

CATALOGUE

2019 - 2020





Clockwise: Left: Yvonne carefully cutting out the patterns for sleeves, Wendren in the showroom, Zurina placing pattern pieces on sheets of paper preparing for fusing. Opposite page: The Wren team standing in front of the studio from left to right: Fernanda, Mel, Wendren and Cynthia.

OUR STORY

For us at Wren, we've found that great creative moments happen when experiences are connected. Our inspiration was the connection that was made while driving behind a truck carrying bags of cement. And, later that same day, buying ballet shoes.

The connection in question?

What if we experimented by combining fabric to reinforce cement bags, destined for the rubbish pile.

Well, what if?

A few months later our founder, Wendren Setzer, took cement packaging to her sewing machine and just like that, Wren began.

Fast-forward to 10 years later, and our world-first, patent-pending innovation has been recognised and admired by industry leaders and our customers.

We hope to continue to come across these connections and creative moments that inspire our products, to gain a better understanding of human experiences that better our designs.





THE PAPER:

The main source of our paper comes from unused Pretoria Portland Cement (PPC) bags. Some of our products are made using cut-open cement bags; our PPC Laptop Bags use the printed side and other products use the plain side. The rest of our products are made with the paper that comes directly from the source where the cement packets are made.

This paper is normally sent on to the recycling plant, so we've decided to give it another chance to be a part of your life.



SO HOW DO WE MAKE OUR PRODUCTS?

THE PROCESS:

Our production is a process and can take a while, but it's worth it.

STEP ONE:

Our printed ranges are either screen-printed by hand in carefully-selected colours, or digitally printed in full colour. After the printing, or using plan paper. we begin our process by bonding each layer of paper with cotton to strengthen the material, creating a fabric-like texture. We then trace on our patterns, cut them out by hand and pack them so that they're ready to be sewn by our various seamstresses and seamsters.

STEP TWO:

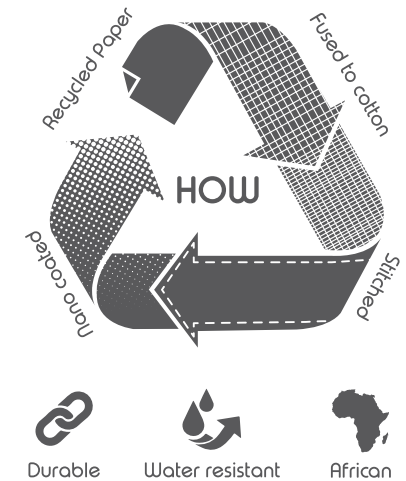
The bag, sleeve or small is then meticulously stitched together. Once the needle breaks the surface of the paper it cannot be redone, so each pin-prick is carefully and consciously placed. With further care, sleeves and bags are turned inside out and smalls are folded. It's this part of the process that requires great attention to detail.

STEP THREE:

When the products arrive back at our studio they are checked to ensure that the sizing is correct and that our high-standards of quality are being met. During the entire process, each product is handled by more than four people, each person checking and becoming responsible for the quality! The products are then lined-up and sprayed with an environmentally-friendly, water-resistant shield, so you don't have to worry about

exposing it to the elements. Yes, even snow. Because after-all, it needs to be durable and complement your lifestyle.

After considerable use and wear, our unique, fused paper resembles leather with its attractive natural folds and creases. We say it looks good for about two years and then it's up to you if you prefer the rugged and callous look or the crisp clean look of a new product. Either way, Wren products are green, innovative, trendy and South African!





PPC LAPTOP BAG COLLECTION

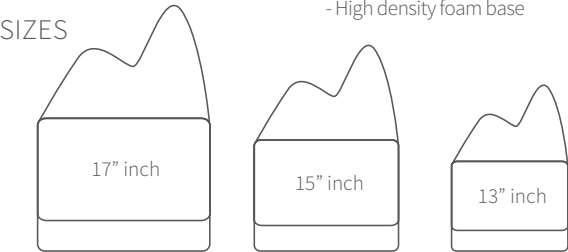
Pretoria Portland Cement is the leading supplier of cement in South Africa. Wren PPC Paper Laptop Bags are made from the original cement bag - overruns or misprints. We use five different types of cement bags. Each colour represents a different type of cement, used for a different purpose. The bold elephant on the front of the bag and the instructions to mix cement on the front pocket are two of our favourite features that make this bag so iconic.

