

LOQI

Catalogue 2024



Born from the Original Smiley® Brand, Future Positive® is our bold, long-term commitment to build a sustainable future for all. We want to take action, because making a change is essential for a better tomorrow. Our Future Positive® products are made with responsibly-sourced materials that reduce harmful impacts on the natural environment. We are grounded in optimism, remaining hopeful that with every positive step whether big or small, together we will impact change and our Future will be Positive.

MADE DIFFERENT. MADE BETTER.

Artist Collection

Fashion Collection

Kids Collection

DIY

Museum Collection

Custom

NEW



Artist Collection

Moomin



MO.CL

MOOMIN
Cloud
Recycled Bag Front

MO.CL

MOOMIN
Cloud
Recycled Bag Back



ZP.MO.TO

MOOMIN
Together
Recycled Zip Pockets Front

ZP.MO.TO

MOOMIN
Together
Recycled Zip Pockets Back

MOOMIN®

NEW



NEW



MO.RE.FA
MOOMIN
Family Pattern Reflective Bag

Artist Collection

Moomin

WE.RE.MO MEDIUM
MOOMIN
Pattern Reflective Medium Weekender



‘Can I have one, too? Hup-si-daisy!’

MOOMIN is a beloved series of books and comic strips created by Finnish illustrator and writer Tove Jansson. Renowned for her versatility, Tove crafted enchanting stories and illustrations that captivated audiences of all ages. Defying societal norms, she pursued a career as an artist and lived openly as a lesbian. Set in the whimsical world of Moominvalley, the stories follow Moomintroll and his eclectic group of friends Snufkin, Little My, and Snorkmaide. The MOOMIN series resonates with us because it celebrates individuality, resilience, and the beauty of embracing life’s uncertainties with courage and optimism.



