

# SANDQVIST

“Challenging the role of functionality in design and practicing sustainability and respect for the environment at all times without compromising the aesthetics”

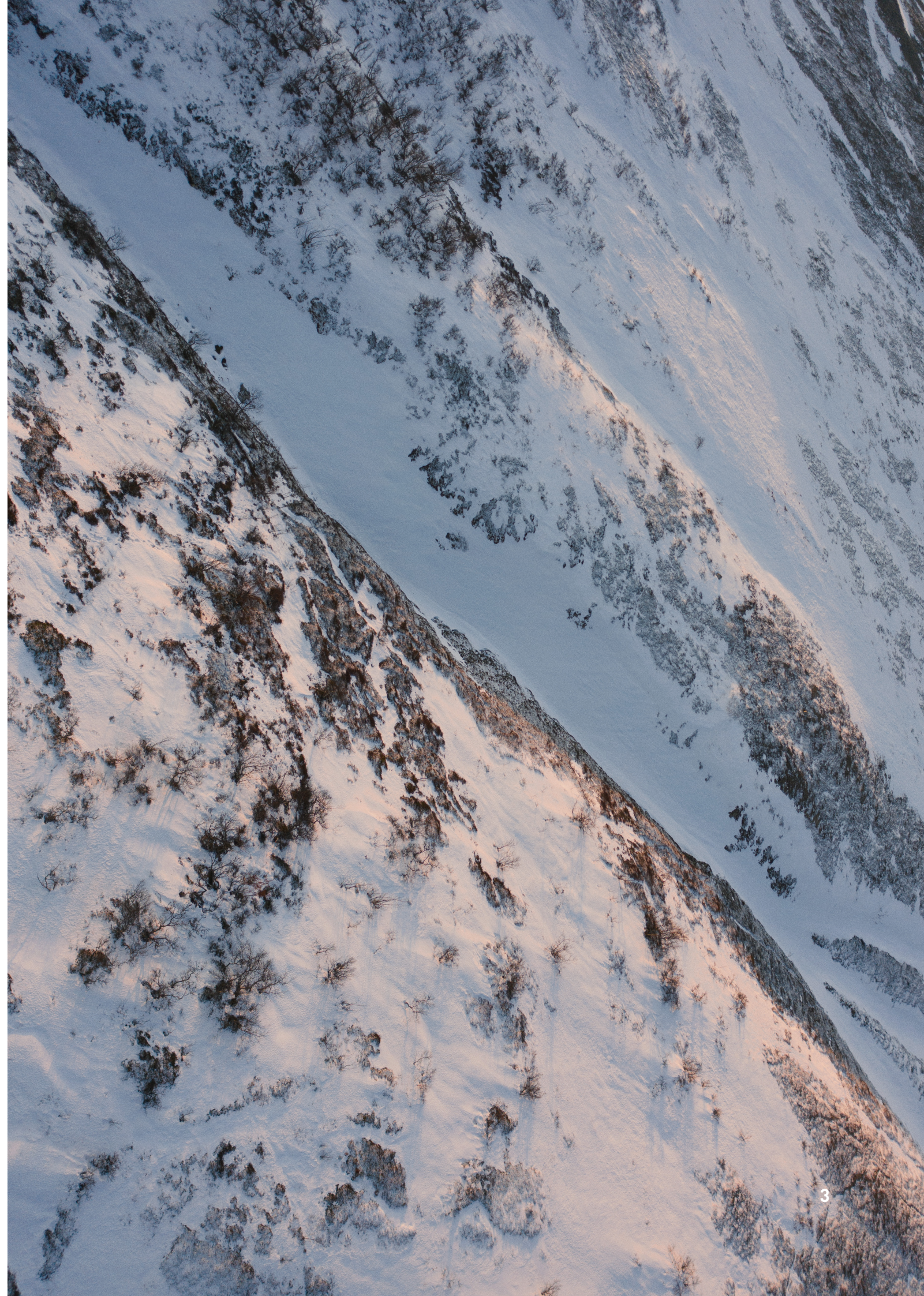


## BIOGRAPHY

Sandqvist is a Stockholm-based brand which aims to become a leader when it comes to bags and accessories in the fashion industry. Challenging the role of functionality in design and practicing sustainability and respect for the environment at all times without compromising the aesthetics, Sandqvist places its core values as a lifestyle brand firmly at the forefront.