The PPC Cement Laptop Bag puts a brand that is uniquely South African over your shoulder every time you walk out the door.

PRODUCT INFO

Available in 6 colours.
Available in 3 sizes:

SIZES



FEATURES

- 2 Inside pockets
- 1 Padded divider
- High density foam base
- Padded back
- Strong cotton strap
- Hidden magnets in flap.

made to fit a, 13", 15" and 17" Laptop.



SUREWALL



SUREBUILD



SURECEM



BOTCEM



SUREROAD



SURETECH



BAG COLLECTION

This collection celebrates the beautiful simplicity of basics with solid colours, both printed and not, with careful detailing.

Classic in styling and form, the bags have been designed with the end use in mind: for durability, comfort and practicality.

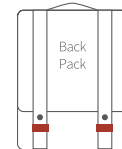
Made from bleached and unbleached natural brown kraft cement paper. And the same unbleached kraft paper screenprinted with solid matt permanent ink. Details include charcoal and black cotton straps, manufactured and dyed in South Africa and metal tip ends at the end of the webbing in matching colour or eye catching red.

With time, the bags wear beautifully: the paper creases, distresses and becomes softer. It has been described to feel like well worn and loved leather.

PRODUCT INFO

- Natural Range Bags available with red or grey tip-ends.
- Black, Flame, Racing Green, Gunmetal and White only

SIZES



FEATURES

- Bags:
 - 1 Inside Pocket
 - High density foam base
 - Padded back
- Strong Cotton Strap
- Pres stud closure

BACKPACK



MESSENGER BAG NATURAL



SLING BAG





PAPER TRAVEL BAGS

One of Wren's oldest products reinvented: The Travel Bag. Made from Jute Coffee Bags in 2009 and now out of paper. Ultimately a conceptual piece, this bag is a real show-stopper!

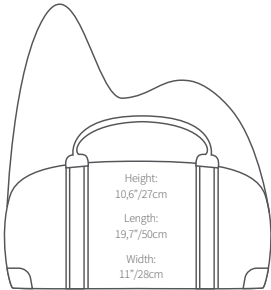
Made using cement paper with black details. All paper surfaces are fused to heavy-duty cotton canvas that has been coated to be water resistant.

A bag's gotta be practical when you're using it for travel and the features below detail how. Size-wise, it couldn't be more perfect for hand luggage - it's exactly the maximum size allowed.

PRODUCT INFO

- Available in Natural, Black, White, Flame, Gunmetal and Racing Green.

SIZE



FEATURES

- Lined with black medium weight cotton
- Two large open interior pockets
- One interior zip pocket
- Two-way zip
- Press studs on either side of the zip give you the option of clipping the zip down so that the bag can be used as a duffel with the handles.
- The strap is long, adjustable and, thanks to the partial fabric covering, comfortable on your shoulder.
- All metal fittings are coated brass.



NATURAL



BLACK



WHITE



FLAME



GUNMETAL



RACING GREEN



SOLID SLEEVE COLLECTION

NATURAL & WHITE: Made from unprinted paper that is collected from a cement sack printing factory in South Africa in rolls.

Every sleeve in the Natural range can be a blank page for designs, scribbles and doddles with permanent markers, or it can be left natural, unadorned, unapologetic and effortlessly stylish.

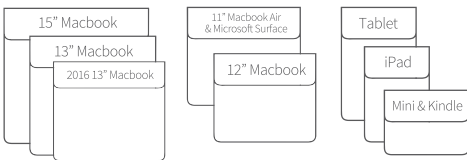
BLACK, FLAME, SMOKE BLUE & RACING GREEN: Sheets of the natural paper are cut and silkscreens are flooded with chalkboard ink to create solid colour sheets of paper.

SILVER: Foiled kraft, originally created to wrap butter blocks. The silver has a sense of wabi-sabi; the Japanese aesthetic of the beauty of things “imperfect and transient” as it crackles and reveals the natural paper underneath the foiled surface.

FEATURES

- Hidden magnets in flap, laptop sleeves have an extra pres-stud.
- Brushed cotton and padded interior to prevent scratching of device.