Fashion Collection



MM.GO.Z
Gold Bag with Zip Pocket



WE.GO.MI MEDIUM
Gold Medium Weekender



ZP.ME.N
Rose Gold, Silver, Gold Zip Pockets



BB.GO
Gold Bumbag



LS.MM.GO
Gold Laptop Sleeve 24x33 cm



MI.GO
Gold Extra Small Bag



MM.RO.Z
Rose Gold Bag with Zip Pocket



WE.RO.MI MEDIUM
Rose Gold Medium Weekender



WE.RO LARGE
Rose Gold Weekender



BB.RO
Rose Gold Bumbag



LS.MM.RO
Rose Gold Laptop Sleeve 24x33 cm



MI.RO
Rose Gold Extra Small Bag



MM.SI.Z
Silver Bag with Zip Pocket



WE.SI.MI MEDIUM
Silver Medium Weekender



WE.SI LARGE
Silver Weekender



BB.SI
Silver Bumbag



LS.MM.SI
Silver Laptop Sleeve 24x33 cm



MI.SI
Silver Extra Small Bag



NEW

MM.BL.Z
Black Bag with Zip Pocket



NEW

WE.MM.BM MEDIUM
Black Medium Weekender



NEW

WE.MM.B LARGE
Black Weekender



NEW

BB.MM.BL
Black Bumbag



NEW

BB.MM.BL
LOQI Branded Strap



NEW

WE.MM.BS SMALL
Black Small Weekender



ZP.RE.NE

REFLECTIVE
Neon Zip Pockets



BB.RE1

REFLECTIVE
Neon Blue Bumbag



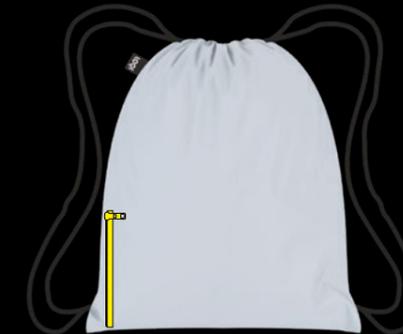
BB.RE.MI3

REFLECTIVE
Neon Yellow Medium Bumbag



RE.NE5

REFLECTIVE
Neon Dark Orange Bag



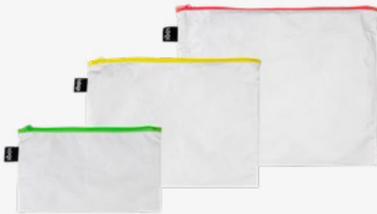
BP.RE3

REFLECTIVE
Neon Yellow Backpack



BP.RE.MI2

REFLECTIVE
Neon Green Medium Backpack



ZP.TY.NE

TYVEK
Neon Zip Pockets



BB.TY5

TYVEK
Neon Dark Orange Bumbag



TY.D05

TYVEK
Neon Dark Orange Bag



NE.DO

NEON
Neon Dark Orange Bag



NE.YE

NEON
Neon Yellow Bag



WE.RE.MI5 **MEDIUM**

REFLECTIVE
Neon Dark Orange
Medium Weekender



ZP.TR.NE

TRANSPARENT
Milky Neon Zip Pockets



BA.TR.MI

TRANSPARENT
Bag



ZP.NE.01

NEON
Recycled Zip Pockets



NE.GR

NEON
Neon Green Bag



NE.PI

NEON
Neon Pink Bag



WE.NE.DM **MEDIUM**

NEON
Neon Dark Orange
Recycled Medium Weekender



Artist Collection

Recycled/Reflective



KE.WD

KIRSTEN NANGALA EGAN
Water Dreaming Blue
Recycled Bag



BB.KE.WD

KIRSTEN NANGALA EGAN
Water Dreaming Blue
Recycled Bum Bag



ZP.WD

LEWIS, EGAN, DIXON
Water Dreaming
Recycled Zip Pockets



CL.AR

CLASSIC ART
Recycled Bag Front



WE.CA.MI MEDIUM

CLASSIC ART
Recycled Medium Weekender



WE.RE.CA MEDIUM

CLASSIC ART
Reflective Medium Weekender



CL.AR.RE

CLASSIC ART
Reflective Bag Front



ZP.RE.CA

CLASSIC ART
Reflective Zip Pockets

NEW



Museum Collection

Museum Collection

TATE/Lichtenstein



RL.WH

ROY LICHTENSTEIN
Whaam!
Recycled Bag Front

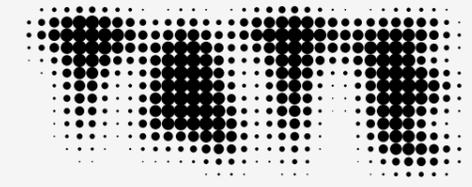
RL.WH

ROY LICHTENSTEIN
Whaam!
Recycled Bag Back



WE.RL.WH LARGE
ROY LICHTENSTEIN
Whaam!
Recycled Weekender

WE.RL.WM MEDIUM
ROY LICHTENSTEIN
Whaam!
Recycled Medium Weekender



The comic-book appropriation can then be read as a parody of military glory. In many ways, the comic book that shapes the minds of youth, has the same effect as the propagated reports of military glory that encourage support for conflict. The desensitised depiction of an explosion mimics our emotional detachment from the violence we see on the news so often.



LS.RL.WH

ROY LICHTENSTEIN
Whaam!
Recycled Laptop Sleeve 24×33 cm Front

LS.RL.WH

ROY LICHTENSTEIN
Whaam!
Recycled Laptop Sleeve 24×33 cm Back



ZP.RL.WH

ROY LICHTENSTEIN
Whaam!
Recycled Zip Pockets



BB.RL.WH

ROY LICHTENSTEIN
Whaam!
Recycled Bumbag

LOQI bags are made of 100% recycled **GreenCircle** material. The polyester fibers are recycled into high quality fabric at Jiaren New Materials Co., Ltd., tapping into existing resources and reducing environmental pollution. **GreenCircle** regenerated polyester fibres reduce textile waste.

