folded length



73.5 cm / 28.9 in

weight



428 g / 0.94 lb



BLUNT Classic

The traditional umbrella re-imagined. The **BLUNT Classic** is the perfect full-length umbrella for all occasions.

diameter



120 cm / 47 in

folded length



84.2 cm / 33 in

weight



660 g / 1.45 lb

our **core range**



BLUNT Exec

Spacious and elegant, the **BLUNT Exec** is perfect for business, and those whose business it is to keep others dry.

diameter



137 cm / 53.9 in

folded length



95.4 cm / 37 in

weight



910 g / 2 lb



BLUNT Sport

Big and strong, the **BLUNT Sport** is perfect for golfers, sideline coaches and those who prefer to be out in the wild.

diameter



146 cm / 57.4 in

folded length



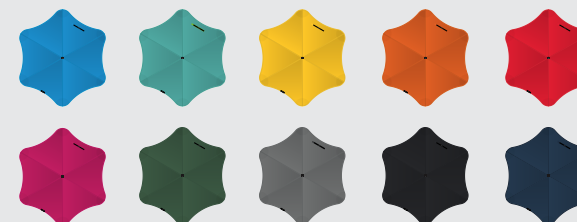
99.1 cm / 39 in

weight



948 g / 2.08 lb

our **colour range**





BLUNT TEMPUS

tempus noun
tem.pus
Latin for time

Blunt™ Tempus. Designed to perform. Engineered to endure.

Blunt™ Tempus is a celebration of 20 years of **BLUNT** umbrella design and the pinnacle of the **BLUNT** range.

This exclusive, limited edition, individually numbered umbrella showcases the very best materials, with carbon fibre as the hero.

The result is a uniquely high calibre and surprisingly lightweight umbrella, which delivers exceptional structural integrity, unmatched aerodynamic performance and premium luxury for a limited few.

The Blunt™ Tempus respects time in every way, creating the ultimate in performance for decades to come.



a sustainable view **and warranty**

BLUNT provide creative product solutions that are a breath of fresh air, in a world where mass production has lowered consumer expectations to unacceptable levels.

We have our unique take on sustainability, reflected through the way we design our products through to how we ensure we can repair them.

There are enough cheap umbrellas littering the streets and rubbish bins after rain, so we decided to do something about it.

We have designed and built **BLUNT** umbrellas to last the test of time. Using materials smarter by exploiting their mechanical property potential, making every component do at least 2 jobs, it's all linked back to **BLUNT**'s purpose.

We stand by our umbrellas with a global 2 year manufacturers warranty.

Our key commitment is our Repair, not Replace ethos - all **BLUNT** umbrellas have the ability for all parts to be fully repaired and customised anywhere around the world at partner retailers.





BLUNT + Karen Walker

collabs & seasonals

To stand out from the crowd and give our consumers an experience worth talking about, **BLUNT** proactively collaborates with like minded brands, designers and artists that have a strong creative and design aesthetic.

This is a way of extending the brand to new audiences and telling a story, as well as producing incredible pieces of art on **BLUNT**'s unique canopy.

BLUNT have worked with fashion designers such as Karen Walker, Jasmine Dowling, Stolen Girlfriends Club, and artists such as Dick Frizzell, Flox and Kelly Thompson.

Further, **BLUNT** releases limited edition seasonal ranges of bespoke colourways and classic designs throughout the year to ensure we are giving our consumers another reason to project their style.

These take inspiration from the latest fashion trends around the world.



BLUNT + Studio Jasmine



BLUNT + Kelly Thompson



BLUNT + Frances Costelloe



BLUNT + Flox



BLUNT + Karen Walker



BLUNT + Misery



BLUNT + Fortyonehundred



BLUNT + Dick Frizzell



packaging

As in everything we do, **BLUNT**'s packaging is designed with the consumer experience first and foremost.

Part of this experience is ensuring that our packaging keeps the environment in mind - so we use sustainably sourced and fully recyclable carton boxes.

We have hand designed our packaging to create a unique unboxing experience, whilst keeping easily identifiable packaging with weather-map based artwork and colour collar stickers for easy identification in store.

Our plastic lids ensure structural integrity but also double as a phone holder - ensuring everything does 2 jobs.

The packaging comes in standard shippers of three to make it easier for smaller retailers to order different colours and models.



BLUNT Metro



BLUNT Coupe



BLUNT Classic



BLUNT Exec



BLUNT Sport



making
the ordinary
extraordinary.

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