

rokalondon.com

# ROKA LONDON BAGS & BACKPACKS

# ROKA



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# WE'VE GOT YOUR BACK

ROKA is for living life in colour. We create bags and backpacks that make people smile.



# OUR VISION

Our aim is to **embolden**. To help people **express themselves** and **live life in colour**. And we'll have their back on the way.



# OUR MISSION

To create **bags & backpacks** that **make people smile**. And feel confident that the important things they entrust their ROKA to carry are **safe**.



# ROKA VALUES

## BE REAL

We are authentic, real people who will treat all our customers how we ourselves expect to be treated – with trust, integrity and transparency.

## GO LIGHT

We are energetic but easy-going, light-hearted, and never take ourselves too seriously. We want to be part of everyone's everyday journeys.

## LIVE BRIGHT

We are 'glass half full' not 'half empty'. We will look for the positives in everything we do. And we will endeavour to bring happiness to everyone's day.

## HAVE CARE

We care about the environment, about our customers, about the quality of our products, and we care about the footprint we make on our planet.



# OUR HISTORY

Emma met Brett in 2014 while abroad with her family. After months of long-distance romancing, Brett moved to London to be closer to Emma. With 20+ years of experience in fashion and retail, Brett started thinking about what he could do in London.

Being from a country that is sunny nearly all year round, Brett took himself to Oxford Street in jeans and a t-shirt whilst the sun was shining, with his trusty notebook in an old backpack. What started off as a sunny day ended in a typical British downpour with Brett coming home soaking wet.

**And it wasn't just Brett who was drenched – everything he had in his backpack was wet too!**

That day was the birth of Roka! After seeing people walk from offices to meetings, going out after work, children going to school, parents picking them up, tourists and walkers in all types of weather, Brett realised he needed to design a functional, weather-resistant bag for everyone, every day, for every occasion.







Brett designed the first bag, making sure it was sleek, stylish and simplistic, ensuring that it had the right compartments for everything. A bag that was comfortable to wear with weight distributed evenly, and handles to be able to carry it in a multitude of ways. Brett wanted these key features to work across a number of bag styles that could be easily recognisable and repeated. After spending months looking for eco-friendly and ethically made materials, Brett took to work establishing the coatings to ensure the bag had the exact finish he envisioned, that was water-resistant, kept its original colour, and looked and felt right.

After many months he finally had it, the first bag, the Bantry – they just needed a brand name, one that reflected their values of trust, integrity and enjoying and living life with a positive outlook. And so, from Emma and Brett's surnames, **RO**senberg + **KAT**z, the name **ROKA** was born

Since then, the Bantry has gone on to be sold all over the world, in thousands of stores from Australia to Sweden, and new products and styles have also been released using the original design system that Brett created. Oh, and Emma and Brett got married too!

In 2020, ROKA decided to bring their bags to the US under the brand name **ORI**, the name of their first child – with exactly the same ethos, values and quality as the parent brand ROKA.

# **ROKA IS FOR** **EVERYONE. EVERY DAY. EVERYWHERE.**

Lightweight and durable, our bags and backpacks will keep your things safe and organised – they are stylish, make a statement and are easy to wear and carry.

