

BAGGED

press kit

BAGGU press release

FOR IMMEDIATE RELEASE:

Brooklyn, New York (May xx, 2008) –

The Baggu Bag, a new, eco-friendly alternative to paper or plastic, is reinventing the shopping experience. With a mission to provide shoppers with a practical and fashionable solution to the plastic bag problem, this simple and beautiful reusable shopping tote is a stylish approach to going green.

“a stylish approach to going green.”

Baggu's design is a basic silhouette, inspired by the iconic plastic grocery bag. The simple shape makes for a utilitarian product with a modern aesthetic. Weighing only two ounces each, Baggu bags are light and compactible, folding into a flat 5x5 inch pouch, a convenient size to store in a purse or back pocket.

The Baggu bag is constructed from lightweight, durable rip-stop nylon. One bag holds the contents of two to three plastic grocery bags, while six bags hold the entire cart load.

Baggu takes the common shopping bag to task, known for its ever-expanding palate of bright colors and patterns that vary seasonally. The bag does not boast a large logo or brand reference, upholding the straightforward and basic aesthetic while maintaining a focus on upcoming trends through color and pattern selections. Blending fashion sensibility with the practicality of a shopping bag, Baggu has created a new category of eco-chic.

“a new category of eco-chic.”

“We researched every type of bag that shoppers use,” says Emily Sugihara, co-founder of Baggu.

“On one end, you have high fashion, where there's experimentation with design, materials, color and details. On the other end, you have the basic shopping bag. We designed Baggu to be somewhere between these two, with the hope that it will help shoppers be a bit greener every time they pass on a plastic bag.”

ABOUT THE BAG

- Guaranteed to carry up to 25 lbs.
- Each bag weighs 2 oz and is compactible.
- One pack and one pouch: \$8.
- Three bags and three pouches: \$22.
- Six bags and six pouches: \$38.
- Available in colors: Red, Fuschia, White, Olive, Navy, Black, Lime, Lavender, Saffron, Smoke, Peacock, Sky, Cobalt, Midnight, Persimmon, Kelly, Neon, Khaki, Caper, Mud, Butter & Stripes.

“baggu revolutionizes the shopping bag, one sustainable step at a time”

ABOUT THE COMPANY

Based in San Diego, California, Baggu bags were created by a mother-daughter duo dedicated to good design and protecting the environment. Emily Sugihara (the daughter), a fashion design graduate from The Parsons School of Design and former Proenza Schouler intern, and Joan Sugihara (the mom), a former art instructor at Princeton University, co-designed Baggu bags as a simple, cheap-and-chic alternative to plastic shopping bags. Childhood friend, and Rhode Island School of Design grad, Ellen Van Der Laan ensures that each design is beautiful and on trend as the brand's Creative Director. It is Baggu's philosophy to support a healthy ecosystem and simultaneously cater to life's daily errands, both urban and suburban. Saving between 300 to 700 disposable bags per year, Baggu bags make conservation a fashionable and affordable eco-friendly alternative.

Baggu is sold at specialty retail boutiques, and online at www.baggubag.com

BAGGU company

Baggu was designed in California by Joan and Emily Sugihara. The mother daughter team both saw the need for a better reusable bag. "We just didn't feel there was anything out there that was functional, affordable, and still looked good to carry. After dozens of prototypes, we came up with a shopping bag that is practical and easy to use. And most importantly, still nice to look at." Once the bag design was finished, they enlisted the help of Emily's friend Ellen, also a designer, to help with colors, graphics and branding.

"We both had different needs from a bag that we took into account while designing." Living in California, Joan shops by car for a family of five. "I wanted to make a complete package for families, making it realistic (and affordable) to switch from disposable to reusable shopping bags." Emily shops on foot in New York City, and needed a bag or two that fit in her purse—ready for an unexpected errand. "And it's New York. I hate to admit it, but I care about looks! And then there's the environmental aspect—it's pretty shocking how much trash is created from plastic bags." In one year, a Baggu can save between 300 to 700 disposable bags.

Baggus are made of lightweight, hard working super strong rip-stop nylon, bringing home all the things usually carried in a disposable bag. And one Baggu holds the contents of 2 to 3 plastic grocery bags (up to 25 lbs.). Six bags holds a cart full of groceries. The bag features handles long enough to fit comfortably over the shoulder, and a large gusset in the bottom so they sit flat when filled (good for eggs & milk.) Yet they're still light (2 oz.) and compactible. They fold into a flat 5" x 5" pouch that easily slips into a purse or pocket—always handy when you need them.