Sandqvist was founded in 2004, initially as an experimental design project by three childhood friends; Anton, Daniel and Sebastian. The brand grew organically as a response to the lack of well-crafted, design-led, functional bags on offer at the time and disrupted the status-quo on how practicality can go hand-in-hand with design. Staying true to their Scandinavian roots, the three founders still believe in Swedish values; sustainability and care for the environment, high-quality designs and an unbeatable approach to function. These principals are ever-present throughout every element of the collection and the brand is living proof all of these can be fused to create expertly-designed products at a reasonable price point.

As part of its continued international expansion strategy, Sandqvist is carried by a selected range of prestigious retailers – including the likes of Le Bon Marché, KaDeWe, Liberty, END, Manufactum and Selfridges. In total the brand is carried at over 650 doors globally. The first-ever store opened in Stockholm, Sweden in November 2011. Followed by 8 stores, in Stockholm and Gothenburg, Sweden, London, England, Paris, France and Berlin, Germany. Today Sandqvist is represented in 35 countries, with the biggest markets being in the Nordics and Europe.





Being ‘sustainable where possible’ is not enough for us. We’ve worked hard to create a formula to ensure sustainability is a top focus in everything we do. This formula consists of five key pillars – organic, recycled, transparency, independent verification (or ‘fair working conditions’) and long-lasting.