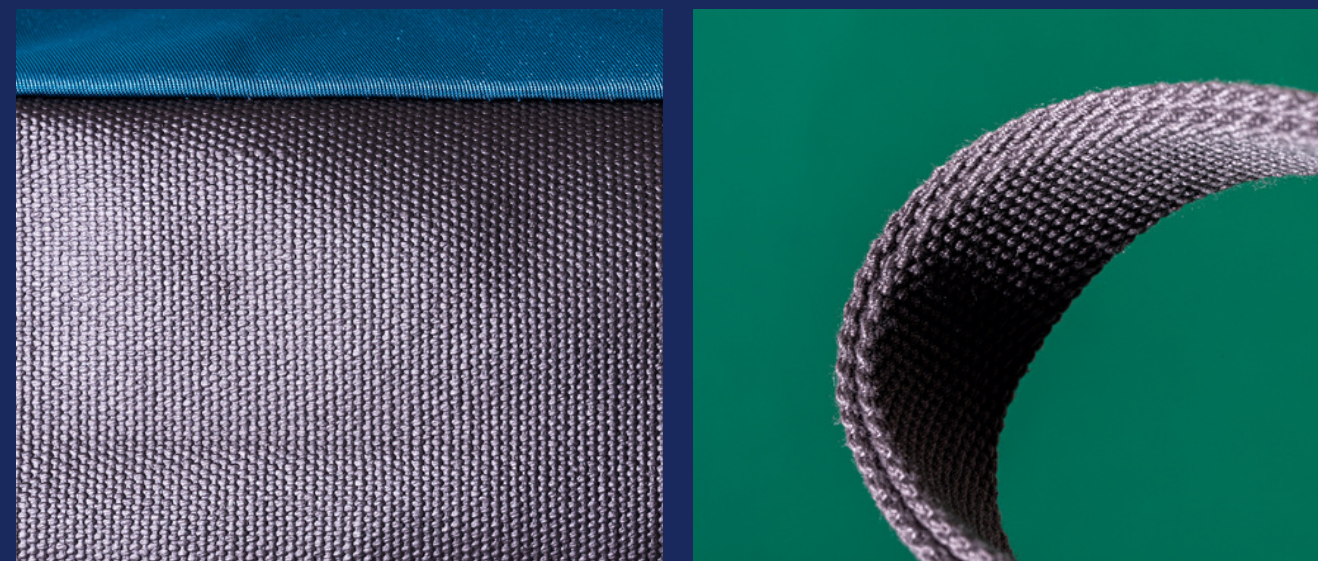


# ROKA DESIGN SYSTEM

Our design DNA lies in the components that make up our products - these are the building blocks to all ROKA bags. Our flexible Design System allows us to retain a design consistency across our ranges - all our products should be easily recognised as an ROKA.

We keep things simple and sleek, with a big focus on functionality, and our large range of colours allows you to show your personality.

Our bags are lightweight and durable and come in two different types of materials; Sustainable Nylon and Sustainable Canvas. Each option is triple-coated and weather-resistant.



Chunky zips on all products are easy to use and provide extra protection.

At the base of the bags we've added weather-resistant, extra durable, padded canvas to protect from ground damage, dirt and to provide extra support.

Our strong, durable cotton-webbing straps are designed to form to your body over time for maximum comfort. Our unique "V-Factor" design and adjustable fit are ideal for back-carrying, ensuring weight is evenly distributed across your back.



# ROKA FEATURES & FUNCTIONALITY

## STORAGE



All backpacks and bags are designed for maximum storage. Inside is a padded laptop or tablet sleeve in addition to external and internal pockets and storage compartment.

## SECURITY



All bags have a secure zip pocket, perfect for personal items like your wallet or mobile phone – either tucked inside for extra protection, or on the back panel to provide extra security!

## HANDLES



Over the top wide loop handles make ROKA bags super easy to carry.

## HYDRATION



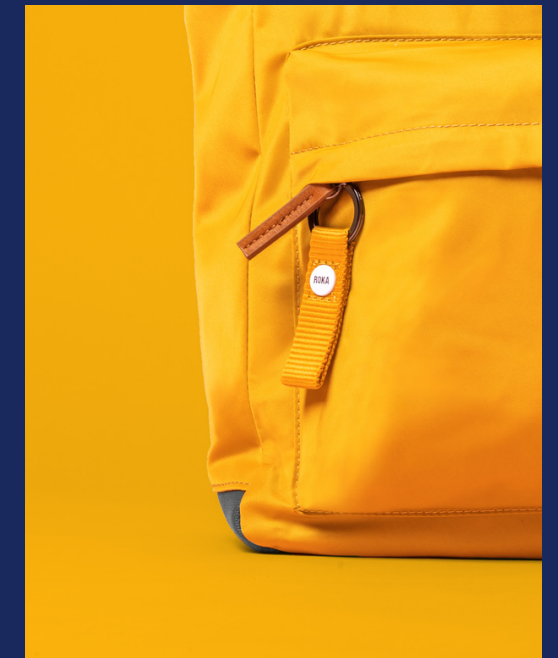
Some ROKA backpacks, like the Canfield, have expandable, side bottle pockets perfect for staying hydrated!

## ROLL TOPS



We've added extra protection and storage to our roll-top bags. A chunky zip is tucked away, while two magnets, sewn into place, allow for more space or protection.