Did you know that RPET material made from plastic bottles cannot be recycled again? This is why we use a material at LOQI that can be recycled again and again without losing tensile strength. The **GreenCircle** technology makes material go full circle – literally!

LOQI bags are **STANDARD 100** by **OEKO-TEX®** certified and Recycled Claim Standard (**RCS**) certified. Our packaging is **FSC®** certified. Our electricity is sourced from Greenpeace. The LOQI Factory is accredited by **BSCI**.

100% Recycled Polyester



OEKO-TEX®
CONFIDENCE IN TEXTILES
STANDARD 100
21.0.83372 HOHENSTEIN HTTI
Tested for harmful substances.
www.oeko-tex.com/standard100



Pure Recycled Environmental
Protective Materials



Intertek



绿色纤维
GREEN FIBER

Museum Collection



TATE & Magnum
COLLAB



Museum Collection

Tom of Finland Foundation
COLLAB



GG.DC

GG.AW

ZP.GG

TF.DN

TF.DN

LS.TF.DN

GUERRILLA GIRLS
Dearest Art Collector
Recycled Bag

GUERRILLA GIRLS
The Advantages Of Being A Woman
Artist Recycled Bag

GUERRILLA GIRLS
Dearest Art Collector and
The Advantages
Recycled Zip Pockets

TOM OF FINLAND
Day & Night
Recycled Bag Front

TOM OF FINLAND
Day & Night
Recycled Bag Back

TOM OF FINLAND
Day & Night Recycled
Laptop Sleeve 24x33 cm



LS.GG.DC

LB.SB

ZP.LB

WE.TF.DN **LARGE**

TF.SM

TF.MT

GUERRILLA GIRLS
Dearest Art Collector
Recycled Laptop Sleeve 24x33 cm

LOUISE BOURGEOIS
Spirals Black
Recycled Bag

LOUISE BOURGEOIS
Spirals
Recycled Zip Pockets

TOM OF FINLAND
Day & Night
Recycled Weekender

TOM OF FINLAND
Use a Rubber
Metallic Bag

TOM OF FINLAND
Use a Rubber
Milky Transparent Bag



DS.VB

EE.DJ

ZP.TF.DN

DENNIS STOCK
Venice Beach Rock Festival
Recycled Bag

ELLIOTT ERWITT
Dog Jumping
Recycled Bag

TOM OF FINLAND
Day & Night, Bon Voyage
Recycled Zip Pockets







PM.CO.R

PIET MONDRIAN
Composition with Red, Yellow, Blue and Black Recycled Bag



BB.PM.CO

PIET MONDRIAN
Composition Recycled Bumbag



ZP.MU.DE

MONDRIAN, KANDINSKY, DELAUNAY
Recycled Zip Pockets



WK.SC.G

WASSILY KANDINSKY
Several Circles Neon Green Recycled Bag



WE.WK.SM MEDIUM

WASSILY KANDINSKY