– Daniel Sandqvist, Co-Founder/Brand Director



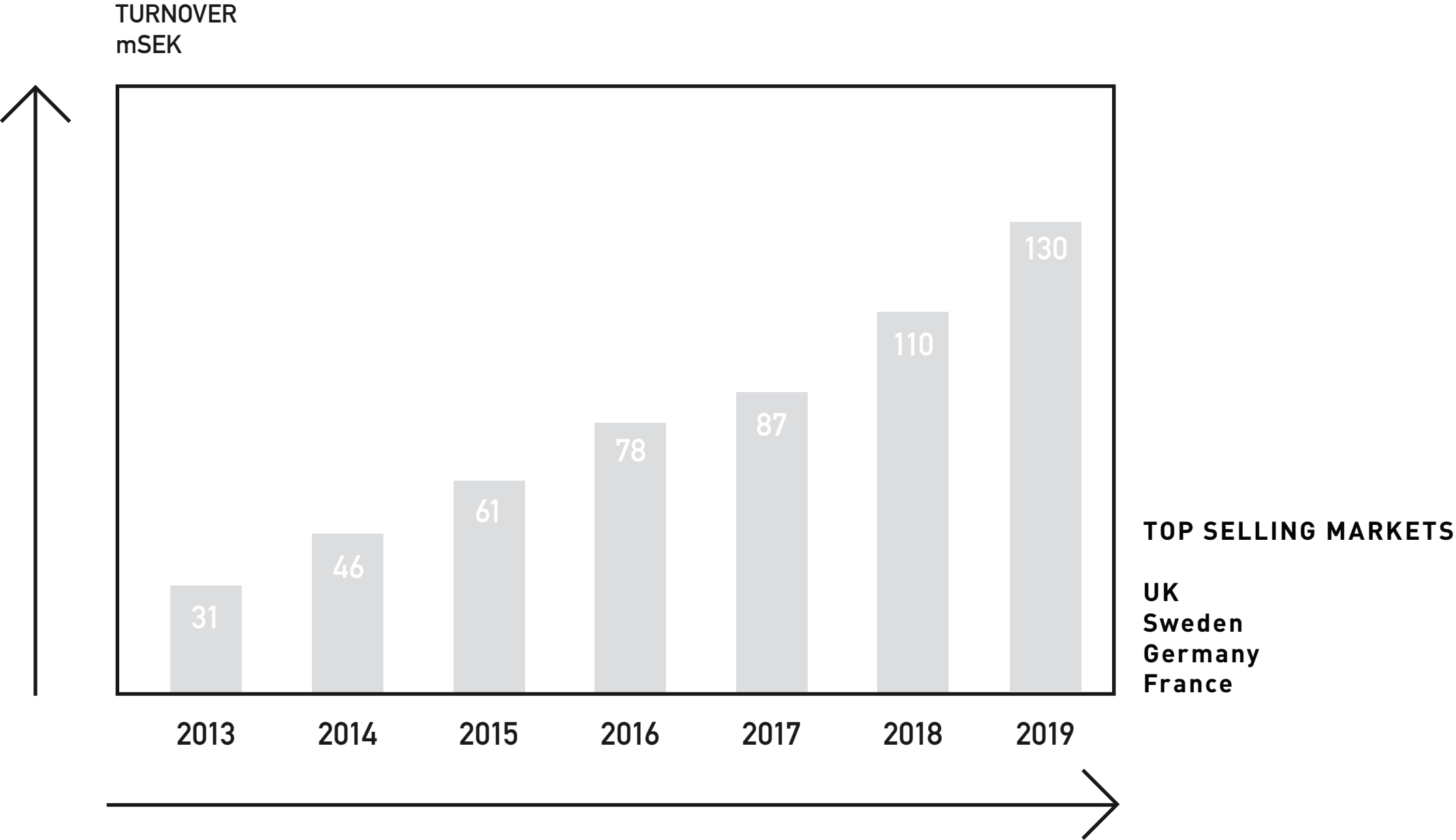
SUSTAINABILITY

Organic	We use 100% organic cotton, sourced directly from independent farmers.
Recycled	We use recycled fibres from post-industrial and post-consumer waste, in all the synthetic materials.
Leather	<p>All leather used comes from tanneries that have been gold or silver rated for their environmental work by the Leather Working Group.</p> <p>The leather for the majority of our full leather products comes from Scandinavian cattle bred for dairy and meat production. In this way, we can have full traceability and be assured of good animal husbandry in accordance to some of the strictest animal welfare laws in the world. The leather has been aniline dyed in order to preserve the natural characteristics of the material.</p>
Long-lasting	We know that the most sustainable way to consume is to choose products carefully and make them last. this is why we offer repairs at our Sandqvist shops for all our products, aiming to extend the lives of our bags for as long as possible.
Independent Verification	We work with the Fair Wear Foundation, an independent organisation that verifies our suppliers are doing the best they can to provide fair working conditions throughout our supply chain.
Transparency	We believe in a complete transparent supply chain – from cotton field to Sandqvist bag.

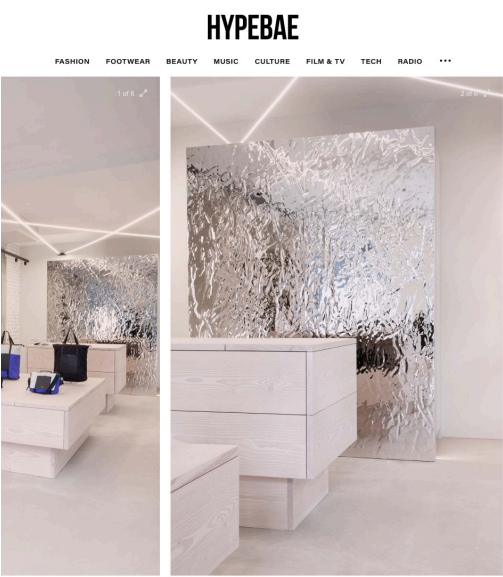




SALES DEVELOPMENT







TAKE A LOOK INSIDE SANDQVIST'S NEW MINIMAL PARISIAN FLAGSHIP STORE

Bringing the Scandinavian touch to Paris.



Sandqvist ouvre sa première boutique française à Paris

19.11.2019  
Sandqvist, Paris

DI WEEKEND

DI WEEKEND INTERVJUER

Kompisarna som syr ihop miljonaffärer

Av EBBA FORS | [ebba.fors@di.se](#) torsdag 5 december 2019 kl. 14:00

Det som började med en hemmasydd datorväska är i dag ett mångmiljonbolag. Grundarna Daniel Sandqvist och Sebastian Westin har känt varandra sedan barnsben. Nu tar väskföretaget Sandqvist plats i Paris.

» På Sandqvists kontor i Hornstull i Stockholm står croissanter symboliskt framdukade. I höst öppnar väskföretaget en

Jesper Frisk



Långsiktiga klappar

Nu börjar det lacka mot jul. I år handlar vi långsiktigare än någonsin. Det som ligger under gränsen ska hålla låååånge. Här får ni redaktionens jultfavoriter.

Av REDAKTIONEN



PÅ ÖNSKELISTAN



STILMEDVETET

Med smarta materialval eller tidlösa detaljer.