SIZES



NATURAL



SILVER



BLACK



WHITE



GUNMETAL



RACING GREEN



SMOKE BLUE



FLAME



EVOLUTION COLAB SLEEVE COLLECTION

A collaboration with design company Evolution Product that features two ranges of archival images.

COMMEMORATIVE LITHOGRAPHS: ALOE HILL AND WINTER LEAF

These images originate from lithographic stamps: a metal wooden block printing process used in the early 1930's, found in SANBI (The South African Biodiversity Institute) archives. The stamps were used by the iconic South African farming magazine, Landbou Weekly that is still in circulation. The blocks were donated to the museum in the late 1950's where the Evolution team found them and brought them back to life using modern printing methods.

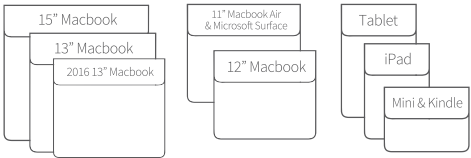
BLAGRAVE FERN: FERN 3 ASPLENIUM, FERN 5 ELAPHOGLOSSUM AND FERN 8 POLYSTICUM

In 1860 Thomas C. Blagrove created a comprehensive study of ferns in South Africa. He recorded his findings of fresh and dried specimens as photo prints. The texture of the photographic paper and the iridescent effect of the film in contrast to the negative silhouette of the ferns captures a magic of these plants and time.

FEATURES

- Sleeves:
- Hidden magnets in flap, laptop sleeves have an extra pres-stud.
 - Brushed cotton and padded interior to prevent scratching of device.

SIZES



FERN 3 ASPLENIUM



FERN 5 ELAPHOGLOSSUM



FERN 8 POLYSTICUM



ALO HILL



WINTER LEAF



SLEEVE COLLECTION #1

Have you ever played connect the dots? It's a simple game played by two people to pass the time. You start with a sheet of paper filled with dots, spaced out equally, and you move by connecting two dots with a line. When you place the last wall of a single square, the box is yours and the player with the most boxes at the end of the game is the winner.

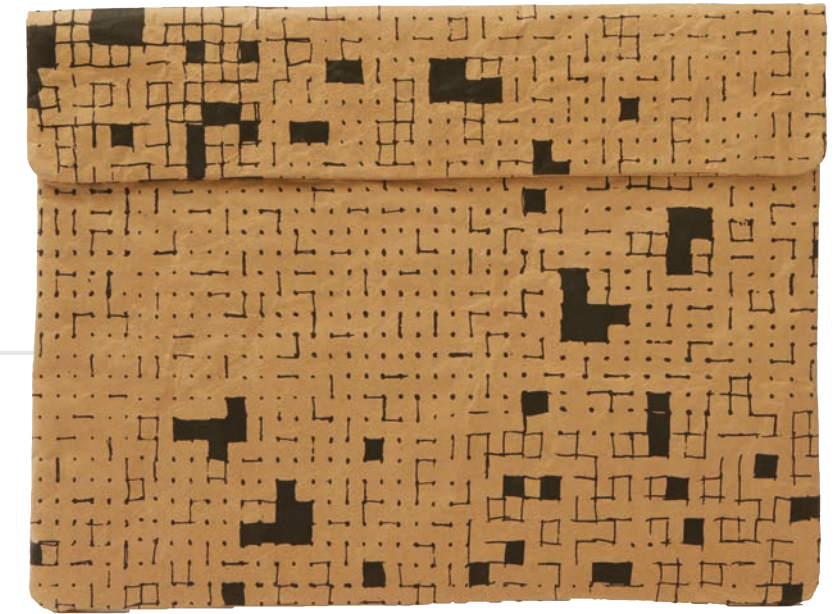
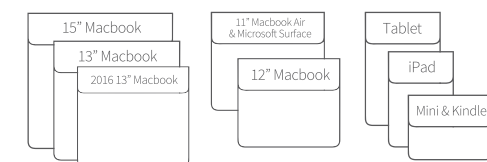
This hand-drawn game was translated into a design by scanning a game being played at various stages. The game-design was done by two design students waiting for class, over several days. It is significant because it also links to the concept that life, like Wren, is about connecting experiences. And that it is through these connections that one can be creative.

FEATURES

Sleeves:

- Hidden magnets in flap, laptop sleeves have an extra pres-stud.
- Brushed cotton and padded interior to prevent scratching of device.