Several Circles Neon Green Recycled Medium Weekender



LS.WK.SC

WASSILY KANDINSKY
Several Circles Recycled Laptop Sleeve 24×33 cm

NEW



NEW

WE.PM.CM MEDIUM

PIET MONDRIAN
Composition Recycled Medium Weekender



WE.PM.CO LARGE

PIET MONDRIAN
Composition Recycled Weekender



LS.PM.CO

PIET MONDRIAN
Composition Recycled Laptop Sleeve 26×36 cm



HK.CH

HILMA AF KLINT
Childhood Recycled Bag



BB.HK.CH

HILMA AF KLINT
Childhood Recycled Bumbag



WE.HK.CH LARGE

HILMA AF KLINT
Childhood Recycled Weekender



RD.TE

ROBERT DELAUNAY
Tour Eiffel, 1926 Recycled Bag



RD.CF

ROBERT DELAUNAY
Circular Forms Recycled Bag



BB.RD.CF

ROBERT DELAUNAY
Circular Forms Recycled Bumbag



HK.TS

HILMA AF KLINT
The Swan Recycled Bag



ZP.KL.MO

HILMA AF KLINT, MONDRIAN
Recycled Zip Pockets



FK.TF

FK.SP.R

CB.QU.R

RM.TI.R

RM.GO.R

RM.PR.R

FRIDA KAHLO
The Frame Recycled Bag

FRIDA KAHLO
Self Portrait with Hummingbird
Recycled Bag

CECIL BEATON
Queen Elizabeth II
Recycled Bag

RENÉ MAGRITTE
The Treachery Recycled Bag

RENÉ MAGRITTE
Golconda Recycled Bag

RENÉ MAGRITTE
The Promise Recycled Bag (Bird)



NEW

SD.PM

SD.MR

SD.GS

ZP.SD

MC.BC

MC.CI

SALVADOR DALÍ
The Persistence of Memory
Recycled Bag

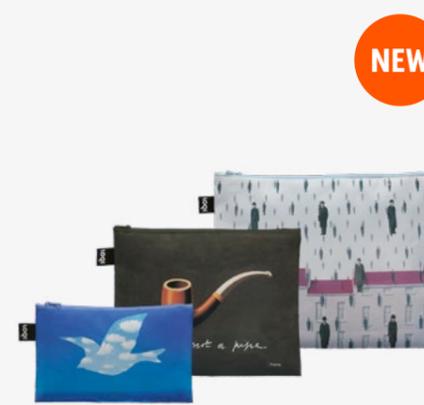
SALVADOR DALÍ
Meditative Rose
Recycled Bag

SALVADOR DALÍ
Galatea of the Spheres
Recycled Bag

SALVADOR DALÍ
Flight of a Bee, Meditative Rose,
Spheres Recycled Zip Pockets

MARC CHAGALL
The Blue Circus
Recycled Bag

MARC CHAGALL
The Circus
Recycled Bag



NEW

NEW

NEW

JM.WB

JM.GA

JM.MA

ZP.JM

ZP.MC

ZP.RM

JOAN MIRÓ
Woman, Bird and Star
Recycled Bag

JOAN MIRÓ
Gold of Azure
Recycled Bag

JOAN MIRÓ
May 68
Recycled Bag

JOAN MIRÓ
Woman, Bird and Star, May 68, Gold
of Azure Recycled Zip Pockets

MARC CHAGALL
I and the Village, Blue Circus, Circus
Recycled Zip Pockets

RENÉ MAGRITTE
Recycled Zip Pockets

NEW



VG.AB.R

VINCENT VAN GOGH
Almond Blossom
Recycled Bag



WE.VG.AM MEDIUM

VINCENT VAN GOGH
Almond Blossom
Recycled Medium Weekender



VG.IR

VINCENT VAN GOGH
Irises
Recycled Bag



ZP.VG

VINCENT VAN GOGH
Starry Night, Wheatfield, Cypresses,
Irises Recycled Zip Pockets