BAGGU bios

EMILY SUGIHARA

Emily Hall Sugihara grew up in Del Mar, California. She discovered the wonders of art and design at a young age doing craft projects with her mom. While studying for her BA in economics at The University of Michigan she started her first company with her college roommate, designing and screen printing T-shirts.

Following graduation Emily moved to New York to study fashion design at The Parsons School of Design. While in school she interned with Proenza Schouler. Post Graduation, she designed for J. Crew and Express. Combining her interests in business and design, she started Baggu with Joan in early 2007.

Currently Emily lives in New York City and runs the New York Baggu office with her childhood best friend Ellen, whom she began collaborating with at a young age. They met in preschool, and held weekly “craft club” meetings for much of their youth. Together they’re working to rid the world of disposable bags and replace them with beautiful Baggu.



“blending fashion sensibility with the practicality of a shopping bag”

JOAN SUGIHARA

Joan Hall Sugihara, the daughter of a forester, grew up in Michigan’s Upper Peninsula. She received a BFA from The University of Michigan School of Art and Design, won the New Jersey Arts Council fellowship, and taught lithography and etching for several years as a faculty member in the Art Department at Princeton University. Seeking a more practical and socially relevant outlet for her art, Joan organized a group of country quilters in East Tennessee into a design cooperative, Pin-Pin, whose quilts were sold across the country.

Currently, a mother, a Marriage and Family Therapist, and a Zen student practicing in California, Joan has decided to put her art and design background into Baggu, helping a cause that speaks to her childhood love of nature and sense of responsibility to preserve natural beauty.

ELLEN VAN DER LAAN

Ellen van der Laan was born and raised in Del Mar, California. A graduate of the Rhode Island School of Design, she has worked in New York as a graphic designer for lifestyle and beauty brands at agency Laird and Partners and in-house at M·A·C Cosmetics.

While at Laird and Partners, a full-service fashion advertising and branding agency, Ellen contributed to campaigns for Donna Karan/DKNY, The Gap, and the Juicy Couture fragrance launch. Working in-house for M·A·C Cosmetics, she was responsible for seasonal store display graphics. She has also created apparel graphics for J.Crew, Speedo, and Billabong.

Ellen currently works as the Creative Director of Baggu, supervising its branding and design. With a style influenced by both minimalism and quirky, handmade elements, she works to keep the Baggu image beautiful.

BAGGU press

Sunset



SUNSET MAGAZINE
'Use, and Reuse These Bags'
March 2008

iVillage



iVillage
'iVillage Weekly Top 10: Eco Totes'
April 2008

US WEEKLY



US WEEKLY
'The US Buzzzz-O-Meter'
August 2007

teenVOGUE



TEEN VOGUE
'The Eco Shopping Tote'
August 2007

The Washington Post



WASHINGTON POST
'Double Duty Shopping Bags'
July 2007

Metropolitan Home



METROPOLITAN HOME
'A Better Idea'
November 2007

NEW YORK



NEW YORK MAGAZINE
'The Gift Guide'
December 2007

InStyle



INSTYLE MAGAZINE
'What's Hot Now, Shop Girls'
March 2008

teenVOGUE



TEEN VOGUE
'Top 22 Spring Finds'
March 2008

THE WALL STREET JOURNAL



WALL STREET JOURNAL
'Carrying Your Groceries in Style'
March 2008

BAGGU retailers

UNITED STATES

ALABAMA

DECATUR
Red Jasper Spa

ARKANSAS

LITTLE ROCK
Tallulah

BLYTHEVILLE
That Bookstore in Blytheville

ARIZONA

PHOENIX
Herman Miller

CALIFORNIA

LOS ANGELES
Boy's and Girl's Club of Malibu
Casa Del Mar
Dimensions Co.
Free Spirit Yoga
Heritage Source
Kelly Green
Maxwell Dog
Orange County Museum of Art
Plastica
Soaptopia
Undesigned
Visionary
Vroman's Bookstore