1. Hållbar | 100% ekologisk ull | 2. Hållbar | 100% ekologisk ull | 3. Hållbar | 100% ekologisk ull | 4. Hållbar | 100% ekologisk ull | 5. Hållbar | 100% ekologisk ull | 6. Hållbar | 100% ekologisk ull | 7. Hållbar | 100% ekologisk ull | 8. Hållbar | 100% ekologisk ull | 9. Hållbar | 100% ekologisk ull | 10. Hållbar | 100% ekologisk ull | 11. Hållbar | 100% ekologisk ull | 12. Hållbar | 100% ekologisk ull

LE FIGARO - J

madame

Paris Fashion Week | Style | Beauté | Société | Bien-être | Cuisine | Le Petit Club

Une ode à l'évasion, une collab' romantique, un vœu responsable... L'impératif

Sandqvist ouvre sa boutique minimaliste et scandinave... à Paris

Sandqvist, c'est un style durable et épuré. À l'image de la boutique qui ouvre ses portes dans le Marais, à Paris.

En plein cœur du Marais s'installe la marque de maroquinerie suédoise Sandqvist. En s'associant au cabinet d'architecture Wengström, Sandqvist propose un lieu où simplicité, lignes épurées et fonctionnalités marchent avec le concept très scandinave du «less is more» : moins, mais plus. NOUVEAU. La décoration faite de matériaux durables rappelle l'éco-responsabilité que la marque cherche à intégrer en exigeant dans sa fabrication de sacs et accessoires. On prend donc la direction du 47 rue de Saintonge dans le 3ème arrondissement de Paris pour une pause shopping... et durable. C.L.B. Boutique Sandqvist, 47 rue de Saintonge, 75003 Paris. Ouvert du lundi au samedi de 11h00 à 19h00, et le dimanche de 12h00 à 17h00.

HIGH SOCIETY

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SHOP

Sandqvist

Sandqvist

Founded in 2004 by brothers Anton & Daniel Sandqvist and their friend Sebastian Westin, Sandqvist is a Swedish luggage company that produces clean, quality backpacks, duffel bags and accessories true to Scandinavian principles. Forget cheap nylon, polyester, fake plastic-leather and zippers that break after a month. Sandqvist's signature material of sorts is a heavyweight, waxed cotton canvas, complemented by genuine leather straps and handles, but in recent years their offering has expanded to include a more lightweight nylon nylon as well.

Beating their classic, natural materials, Sandqvist is a master when it comes to creating luggage with a nostalgic, heritage touch, but their more contemporary designs are undeniably sharp also. Put it this way: you can spend \$60 on a backpack that will probably last you 3 months before the base gets all scuffed up and the inner lining tears away at the seams or you can spend a little bit more and get a proper bag that looks great, is built for environments and will last you much, much longer.

FIND OUT MORE

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TAKE A LOOK INSIDE SANDQVIST'S NEW MINIMAL PARISIAN FLAGSHIP STORE

Bringing the Scandinavian touch to Paris.

Süddeutsche Zeitung

AN WOLFFENBURGER

le innere Sicherheit

Der Krieg erreicht auch die Türkei

Was die Weltung nicht hat

KURZ GESICHTET

Er sticht in sonnigem Gelb oder markantem Rot in jeder Fußgängerzone heraus: Der Canvas-Rucksack von Sandqvist aus Schweden, gern getragen auch hierzulande. Von den Modellen Mikaela oder Milton hat man bisher wenig gehört – das sind die Handtaschen und Weekender der Marke. Die herbstliche „Urban Outdoor“-Kollektion setzt auf Tannengrün oder gedecktes Blau und wasserabweisende Oberflächen. Bei der Herstellung wurde Wert auf Umweltverträglichkeit gelegt. Die Taschen sind aus Polyester, das zu 40 Prozent aus recyceltem Material besteht. Wer seine Tasche so lieb gewonnen hat, dass er sich nicht trennen mag, kann sie in einem Shop oder den eigenen Werkstätten reparieren lassen (in Deutschland in der Weinmeisterstraße in Berlin, sandqvist.com).





Immer dabei! Wir verlosen einen unsersetzlichen Alltagshelfer: Tasche „Signe“ von Sandqvist.

