

Lookbook

original
duckhead
Fall Winter 2023





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Playful umbrellas
& bags for everyday
adventures



Made
ethically &
built to last

Our Mission

Original Duckhead is an umbrella company implementing innovative design technology to save millions of post-consumer plastic waste from the fate of landfills and seas.

Did you know over 1 billion umbrellas are discarded every single year? Most of these umbrellas are not recycled or even recyclable.

Original Duckhead was founded in 2012 with a mission: to disrupt the throwaway culture in the umbrella industry. We lead the use of innovative fabrics in our industry, whilst designing products to meet the needs of everyday and everyone. We want to encourage thoughtful consumerism, champion sustainable values and change an industry that needs shaking up.



We don't just talk.



Circularity



Ethically Made



Climate Action



Biodegradable
Packaging



Recycled
& Recyclable



Woman
Owned & Run



Since launching in 2012, Original Duckhead has expanded into new categories, each solution-driven product is designed with its core functionality to utilise post-consumer plastic waste and be a small step towards an Earth-positive future. Our ultimate goal is to give back more than we take.







Sustainability has always been at the core of our brand mission and vision, we strive to create a positive impact for our people and our planet. We have begun our journey to become officially certified as a B Corporation, the highest level of standard for verified social and environmental performance, accountability and transparency.

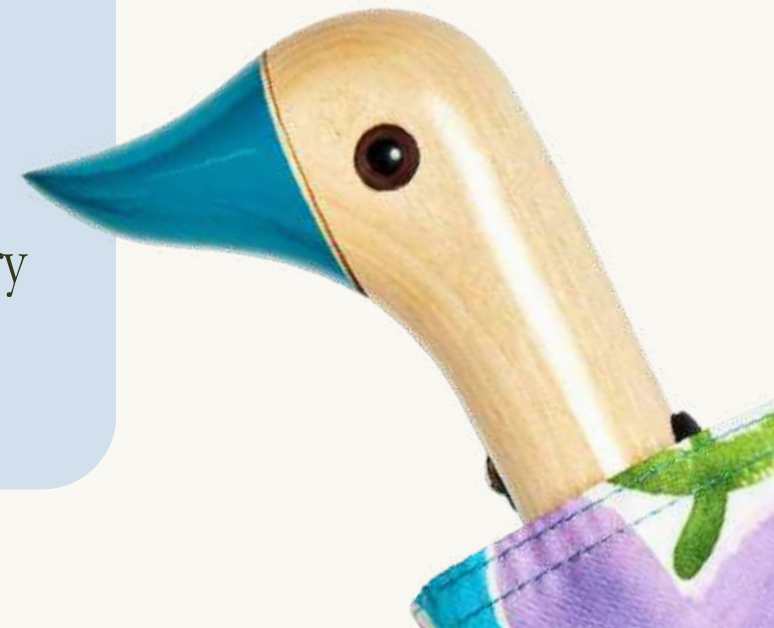
B Corporation is a community of companies who believe business can be a force for good.

Each one of our collections is inspired by the incredible planet we call home and we design products that encourage people to get outside, embrace nature and live happier, more fulfilled, well-rounded lives.

Our Commitment To You



-  2-Year Craftsmanship Warranty
-  Exclusivity In Your Area
-  In-store Sales Assets
-  Regular Fresh Designs
-  Sustainable Packaging
-  Frequent High-Quality Imagery For Social & E-commerce



5 ★★★★★

From retailers and customers alike

4X

Our umbrellas sell
faster than other brands

80%

Of our retail partners
re-order within 30 days

99.8%

Sell Through Rate

Rave reviews



“Great product to carry when random storms hit. We’ve sold out several times and usually it’s smack in the middle of a downpour. Knowing the quality of duckhead, these are an easy sell and come in such a great variety of colours.”

Michelle —



“The perfect umbrella! We love these high-quality umbrellas and our customers do, too! I love that they have a variety of colour options and the classic duck handle is a hit with shoppers. Quick shipping, too!”

Jenean —



“I put these in my front window and people come in off the street to buy them. Some customers came in to get one and told me that now they own four—they are that great! Another customer said buying one was ‘the best investment.’ (And our shop is in Seattle, where most people don’t even bother with)

Kari —



“The best part of the rainy day! A new shop favourite! We have been loving our new umbrellas, and have already reordered twice.”

Katie —



“Instant hit! I sold two before I even had the price tags on them. They are wonderful and I’m set to order more.”

