



MOW MM10

collection

2024

Born from Scrap Wood. The 10 commitments of the SDGs and the Ethical Bag

We are pursuing to be friendly to people and the environment.



In Japan, it is customary to collect used milk cartons and paper cartons from households and other sources for **recycling**. Most is recycled into paper and toilet paper. We can transform milk and paper cartons **into fashionable ethical bags** with a little ingenuity.



Collected milk cartons and paper cartons are cleaned and tanned like leather. We request this work **to the Continuous Employment Support Office** of Disability Support. We are working to support **employment** of people with **disabilities** and as part of our **contribution to society**.



The bags are produced at a bag workshop with a proven track record of producing more than 1,000 new products a year to date, and the company is **actively involved** in **recycling** and the **SDGs**. Reinforced parts are made from **scrap leather** and **recycled leather** from the bag manufacturing process, without using any new materials.





TOTE No. 8

Tote bag

Black, Brown, Purple, Red , White.



8 milk cartons/paper packs.

The design has a leather-tanned look and feel. All parts are made from paper packs, which retain their original waterproof function. The handles, bottom and mouth are reinforced with leather. The bags do not look or feel like recycled paper bags. Load capacity is also acceptable up to a weight of 4 Kg. Each brand of paper pack is also utilised as it is, making the MOWMM10 popular, one-of-a-kind design bag. It comes with a charm with mowmm10 engraving.

Size	W122.5 × H19.5 × bottom gusset 9.5 /cm (15 cm at the handle rise.)
Weight	189g
Material	Paper pack (paper x polyethylene), leather



SHOULDER No.5

Shoulder bag

Smoky pink, Blue, Glaze , Light brown.

5 milk cartons/paper packs.

The design has a leather-tanned look and feel. All parts are made from paper packs, and the original waterproof function is utilised as it is. The bottom is reinforced with suede. Four natural colours provide distinctive accents. With an adjustable length shoulder belt, it can also be worn diagonally. It is equipped with pockets on the inside and outside respectively. The bag is the only one of its kind in the world.



Size	W22.5×H16.5× bottom gusset 4 /cm (Belt length 150 cm.)
Weight	122g
Material	Paper pack (paper x polyethylene), suede



POCHETTE No.2.5

Pochette

Olive, Beige.

2.5 milk cartons/paper packs.

This eco-friendly pochette is made of recycled leather in reinforced areas. It is available in olive and beige. The unique design born from sustainability is a popular item, while maintaining the original waterproof function of the paper pack. The small pocket on the back has a lovely MOWMM10 engraved recycled leather.

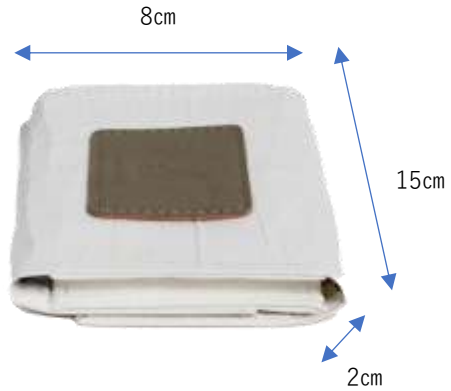
Size	W13 × H19 × bottom gusset 1.5 /cm (cord 150 cm.)
Weight	65g
Material	Paper pack (paper x polyethylene), magnet, recycled leather



MOW CARD CASE

Card case

Olive, Beige.



1.5 milk cartons/paper packs.

The brand name of the paper pack is also utilised as it is, making it the only design of its kind in the world. Recycled leather with mowmm10 engraved on the back. When using it, you can smoothly insert and remove cards and other items by shaping the gusset and other parts before use. Equipped with two pockets.

Size	W15 × H8 × bottom gusset 2 /cm
Weight	24g
Material	Paper pack (paper x polyethylene), recycled leather

Precautions for use

【About the main body】

This is an image photo and the paper pack pattern you will receive will vary depending on availability at the time of order. The product is softened by hand before being sewn to produce the product. This may result in differences in texture.

※Please note that we cannot respond to requests for brands or combinations of brands for the paper packs used, as they are used for re-use.

【About the attached leather】

Please note that the type and colour of the leather may change without notice due to scrap material.

【Handling instructions.】

- Wipe with water if soiled. (Do not wash the product or leave it in detergent.)
- Pointed objects, cutters and other blades may damage the product and cause it to break.
- Do not place the product near fire.
- Please do not overfill or use the product in a way that it is not intended to be used. This may cause damage to the product.