Das schwedische Label Sandqvist hat es sich zur Aufgabe gemacht, puristische Taschen für den Alltag zu entwerfen. Dabei war es Anton Sandqvist, der die Marke 2004 gründete, besonders wichtig, dass die Produkte nachhaltig, fair und besonders umweltschonenden produziert werden. So wird bei der Herstellung auf Bio-Baumwolle, recycelte Fasern sowie auf Leder aus zertifizierten, meist schwedischen Gerbereien gesetzt. Bei uns können Sie jetzt die minimalistische Lederumhängetasche „Signe“ in Rot gewinnen. Wir wünschen viel Glück!

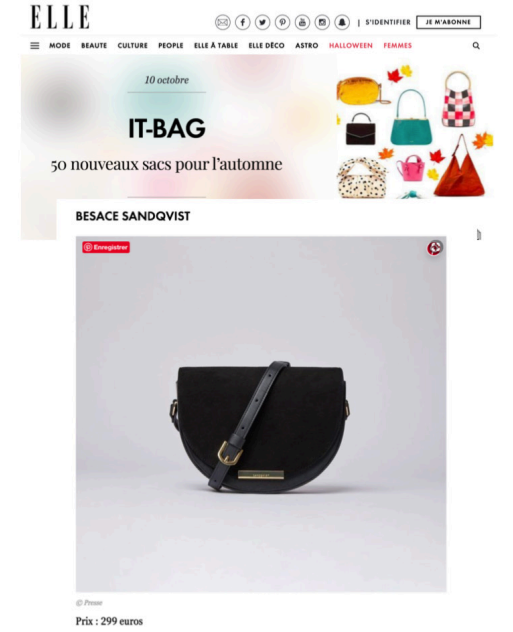
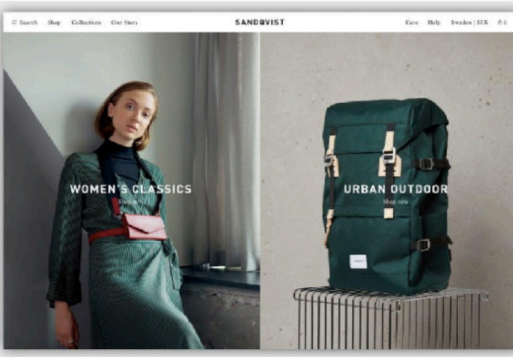


Gemeinsam mit Sandqvist verlosen wir tasche „Signe“ in Rot. (Foto: Sandqvist)



Sandqvist släpper ny e-handel: "Enda mötet med internationella kunder"

BERG | 27 SEP 2019, 11:56



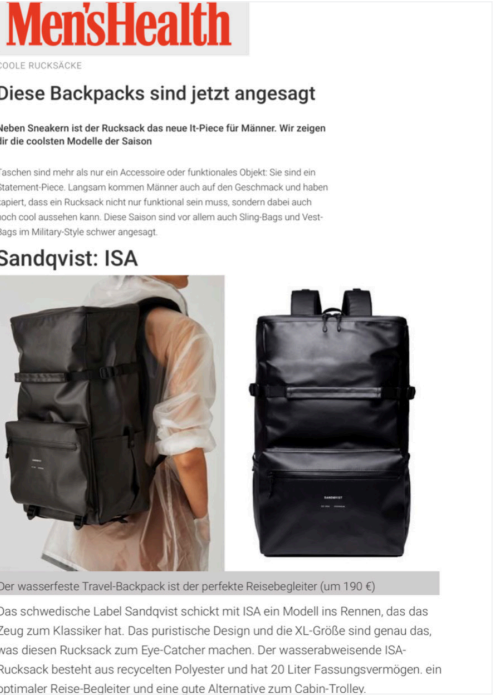
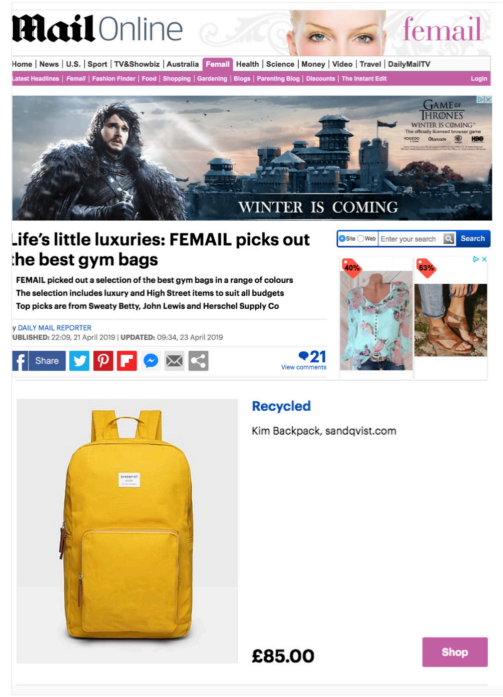
Prix : 299 euros