SIZES



DOTS & SQUARES - BLACK



FLYING FOX

Screen-printed design by Lauren Fowler.
"I took advantage of this project to design my first step and repeat pattern. I love foxes and plants, so I combined the two!"
Lauren Fowler, Thing-Maker, Illustrator and Graphic Designer.



OWL & PUSSYCAT

Screen-printed design by Wendren Setzer inspired by Edward Lear poem's 'The Owl & The Pussy Cat'.
"A designed inspired by geometry, poetry and continuance."
Wendren Setzer, Founder, Owner and Designer of Wren



OPTICAL AFRICA SLEEVE COLLECTION

The inspiration for this range is rich and complex.

A few years ago, our founder Wendren visited the Escher Museum in The Netherlands and left with the aim to develop a range that would create a trickery, similar to so many of Escher's works. Upon returning to home she found that many African printed textiles had a similar intrigue that capture you as you learn about the fable, story or message that is being portrayed. It was through marrying these two inspirations that the Optical Africa range was born.

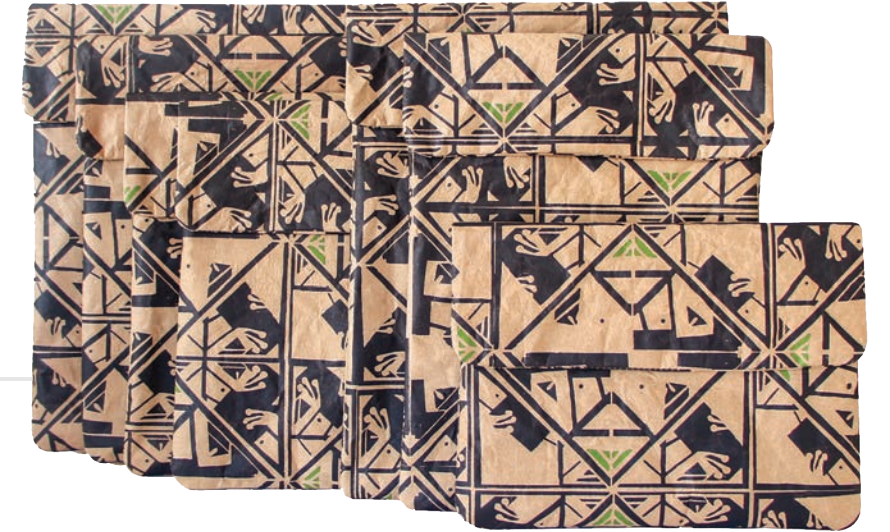
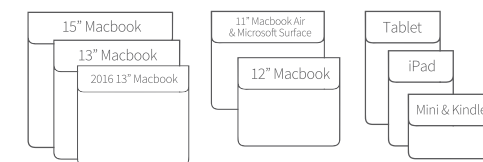
Diana Ejaita, a German-born, mixed-media artist whose work has an indisputable African influence, brought Wendren's brief to life in three designs. By working with wood linocuts and silkscreening, she keeps the organic root of the drawing and the imperfection of repetition. Ending in the final phase which is digitising the design.

FEATURES

Sleeves:

- Hidden magnets in flap, laptop sleeves have an extra pres-stud.
- Brushed cotton and padded interior to prevent scratching of device.

SIZES



ARA

The Frog design has its roots in poisonous frogs that are tied to tradition and ritual. Many frogs have healing properties, while some frogs can cause death. There are even some that have mind-altering qualities.



WATA

Inspired by the power of African rivers. With lots of flowing lines that mimic the currents, this design pays respect to one of the greatest life givers and takers in Africa.



CAMA

Chameleons are fascinating creatures: a prehistoric body that can change colour with a tongue that rolls out longer than their body. Some African fables say that this is why they cannot be trusted. There are many beliefs associated with this little creature, that hides in the trees - many that are now protected.



MEMORIES COLLECTION

Remember that bright, vast blue sky stretching above the Mother City, Cape Town? Or the quick, collective gasp that quietly echoed as a lion was spotted in the golden velds of Africa? Or the feeling of uncovering past-centuries as you walked along an old European street, realising with each step that many generations' feet rose and fell in the same rhythm as yours?