Jeff —





Our Materials

The current model of production and consumption towards umbrellas needs to change.

With this in mind, we take responsibility for our products from beginning to end. Which is why we have launched our take-back recycling program, with 100% circularity as our end goal.

At Original Duckhead, we innovate to reduce our environmental impact. We design our umbrellas with longevity in mind, as to design sustainably means to create umbrellas that last a lifetime.

We want every umbrella to live a long productive existence, so we will always prioritise the highest quality materials and construction.





Original Duckhead umbrella canopies are made from **recycled fabric called rPET**, a versatile and strong material. Our rPET is certified SCS recycled content, created from post-consumer waste, a total of **9 plastic bottles** are used to create each one of our umbrellas.

We're on a mission to bring eco-umbrellas to everyone, for their everyday. By supporting our mission, you've helped us recycle over 3 million plastic bottles so far. It's estimated 1.3 billion plastic bottles are used each day across the world, which is about 1 million per minute. Plastic bottles take 450 years to decompose, and there are currently around 244,000 metric tons of plastic floating in our oceans.

Whilst the use of rPET supports the clean up of our planet's oceans and landfill, it also supports our mission towards a planet-positive future by reducing the demand for new materials.

Each one of our umbrella handles are handmade using sustainably sourced solid birch wood. Original Duckhead umbrellas are built to be functional and practical, which is why they are lightweight, compact and feature an automatic open push button for smooth and easy deployment.





PFC Free Waterproof Coating:

Our umbrellas are waterproofed with an eco-friendly non-toxic AC coating.



High-Strength Aluminum:

Our windproof frames are constructed using high-strength aluminium and steel.



Sustainable Birch Wood:

Our handles are handmade using sustainable solid birch wood. All umbrellas are lightweight, compact and feature an automatic push button.



9 Plastic Bottles

Our canopies are made from recycled fabric called rPET, a versatile and strong material. rPET is created from recycled post-consumer waste, using 9 plastic bottles per umbrella.



rPET SCS Recycled Content:

Our fabric is certified SCS recycled content. rPET requires less energy and contributes less CO2 to the atmosphere than polyester and nylon fabric production. By diverting plastic bottles from waste streams and giving them a new life as reusable umbrellas, we minimise our environmental impact.



We only use 100% certified biodegradable poly-bags, which means you can relax that all of our packaging is fully biodegradable in landfill. All packaging we use to ship at every stage of production is also fully recyclable.



Our frames are easily pulled back into place during strong winds. As we design using aluminium and steel for our frames, to ensure they are high-strength and durable.



Original Duckhead reusable bags are made from the same recycled plastic fabric as our umbrella canopies. Each bag uses the equivalent of 6 recycled plastic bottles to create.



We are conscious that producing anything new has an impact on the environment and are continuously prioritising eliminating waste at every stage of production.

Our People

The four pillars of a socially and environmentally responsible company are: people, planet, progress and product. How we care for the people who create our products is of the utmost importance.

our partners

During our inception, Original Duckhead's Founder Morgan personally visited and audited industry experts to find the right partner for her vision. In order to create our iconic umbrella designs, we have a long-standing partnership with a family owned manufacturer in China who ensures full transparency.

Any Original Duckhead partner is SEDEX audited and SA8000 certified for labour, health, safety and environmental standards and business ethics. We only work with manufacturers who share our high social, ethical and environmental standards.



Original Duckhead is accredited with The Living Wage Foundation. An organisation who celebrates ethical leadership around the United Kingdom. They believe that a hard day's work deserves a fair day's pay, and quite simply that earning the real living wage means being able to earn a wage you can live on.

Due to the staggering rise in inflation, The real_Living Wage remains the only wage rate calculated based on what it costs to live in the UK and London.

At Original Duckhead we appreciate the vitality of taking a holistic approach to our ethical practices. The way a company supports their team is a reflection of their core brand values.

We believe that in order to be a planet positive company we need to create a positive impact on our community. By paying employees a living wage, we can contribute to reducing poverty and inequality in our communities and create a positive impact on the local economy.

We believe it's not about what we do on our own, but how we work together. We know that climate change is the biggest issue facing all people and the planet, and it'll take all of us to solve it.

We're in this together, so if you have any questions, feedback, or other ideas for us, reach out at hello@originalduckhead.com.

Original Duckhead is an equal opportunities employer.



