

S O O  
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made and sailed in hawaii



## ABOUT SOOZOU - Made and Sailed in Hawaii

SOOZOU is a new environmentally trendy and friendly bag company that launches in Hawaii this July. It will feature a new array of bags and accessories made from used sails that have traveled the waters of Hawaii and beyond.

The primary objective is two-fold: 1) reuse local resources and 2) produce locally to keep the environmental footprint of these products at a minimum.

Each piece is handmade through a women development project in collaboration with the Kokua Kalihi Valley Community Health Center. This is a great opportunity for women living in the Kalihi Valley Housing Project to generate income and increase their standard of living.

## THE PRODUCT

Includes tote bags, shoulder bags, reusable shopping bags and cosmetic bags made from individually recycled sails that have originated in Hawaii. Therefore, each piece is one of a kind and will vary in color, texture and decorative stitching.

SOOZOU products are solely handmade. We believe slight imperfections give each piece its beauty mark and uniqueness. It does not affect the function, look or quality of the bag.

Sails are fit for all weather conditions and are able to resist the heaviest storms. The materials are sturdy, water-resistant and durable, meeting SOOZOU's high standards of quality and design.

## THE DESIGN

The design of SOOZOU is kept clean, simple and minimalistic. Working with the sail's texture and stitching keeps the character of the sail alive and embraces the fact that a SOOZOU bag was once a sail upon the high seas. Its upscale, urban, industrial and playful look reflects the intriguing history and personality of each bag's origin.

## THE SIGNATURE LINE:

1. Large grommets with customizable and interchangeable straps that allow a variety of rope styles and colors as well as several ways to loop the rope for total versatility.
2. SOOZOU artwork and graphics are silk-screened by hand. Each bag has a printed map of the Hawaiian Islands which indicates its heritage and ensures that each bag was made and sailed in Hawaii.



## THE STORY

Pia Kuhlemann, moved from Hamburg, Germany to Honolulu, Hawaii in 2006. Growing up in one of Germany's largest harbor cities, she was exposed to numerous nautical elements, as well as the old sailor mentality, which has been well preserved in Hamburg. The nautical elements are so popular there, that bags are made out of sailcloth and are also environmentally sustainable.

After arriving in Hawaii, Pia soon realized that there were waste disposal and recycling issues on the island. Trying to follow her outlook of environmental awareness, she sought a material that she could reuse to create a unique surfboard bag for her boyfriend as a birthday gift.

That is when she remembered the bags made out of sailcloth back in Germany and the boutique stores that were run by artists and designers who made unique self-made products. She thought to herself, why shouldn't she be the one doing this in Hawaii. So, she resigned from her position as an Interactive Art Director and ventured out under full sail into dangerous and unknown waters ... and made SOOZOU happen ...



PRODUCTS WILL BE AVAILABLE IN JULY 2008.

Please visit [www.SOOZOU.com](http://www.SOOZOU.com)

For wholesale inquiries, please contact: [wholesale@soozou.com](mailto:wholesale@soozou.com)

## RESOURCES

SOOZOU is currently looking for used sails. Anyone may donate their old sail and get a special bag made out of their donated sail as a token of gratitude. Please email [gotsails@soozou.com](mailto:gotsails@soozou.com) to schedule an appointment for pick-up.



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