## HARDWARE



Built to last, ROKA hardware is stylish and durable. From our chunky zips and padded materials to vegan, leather-like straps, our goals are fashion, functionality, and quality.



# ROKA SUSTAINABILITY

**100 million plastic bottles are used worldwide everyday, and 80% of those never get recycled and end up in our landfills and oceans.**

All ROKA bags are made using recycled plastic bottles to address this challenge. We use recycled PET (or rPET) in our sustainable bags, giving new life to a material that's not biodegradable and would otherwise end up in landfill or the ocean.

Being eco-friendly isn't just about the material used but how it is manufactured, so our new method uses 85% less energy, 80% less water, and 65% fewer emissions than traditional methods.

All ROKA sustainable products arrive in cornstarch-based, biodegradable packaging.

**1M+**  
**BOTTLES RECYCLED**

Since we moved all our products to use sustainable materials we have helped recycle over 1,000,000 plastic bottles to make the rPET material used in ROKA & ORI bags and backpacks







# ROKA CARBON FOOTPRINT

Part of our strategy is to become a certified B-Corporation - we are already through the application process and in assessment stage.

Today, our bags are made in Asia as the best recycled materials (rPET) are made there, alongside some necessary components. However, we are always looking at ways to reduce our carbon footprint and how we can reduce the manufacturing and shipping impact to the planet – our aim is to be a Carbon Zero business with the help of carbon offsetting.

MAKE THE PLANET YOUR PRIORITY





# ROKA BAGS

BANTRY



CANFIELD



PADDINGTON  
CROSSBODY



PADDINGTON  
HIP BAG



FINCHLEY



WLLESDEN



KENNINGTON



CARNABY





**ROKA BAGS**

# THE BANTRY

The Bantry B is our original classic backpack with a chunky zip at the wide mouth at the top.

Small & Medium Sizes





**ROKA BAGS**

# THE CANFIELD

Roll up in style with the ROKA roll-top backpack.

The Canfield B Backpack is weather-resistant, durable and sleek, making it perfect for anywhere your day might take you.







**ROKA BAGS**

# THE PADDINGTON CROSSBODY

Over the shoulder and crosstown.  
Be round, not square. Our Paddington  
Crossbody is the perfect round bag to sling  
across your body and take on your day.





**ROKA BAGS**

# THE PADDINGTON HIP BAG

This bag is extra hip! With a front zip pocket, a secret pocket inside, and plenty of space for keys, sunglasses, and mobile phone this little nylon hip bag will change your life in a big way!



**ROKA BAGS**

# THE FINCHLEY

The Finchley is our cool, minimalist-design, roll-top backpack with a large front pocket with zip.

This weather-resistant bag has extra storage space, a padded laptop or tablet sleeve and loads of pockets!





**ROKA BAGS**

# THE WILLESDEN

This cross-body bag is designed for any busy day. Clip the strap to either corner to cater to your needs, and inside find all your belongings tucked safely away among the front pocket, secret back pocket and organisers in the hold!





**ROKA BAGS**

# THE KENNINGTON

Perfect for all occasions, the Kennington moves stylishly from day to night. Wear on your shoulder or across your body, with roomy pockets both inside and out. This bag provides the maximum amount of room for your purse, keys, mobile phone and more. Made from sustainable nylon, the Kennington is water-resistant, eco-friendly, lightweight and durable bag.





**ROKA BAGS**

# THE CARNABY

A Little ROKA Goes A Long Way

The Carnaby is the perfect addition to any ROKA bag and any outing. Store your valuables in the trendiest way possible, with this perfect little wallet.





**ROKA BAGS**

# LIMITED EDITION PRINTS

Stand Out. Be Bold.

We've now successfully released 6 limited edition prints over the different product styles, including Bold & Retro Camo, Mono & Multi Stripe, Lava and now Gingham. Many are sold out but more will follow throughout the year.





# HOW TO BE A ROKA RETAILER?

To apply for a wholesale account please contact:

**[wholesale@rokalondon.com](mailto:wholesale@rokalondon.com)**

**+44 (0) 204 571 6253**

ROKA London Ltd. 65 Howcroft Crescent, London, N3 1PA, United Kingdom





# THANK YOU

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