ODH

New Season!

solid colours



Navy

CS023



Peach

CS024

Umbrellas

Solid Colours



Yellow
CS009



Mint
CS004



Grass Green
CS011



Olive Green
CS015



Cherry
CS003



Royal Blue
CS008



Forest Green
CS013



Black
CS001

Umbrellas

Solid Colours



Red
CS007



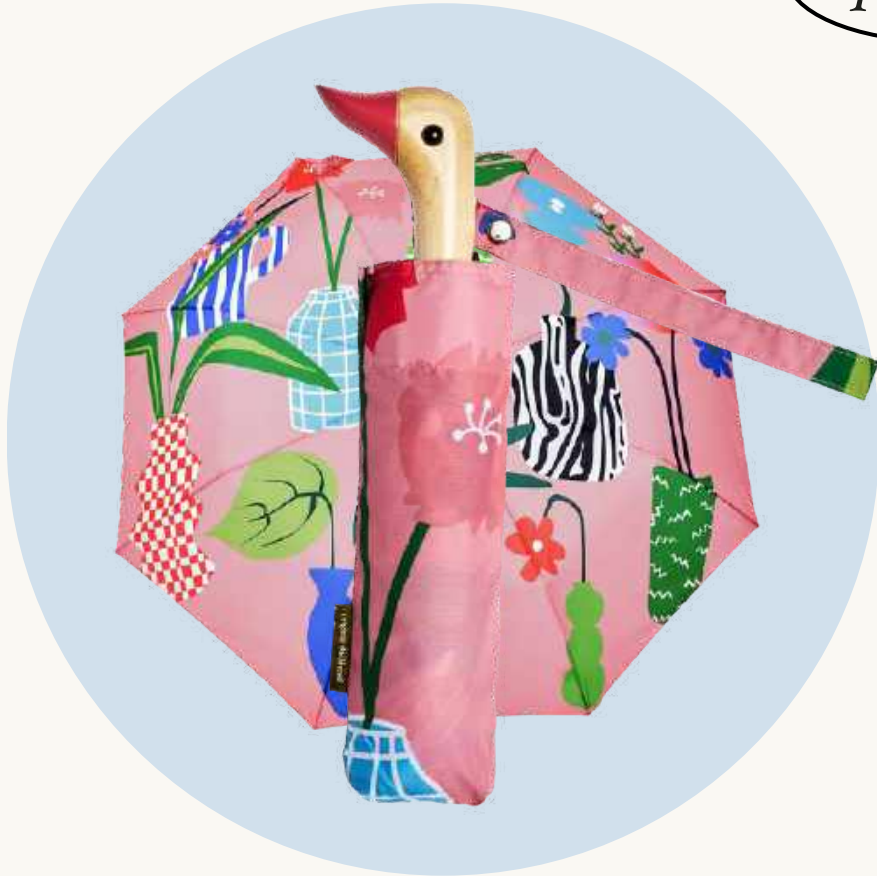
Lilac
CS012



Pink
CS005

New Season!

prints



Vases

CP031



Dots

CP030



Collections

For Summer 2023, we partnered with British artist Willemien Bardawil to design three watercolour prints.



Willemien Bardawil

Willemien Bardawil lets intuition and joyful outbursts guide her brushstrokes. The Paris based artist, who founded her London studio in 2020, and has since collaborated with some of Europe's leading names, from homeware to luxury fashion, including La Bon Marche, Liberty London and Nordstroms. Her energetic style draws on the figures of classical art – a celebration of the Divine Feminine at its most blissful, translated to a modern context through expressive lines and a playful way with colour.

Her three exclusive designs for Original Duckhead are a celebration of Summer, new beginnings and abundance of life.

