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Topologie



We make urban life better, elegantly.

We escape daily routine. We believe every day in the city is a new exploration. Inspired by rock climbing gear, Topologie takes the aesthetics of functional objects to create everyday accessories for your city adventures.



It all started with a climbing rope and a pulley.

Founded by rock-climbing enthusiasts, Topologie sees beauty in the perfect harmony of form and function inherent in climbing gear. It all started with the idea that a climbing rope and a pulley could be miniaturized to create a bracelet; the result was stunning and we put a name to it: The Yosemite Bracelet.

Emboldened by this initial success, we explored the aesthetics of climbing bags and imagined how they could be adapted for our urban adventures. This led to the design of our first collection: the iconic Chalk Bag, the Rope Bag, the Multi-Pitch Bag, and the Haul Bag.

By bringing the adventurous spirit of rock-climbing into our products, we remind users to push themselves to their limits every day with courage and a sense of exploration. Even when their adventures are in the city.





No millimetre is wasted.

In rock climbing, every item is a perfect blend of form and function.
Every item serves the purpose it was made for.
Every item is the exact solution for a specific situation.
There's no room for error, no room for fuss. No millimetre is wasted.

Topologie is guided by these unique design principles to create precise and beautiful objects for your urban adventures.



VALUE PROPOSITIONS

• Unique Rock Climbing Identity

The unique rock climber brand story, along with the rugged minimalist style, compile a strong brand DNA that makes Topologie stand out.

• Consumer-First Design Philosophy

Like climbing equipment, every Topologie product is made to answer a specific demand in everyday urban life. By actively listening to what our consumers need, we ensure all collections are well received once they hit the market.

• Affordable Premium

We strive to offer carefully designed and high quality products at affordable prices, with an average retail price of 40 USD for jewellery and phone accessories, and 90 USD for bags and wallets, backed by our uncompromised premium brand image.

• Complete Brand Universe

With a consistent design philosophy and brand identity, we develop a wide gamut of everyday gear across different categories. Together with our affordable price range, we complete a full brand experience through repeat purchases, leading to great brand loyalty.



WORKING WITH US

• Proven Strong Sell Through

- All retail partners enjoy immediate fast sell through
- >100 pcs per POS monthly sell through in various high performing POS in different countries

• Strong Marketing Investment

Our strong marketing team brought digital marketing success in Asia to brands such as Daniel Wellington, Rains, Olivia Burton and MVMT. We are ready to devote strong marketing investment to every market to support our retail partners. We experience 300%-600% instant growth in instore sales once we start digital marketing in any given market.

• Drops During Season

Unlike brands with only 2 drops a year, we have several drops during season which maximise cross selling among categories and enhance high product turnover rate.

- **Light Start, Never Out of Stock Replenishment System**

We invest in inventory and maintain a strong replenishment system throughout the world to make sure you can reorder hot selling items during the season. Our efficient replenishing system allows you to start with a low-risk and light initial inventory and afterward guarantees that you can have maximum sell-through by never going out of stock with best-sellers.

- **Suitable for a Wide Range of Retail Stores**

Benefiting from our premium brand image and quality at attractive price points, as well as the wide category range, Topologie performs perfectly in many types of retail store including design, lifestyle, fashion, bag, gift and accessories stores, at different price positionings.





JOIN OUR ADVENTURE

- **Extraordinary Growth**

- > 900% growth overall within the first 12 months

- **Strong Distribution Network**

- 100+ doors within 12 months
 - Notable retail partners : Beams, Urban Research, kapok, T-site, Eslite, Loft

- **Strong Sell Through**

- E-commerce: 2000+ pcs monthly from 30+ countries
 - Physical retail: 100+ pcs per POS monthly in strong performing retailers

- **Strong Marketing Support**

- 5 million+ monthly reach social campaign
 - 1500 influencer collaborations - 10 million followers reached
 - As seen in Hypebeast, GQ, Gizmodo, Lifehacker, 朝日新聞





BRACELETS

The Topologie bracelets pay homage to the rock climbing hardwares, each carefully designed with a special finishing combined with a Japan-made climbing cord.

Retail Price: US \$44-49



THE BEAUTY OF RAW BRASS

The raw brass buckle is specially designed without additional finishing. It takes on the ruggedness in mountain climbing gear to allow the metal to age naturally, developing its patina unique to your journey.

**Available in
2 styles and 6 finishings.**



The Topologie buckles are made of jewelry-grade IP plated brass, offering a highly durable and hypoallergenic feature to your bracelets.

YOSEMITE

The Yosemite collection features a buckle inspired by the rock climbing pulley, giving a powerful style to your daily outfit.



KALYMNOS

Inspired by rock climbing shackles, the Kalymnos collection offers a subtly layered fashion accessory to your everyday style.





BAGS

The Topologie bag collections reinterpret everyday tools and gears, creating unique products with clean and streamlined silhouettes that fit to your needs wherever your adventure takes you.

Retail Price: US \$ 45-129



^ Water-repellent
^ fabric and zippers

^ Rocking climbing sling webbing with
^ reinforcement stitching

^ Climbing rope
^ zipper puller

^ Rock climbing routes
^ pattern lining



DRY collection

The Dry Collection uses polyurethane coated canvas to create rainproof, structured yet lightweight bags styled to dress both smart and casual. The collection reinterprets classic climbing gears for a minimal and clean look, enabling you to easily transition between work and leisure.







LIGHT collection

The collection's unstructured silhouettes are created with our soft-touch, ultra-light fabric. Constructed to minimise seams; the Light Collection maintains a uniform fabric exterior that allows the bag to form freely, anchored by Topologie's signature webbing sling and hardware. Splashproof and extremely lightweight, the Light Collection is designed for your everyday style.







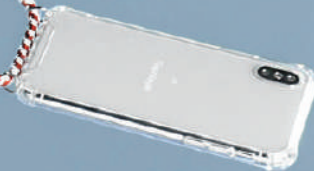
CROSSBODY PHONE CASE

Just let go of your phone, we've got it covered.

Inspired by rock climbing gear slings, the Topologie crossbody phone case allows you to wear your phone over your shoulder. Your phone is always in reach, no more digging in your handbags, no more missing photos, never lose your phone again, never break your screen again.

Let go of your phone and free your hands, let go of your worries and free your mind.

Retail Price: US \$35







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