NEW



WE.VG.IM MEDIUM

VINCENT VAN GOGH
Irises
Recycled Medium Weekender

NEW



WE.VG.SM MEDIUM

VINCENT VAN GOGH
Sunflowers
Recycled Medium Weekender



VG.SF.R

VINCENT VAN GOGH
Sunflowers Recycled Bag



BB.VG.SF

VINCENT VAN GOGH
Sunflowers Recycled Bumbag



VG.SN.Y

VINCENT VAN GOGH
The Starry Night Neon Yellow
Recycled Bag



BB.VG.SN

VINCENT VAN GOGH
The Starry Night
Recycled Bumbag



LS.VG.SN

VINCENT VAN GOGH
The Starry Night
Recycled Laptop Sleeve 24x33 cm



VG.WH.R

VINCENT VAN GOGH
A Wheatfield with Cypresses
Recycled Bag



ZP.MU.VR

VINCENT VAN GOGH
Sunflowers, Self-Portrait,
Almond Blossom
Recycled Zip Pockets

NEW



WE.VG.SNM MEDIUM

VINCENT VAN GOGH
Starry Night Neon Yellow
Recycled Medium Weekender



VGM.AG BACK

VINCENT VAN GOGH
Van Gogh Museum Gold
Recycled Bag



VGM.AB BACK

VINCENT VAN GOGH
Van Gogh Museum Blue
Recycled Bag

NEW



WM.ST.P

WE.WM.SM MEDIUM

BB.HO.WA

LS.HO.WA

WE.HO.WA LARGE

WILLIAM MORRIS
The Strawberry Thief Neon Pink
Recycled Bag

WILLIAM MORRIS
The Strawberry Thief Neon Pink
Recycled Medium Weekender

KATSUSHIKA HOKUSAI
The Great Wave
Recycled Bum Bag

KATSUSHIKA HOKUSAI
The Great Wave Recycled
Laptop Sleeve 24x33 cm

KATSUSHIKA HOKUSAI
The Great Wave
Recycled Weekender



NEW

WM.OR

WM.HY

ZP.WM

HO.WA.R

WE.HO.WM MEDIUM

HO.RF.R

WILLIAM MORRIS
Orchard, Dearle Recycled Bag

WILLIAM MORRIS
Hyacinth Recycled Bag

WILLIAM MORRIS
Recycled Zip Pockets

KATSUSHIKA HOKUSAI
The Great Wave
Recycled Bag

KATSUSHIKA HOKUSAI
The Great Wave
Recycled Medium Weekender

KATSUSHIKA HOKUSAI
Red Fuji,
Mountains in Clear Weather
Recycled Bag



JV.GI.R

JV.GI.RO

HO.WA.SI

HO.FU.R

BB.HO.FU

ZP.HO

JOHANNES VERMEER
Girl with a Pearl Earring
Recycled Bag

JOHANNES VERMEER
Girl with a Pearl Earring
Rose Gold Metallic Bag

KATSUSHIKA HOKUSAI
The Great Wave
Silver Metallic Bag

KATSUSHIKA HOKUSAI
Fuji from Gotenyama
Recycled Bag

KATSUSHIKA HOKUSAI
Fuji from Gotenyama
Recycled Bum Bag

KATSUSHIKA HOKUSAI
Recycled Zip Pockets





MO.FB.R

CLAUDE MONET
Japanese Footbridge Recycled Bag



MO.WP

CLAUDE MONET
Wild Poppies Recycled Bag



ZP.MO

CLAUDE MONET
Footbridge, Poppies, Lilies
Recycled Zip Pockets



OK.PE

OHARA KOSON
Peacock Recycled Bag



RR.SL

RACHEL RUYSCH
Still Life with Flowers
Recycled Bag



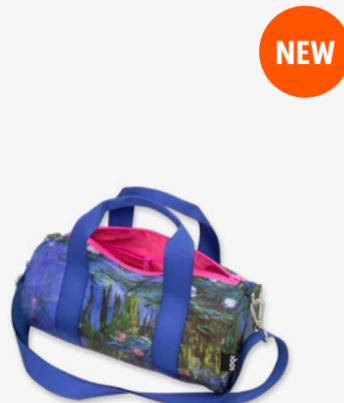
SB.BV

SANDRO BOTTICELLI
Birth of Venus
Recycled Bag



MO.WL.P

CLAUDE MONET
Water Lilies Neon Pink
Recycled Bag



NEW

WE.MO.WP MEDIUM

CLAUDE MONET
Water Lilies Neon Pink
Recycled Medium Weekender



GK.KI.R

GUSTAV KLIMT
The Kiss
Recycled Bag



ZP.MU.KR

GUSTAV KLIMT
Recycled Zip Pockets



WE.GK.KM MEDIUM

GUSTAV KLIMT
The Kiss Medium Weekender



LS.GK.KI

GUSTAV KLIMT
The Kiss
Recycled Laptop Sleeve 24x33 cm



ZP.SB

SANDRO BOTTICELLI
Recycled Zip Pockets

Ready to let your mini-me's style explode onto the scene? Buckle up, because LOQI's got something that's about to shake up their world. We're handing over the design reins to the real bosses – the kids! Are your kids ready to rock their style and be the talk of the town?