Artist Collaboration

Willemien x Original Duckhead



Floral Rain
CP020



Heaven's Garden
CP021



Lilas' Dream
CP022

Umbrellas Prints



Fruits & Shapes
CP014



Matisse
CP015



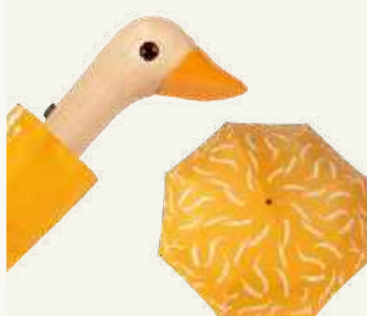
Denim Moon
CP010



Kelly Bars
CP011



Peanut Butter Checkers
CP017



Saffron Brush
CP009



Terraz Wow
CP012



Pink Swirls
CP019

Umbrellas Prints



Fungi
CP026



Blue Swirls
CP018



Polkastripe
CP007



Chocolate Fruits & Shapes
CP016



Flower Maze
CP013



Black Grid
CP005



Zodiac
CP025

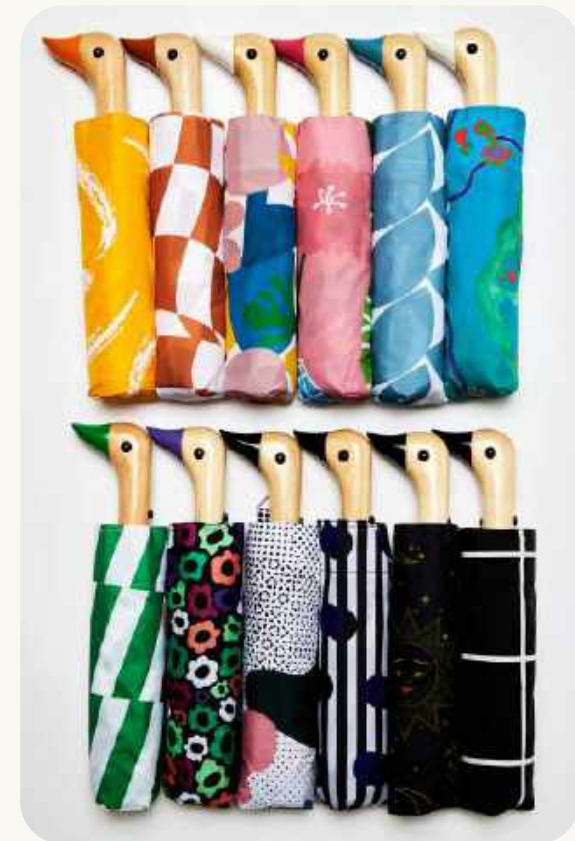
Multipacks

new!



12 Colours

MPC02



12 Prints

MPC01



Key Features



100% Recycled
Fabric



Handmade and
Lightweight



Sustainably Sourced
Birch Handle



Wind Resistant,
Strong Construction



Automatic
Open Push Button



Dimensions



closed

113cm / 44.5 in

35cm / 14 in



56cm / 22 in

open

Weight:

350g

12.34oz



Point of Sale

We can provide *Handmade Timber* POS Displays

Display that holds
12 umbrellas measures:

• 32cm/15.50" long

• 24cm/9.50" wide

Display that holds
3 umbrellas measures:

• 37.5cm long

• 9.3cm wide





The Extra Bag

High-strength, ultra lightweight
and folds into a small pouch.



New Season!

prints



Vases

RB031



Dots

RB030

Extra



Fruits & Shapes
RB014



Matisse
RB015



Denim Moon
RB010



Kelly Bars
RB011



Peanut Butter Checkers
RB017



Saffron Brush
CP009



Pink Swirls
RB018

Extra



Fungi
RB026



Blue Swirls
RB019



Polkastripe
RB007



Chocolate Fruits & Shapes
RB016



Flower Maze
RB013



Black Grid
RB005



Zodiac
RB025

38cm / 15in



64cm / 25in

Dimensions:

Open Bag

Dimensions

Dimensions:

Closed Pouch

12cm / 4.7in



12cm / 4.7in



Press

We don't just talk,

here are some of our favourite features and stories from those of you who love our umbrellas as much as we do!



Sustainably Chic

"Probably the most adorable umbrella you will ever see in your life!"



Setting Mind

"Elevating sustainability in the umbrella industry"



Better Homes

"The best umbrella in Australia that is worth investing in"

In-store Upselling Opportunities



Consumer Demand

Consumers are more likely to buy a sustainably made product, our sell through rate is 98.8%

Sustainable Credentials

our products are made from recycled plastic which is a great for storytelling

Units per Transaction

the reusable bags are available in each one of our prints and the perfect pairing item for our umbrellas

Brand Association

we're stocked in luxury retailers globally including some of the industry leaders, The Conran Shop, Kew Gardens, MoMA in New York and Fleux in Paris

Contact us

wholesale@originalduckhead.com



[@originalduckhead](https://www.instagram.com/originalduckhead)



www.originalduckhead.com





thank you.