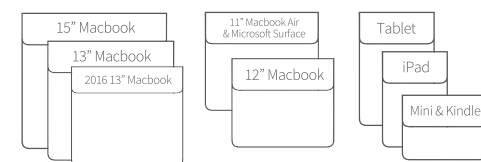
Our photographs are the key-holes that we peek through to fall back into a treasured collection of memories. The photos inspire memorable feelings, smells, sights, tastes and sounds. Wren's Memories collection does just this, inspire memories. The design features Instagram-like mosaic frames, pieced together with travels in and around Cape Town, adventures found during African Safari's, and journeys to far-off European shores. These three meaningful designs are digitally printed to show off their full, jewel-like colours while retaining the authenticity of the paper.

FEATURES

Sleeves:

- Hidden magnets in flap, laptop sleeves have an extra pres-stud.
- Brushed cotton and padded interior to prevent scratching of device.

SIZES



CAPE TOWN MEMORIES



EUROPEAN MEMORIES



SAFARI MEMORIES





ATTACHABLE STRAPS

Transform any Wren sleeve into a clutch, bag or folio case with a hand cut and cotton wrapped strap.

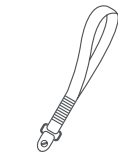
The strap attaches to the eyelets that are punched on the inside of the bag (hidden from view), and the strap attaches or detaches with secure screw rivets.

Colour combinations (shown on right):
Brown leather with purple, brown, or lumo orange thread
Black rubber with dark green, lumo yellow or black thread [vegan option]

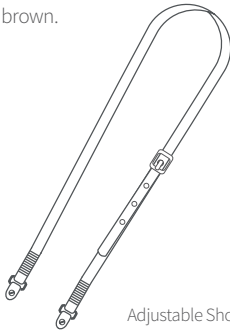
FEATURES

- Hand cut vegetable-cow-hide-tan leather in rich brown.
- Hand cut black textured rubber [vegan option].

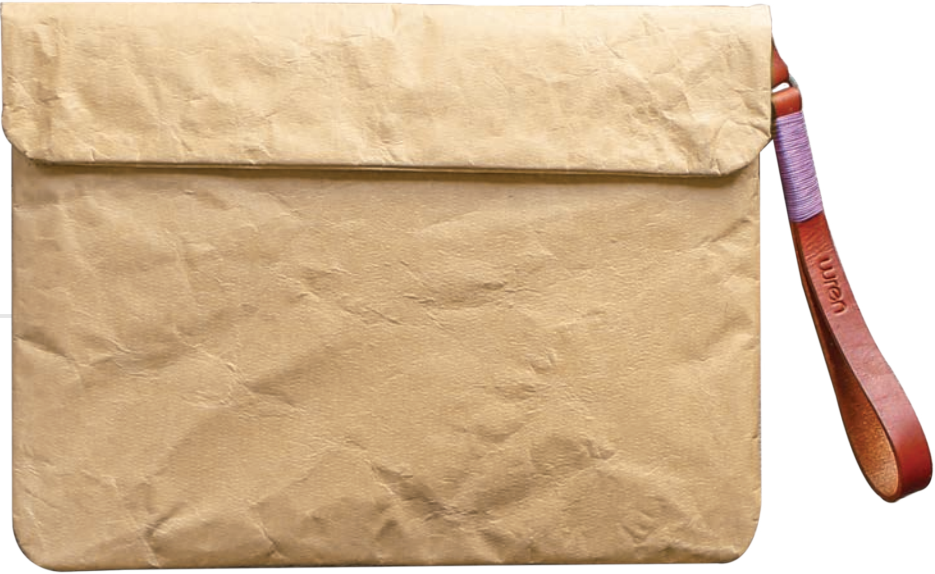
SIZES



Wrist Strap



Adjustable Shoulder Strap with buckle



COLOUR COMBINATIONS



WRIST STRAP



SOLID ORGANISER COLLECTION

If you've ever walked into a stationery store and trailed your fingers along the neatly ordered rainbows of coloured pens, the flawless geometric stacks of notebooks and the fresh reams of blank paper; then this range is for you. It will answer your deep-longing for perfect desktop and back-pocket simplicity and order.