MENDOCINO
Little River Inn

SAN FRANCISCO / BAY AREA

All Wrapped Up
Alta Bates Gift Shop
Amiko
Bavi's Hallmark
California Pacific Medical Center
Cameran Marks Boutique
Catching Fire Flies
Cheeky Monkey Toys
Cliff's Variety
Concepts for Change
David M. Brian
Diablo Foods, Lafayette
Dinky Wears
Fig Garden, San Anselmo
Gift Stage Inc.
Good Sage
Grandma Purple
Health and Healing Center
Hollyhock #22
Hollyhock #23
Ideas for Elements
Kar'ikter
Lavish
Madison 32
Mount Zion Hospital Gift Shop
Persimmon, Berkeley
Rare Device, San Francisco
Ruby, San Francisco
Seymour Marine Discovery Center
Stem
Stumasa
Summer House
UCSF Medical Center

SAN DIEGO
Book Works
Hillside Artisans
The Grove
Warwick's

SANTA ROSA
McCoy's Cookware

SONORA
Mountain Bookshop

NEVADA CITY
The Earth Store

COLORADO

DENVER
Bookies

GREELEY
Lolly's

LAKEWOOD
Compostion LLC

STEAMBOAT SPRINGS
Embellishments

CONNECTICUT

GUILFORD
Mix Design Store

FLORIDA

JACKSONVILLE
Violet

SANTA ROSA BEACH
The Seaside Store

SARASOTA
Ringling Design Center

TAMPA
Inkword Books
Ringling Design Center

GEORGIA

ELLABELL
De La Soul

HAWAII

HONOLULU
The Place

ILLINOIS

GURNEE
Endulge Day Spa and Boutique

INDIANA

LA PORTE
Urban Thunder

NEW ALBANY
Destinations Booksellers

IOWA

DES MOINES
The Charm Connection

KANSAS

LAWRENCE
Cottin's Hardware & Rental

NEWTON
Prarie Harvest

OVERLAND PARK
Ultimate Escape Day Spa

PRARIE VILLAGE
Bijin Salon

KENTUCKY

COVINGTON
Lexus River Center

LOUISVILLE
Architype Gallery

LOUISIANA

NEW ORLEANS
Gnome

MAINE

BANGOR
Metropolitan Soul

KENNEBUNKPORT
The Daytrip Society

MARYLAND

BALTIMORE
Shine Collective

WALLA WALLA
By Arrangement

MASSACHUSETTS

BOSTON
I.h.c.d.

BRIGHTON
Newbury Comics

MICHIGAN

ANN ARBOR
Castle Remedies
Heavenly Metal

GREENBUSH
Simple Pleasures

MINNESOTA

MINNEAPOLIS
Jv & Company

MONTANA

KALISPELL
The Stone Chair

NEW JERSEY

MILLSTONE TOWNSHIP
Making Change

NEW YORK

ITHACA
Home Green Home

NEW YORK CITY
Abitare

Clarabella
Eli's Manhattan
Globally Cute
Green Irene
Kanematsu Textile
Rare Device
Stewart/Stand

NORTH CAROLINA

ASHEVILLE
Malaprop's Books

BOONE
Black Bear Books

CHARLOTTE
Park Road Books
The Bag Lady

DAVIDSON
Main Street Books

SPENCER
Green Goat Gallery

PENNSYLVANIA

KENNET SQUARE
Torelli's Corporate Apparel

SOUTH CAROLINA

CHARLESTON
Kites Fly'n Hlgh

TENNESEE

KNOXVILLE
Carpe Librum Books

TEXAS

AUSTIN
Spartan

VIRGINIA

NORFOLK
Prince Books

WISCONSIN

MANITOWISH WATERS
Alder Lake Cranberry Gift Shop

MILWAUKEE
Beans and Barley
Creative Business Interiors

WASHINGTON

BELLEVIEWE
Fashion Ethic

SEATTLE
Seattle Art Museum

WALLA WALLA
By Arrangement

CANADA

EDMONTON
Earth's General Store

ONTARIO
Fresh by Juice for Life
Lisa Kiss Design

ALSO AVAILABLE:

AMAZON.COM

JAPAN

NORWAY baggubag.no

SWEDEN baggubag.se

TURKEY mybaggubag.com

CONTACT

BAGGU BAG

2505 Via Pisa
Del Mar, CA
92014

p 858.952.1032

e press@baggubag.com

w www.baggubag.com

PUBLIC RELATIONS

Amy Cunha
Big Pic PR

p 415.362.2085

e amy@bigpicpr.com

PRESS DOWNLOADS

For print quality images please email us at
press@baggubag.com