NOTRE RENCONTRE AVEC SEBASTIAN WESTIN, CO-FONDATEUR DE SANDQVIST

IL Y A 4 MINUTES par PAUL FORGIEL



À l'occasion de l'ouverture de la première boutique parisienne de la marque, on a rencontré Sebastian Westin, co-fondateur de Sandqvist. L'occasion de discuter design,





STORES



- Sandqvist Store Paris**  
49 Rue de Saintonge  
75003 Paris  
France
- Sandqvist Store Södermalm**  
Götgatan 28  
118 46 Stockholm  
Sweden
- Sandqvist Store Gamla stan**  
Västerlånggatan 63  
111 29 Stockholm  
Sweden
- Sandqvist Store Göteborg**  
Södra Larmgatan 13  
411 16 Göteborg  
Sweden
- Sandqvist Store Mitte**  
Weinmeisterstrasse 9B  
101 78 Berlin  
Germany
- Sandqvist Store Åhléns City**  
Drottninggatan 50  
111 21 Stockholm  
Sweden
- Sandqvist Store Soho**  
79 Berwick street  
W1F 8TL London  
United Kingdom
- Sandqvist Store Östermalm**  
Jakobsbergsgatan 9  
111 44 Stockholm  
Sweden
- Sandqvist Store Södermalm**  
Swedenborgsgatan 3  
118 48 Stockholm  
Sweden



REPAIR SHOPS

In one of our three repair shops, available in our Stores at Södermalm, Stockholm, Berlin, Mitte and in Soho, London – our costumers can turn your old Sandqvist bag in to one of our talented craftworkers to be repaired. The Repair Shops is a part of Sandqvist’s commitment to sustainability and goal of using recycled fibers in all materials and items.





“Every detail is designed with the wearer in mind – whether you need a functional bag for outdoor activity or a stylish handbag to complement your day to day wear.”

– Jacob Spansk, Head of Design



## SPRING/SUMMER 20

Each decade has taken steps in redefining fashion's evolution, and as the 2010s join the 00s, 90s, 80s in their place in history, we are looking to 2020 to be a time of mindful design, bold expression and imagination.

Sandqvist Spring/Summer 2020 will mark our most spirited collection, combining cheerful colours, gorgeous details and contrasting form play. With the season's mix of pastels and soft neutral tones, it will serve as the perfect base to explore the boldness of statement colours.

Nature remains our core inspiration and this time we are diving into the complexities that makes nature the artist, studying how it combines shades, textures and light to play with colour in different dimensions. Sharing our inspirations with our customers means more ways to have fun with individual expression while never compromising on quality or function.

*"Our Spring/Summer 2020 palette is a result of us looking for different interpretations of the harmony between nature and art. A great example is artist Ugo Rondinone's Seven Magic Mountain installation, with his use of contrast colours to bring an explosion of visual playfulness to the landscape. Another example would be Yves Klein and his radiant blue that has been a staple in the Fashion world since 1960"*

*– Jacob Spansk, Head of design*

At the heart of the collection is our exploration of details, from experimenting with the raw beauty of rope and chains, mixed with the adventurous side of carabiners and durable crafting. Complimenting this will be a new range of custom fabrics produced exclusively for Sandqvist.

For 2020 we will be reinventing our Urban Outdoor favourites, Bernt, Aste and Roger, into a light-weight selection crafted from 100% recycled nylon ripstop fabric and detailed with custom crafted webbing, expressive details and an inner pocket that allows you to collapse the bag into a easily transportable smaller format.

The collection itself is an expression of fun and the versatility of colour. At their core, bags rely on their functionality and practicality, the home of our belongings, but we know they can be so much more. Our mission is to produce products that combine quality, reliability, sustainability and expression: and look as cool as you do.







CAMPAIGN SS20

SANDQVIST

Brand package









CAMPAIGN SS20



SANDQVIST

Brand package

















**SANDQVIST**