FEATURES

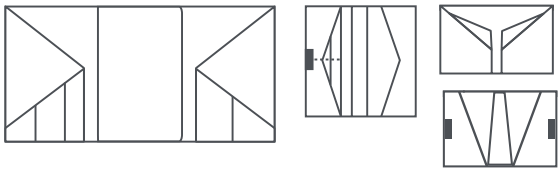
Slim Wallet:
- Space for up to 8 cards and cash

Square Wallet:
- Space for up to 8 cards
- Hidden coin pouch
- Billfold (fits large notes)
- Magnet Closure

Travel Folder:
- 6 individual card holder spaces
- Three pockets
- Magnet closure

B6 Notebook Organiser
- 2 x 64pg Acid Free blank A6 Soft Cover Notebooks
- 4 pen and card holders
- 2 folded paper holders
- Double sided magnetic closure

SIZES



BLACK



SILVER



NATURAL



WHITE



GUNMETAL



FLAME



SMOKE BLUE



RACING GREEN



PAPER TUBS

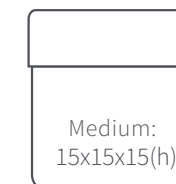
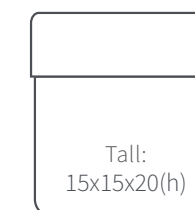
Paper Tubs can be both utilitarian and decorative. Made out of cotton fabric side and paper that is fused to fabric to offer a soft handle while still being stiff enough to stand upright on its own. These square based cylindrical buckets can be crumpled down, turned up or inside out. Use it for keys, cables, pens, art supplies, spatulas... in any room, for just about any purpose.

**it must be noted that although the paper surface is coated to be water resistant, it is still a paper product and care must be taken that water does not sit on the surface for extended periods of time.*

PRODUCT INFO

- Available in natural, white, black, silver, flame, racing green and gunmetal with black hemp canvas.

SIZES



FLAME



RACING GREEN



BLACK



GUNMETAL



WHITE



SILVER



LUGGAGE TAGS

Clip it onto your bag to help it find you at the end of a long journey or add it to your keys as a constant reminder to live in the moment or to seek out new adventures at every possible opportunity.

With a permanent marker you can add any note to the luggage tag sharing a personal message or customizing your details.

- PRODUCT INFO
- Available in natural, white, black, flame, racing green, smoke blue and gunmetal.
 - Leather strap
 - Strong Pres-stud closure



RACING GREEN



FLAME



WHITE



GUNMETAL



BLACK



NEUTRAL



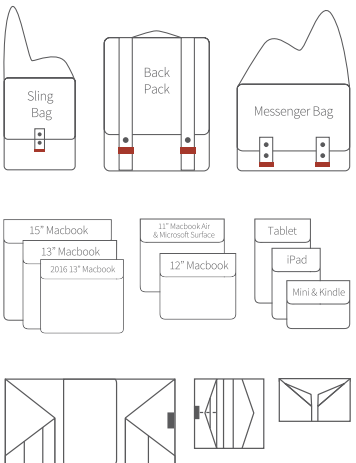
SMOKE BLUE



DESIGN IT YOURSELF

Every Wren Sleeve or Bag can be customised with your own designs. We recommend fine-tipped Sharpies for easy, instant and vibrant designs that are as water-resistant and long-lasting as your sleeve. The following four Sharpie packs are available through our online store, and when paired with a Wren Sleeve or Bag make the perfect gift for creative friends. Visit our website for lots of amzing inspiration!

AVAILABLE FOR



FULL SPECTRUM 12 COLOUR SHARPIE PACK (FINE-TIPPED)

PRIMARY SET

BLACK, BLUE, GREEN & RED

METALIC

GOLD, COPPER & SILVER SHARPIE PACK (FINE-TIPPED)

CLASSIS

BLACK SHARPIE TWIN PACK (FINE-TIPPED)

PASTEL

PINK, BLUE, GREEN & PURPLE SHARPIE PACK (FINE-TIPPED)





OUR STORE

The Collective

Unit B3 The Watershed, V&A Waterfront

Cape Town

Hours: 10am-7pm

7 days a week

STUDIO, SHOWROOM & PAPERGOODS STORE

59 Main Road

Muizenberg

Cape Town

Monday to Friday 8am-4:30pm

Saturday 9am-1pm



www.thewrendesign.com • desk@thewrendesign.com