**Kids
Collection**





ZP.RE.DS

DINOSAUR SKELETON
Reflective Mini Zip Pocket



BB.RE.DS

DINOSAUR SKELETON
Reflective Medium Bumbag



BP.RE.DS

DINOSAUR SKELETON
Reflective Medium Backpack



ZP.RE.SO

SPACE OUT
Reflective Mini Zip Pocket



BB.RE.SO

SPACE OUT
Reflective Medium Bumbag



BP.RE.SO

SPACE OUT
Reflective Medium Backpack



WE.RE.DS MEDIUM

DINOSAUR SKELETON
Reflective Medium Weekender



WE.DR MEDIUM

DINOSAUR ROAR
Recycled Medium Weekender



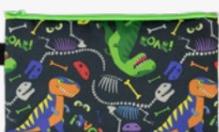
WE.RE.SO MEDIUM

SPACE OUT
Reflective Medium Weekender



WE.SU MEDIUM

SPACE UFO
Recycled Medium Weekender



ZP.DR

DINOSAUR ROAR
Recycled Mini Zip Pocket



BB.DR

DINOSAUR ROAR
Recycled Medium Bumbag



BP.DR

DINOSAUR ROAR
Recycled Medium Backpack



ZP.SU

SPACE UFO
Recycled Mini Zip Pocket



BB.SU

SPACE UFO
Recycled Medium Bumbag



BP.SU

SPACE UFO
Recycled Medium Backpack

L	M	S	L	M	S
					
Bag Large	Bag Medium	Bag Small	Weekender Large	Weekender Medium	Weekender Small
<p>I weigh 56 g (1.98 oz) I can carry 20 kg (44 lbs) My size is 50×42 cm (19.7"×16.5") My zip pocket is 12×12 cm (4.7"×4.7") My handle is 27 cm (10.6")</p>	<p>I weigh 52 g (1.8 oz) I can carry 10 kg (22 lbs) My size is 45×36 cm (17.7"×14") My zip pocket is 11×11 cm (4.3"×4.3") My handle is 23 cm (9")</p>	<p>I weigh 37 g (1.3 oz) I can carry 5 kg (11 lbs) My size is 34×30 cm (13.4"×11.8") My zip pocket is 10×10 cm (3.9"×3.9") My handle is 20cm (7.9")</p>	<p>I weigh 310 g (10.93 oz) I can carry 5 kg (11 lbs) My size 25×50×25 cm (9.8"×19.7"×9.8") My adjustable and removable strap is 70 – 125 cm (27.5" – 49") My side pocket zipper is 20 cm (7.9") My handles are 35 cm (13.7")</p>	<p>I weigh 200 g (7 oz) I can carry 2 kg (4.4 lbs) My size 15×30×15 cm (5.9"×11.8"×5.9") My adjustable and removable strap is 70 – 125 cm (27.5" – 49") My handles are 16 cm (6.2")</p>	<p>I weigh 120 g (4.2 oz) I can carry 2 kg (4.4 lbs) My size 10×20×10 cm (3.9"×7.8"×3.9") My adjustable and removable strap is 70 – 125 cm (27.5" – 49") My handles are 11 cm (4.3")</p>
					
Backpack Large	Backpack Medium	Bag Extra Small	Laptop Sleeve Large	Laptop Sleeve Medium	Zip Pockets
<p>I weigh 82 g (2.89 oz) My size 34×43 cm (13.3"×17")</p>	<p>I weight 60 g (2.1 oz) My size 28×36 cm (11"×14")</p>	<p>I weigh 15 g (0.5 oz) I can carry 2 kg (4.4 lbs) My size is 20×18 cm (7.8"×7") My handle is 10cm (4")</p>	<p>I weigh 103 g (3.06 oz) I can carry 3 kg (6.6 lbs) I can carry 13" laptops and standard A4 paper sizes. My size is 26×36 cm (10.2"×14.1")</p>	<p>I weigh 103 g (3.06 oz) I can carry 3 kg (6.6 lbs) I can carry 13" laptops and standard A4 paper sizes. My size is 24×33 cm (9,4"×13")</p>	<p>I weigh 86 g (3 oz) We come as a family Mini 13×23 cm (5"×9") Midi 20×27 cm (8"×11") Maxi 25×32 cm (10"×13")</p>
					
Bumbag Large	Bumbag Medium				
<p>I weigh 105 g (3.7 oz) I can carry 3 kg (6.6 lbs) My size is 30×15×2 cm (11.8"×5.9"×0.79") My adjustable strap is 52 – 92 cm (20.5" – 36.2")</p>	<p>I weigh 95 g (3.5 oz) I can carry 3 kg (6.6 lbs) My size is 26×14×2 cm (10.2"×5.5"×0.79") My adjustable strap is 44 – 77 cm (17.3" – 30.3")</p>				

LOQI

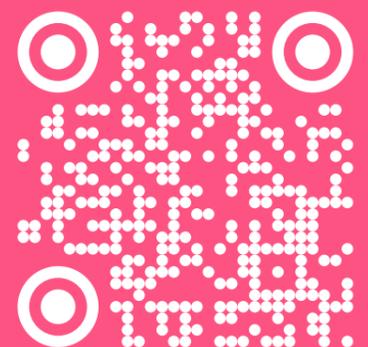


LOQI bags are your brand's ticket to travel far and wide. Let it express itself in exotic locations. Find its footing in faraway lands. From Rolex to Art Miami. From TikTok to Thierry Mugler. Trusted brands choose long-lasting, high quality LOQI bags.

- logo bags for brand awareness
- artsy bags for gallery and museum exhibitions
- limited edition bags for events and awards
- special editions for premieres, biennials and triennials
- customised bags as gift with purchase or membership
- corporate gifts for clients or employees

The possibilities are endless.
It's a great way to make your mark!

Custom
Catalogue



About Us

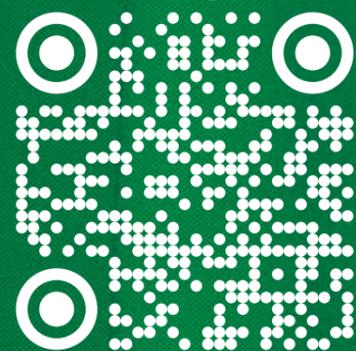
At LOQI we are a vibrant bunch that has come together from different corners of the globe. We come from different cultures, speak different languages and embrace different opinions. We value difference — it's in our culture and in our products.

We collaborate with contemporary artists and museums to bring you bags as colourful, bold and diverse as life itself. The more people who like our designs, the more people will practice reuse, the better off we will be tomorrow.

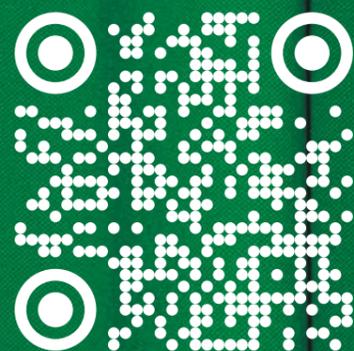
You can find a LOQI just about anywhere on this tiny planet. From the TATE to the MoMA Design Store. From Guggenheim to Galeries Lafayette.

Finally there is enough art to go around!

LOQI Catalogue



Bestsellers



loqi.com

loqi.com