



{ OUR HISTORY }

IN 1996, CANADIAN DESIGNER CHARLOTTE MCKEOUGH REINVENTED THE PAPER SHOPPING BAG. THE BRAVE BROWN BAG MAY HAVE CAUGHT YOUR EYE IN DESIGN AND FASHION STORES IN LONDON, MILAN, NEW YORK, PARIS, AND TOKYO. SUCH IS THE ALLURE OF THE BRAVE BROWN BAG. REMAINING TRUE TO THE AESTHETIC OF ITS CLASSIC PAPER ANCESTOR AND VIRTUALLY INDEFATIGABLE RIGHT DOWN TO ITS PINKED EDGE, THE BBB HAS BECOME A GLOBAL CLASSIC.



{ OUR ROOTS }



CHARLOTTE GREW UP ON THE BEAUTIFUL SHORES OF LAKE ERIE, DIRECTLY ACROSS FROM CLEVELAND. WITH AN EDUCATIONAL BACKGROUND IN FINE ART AND CLASSICS AND A PASSION FOR SAILING, MUCH INSPIRATION HAS EVOLVED FROM HER DEEP INTEREST IN MATERIALS USED IN BOTH TRADITIONAL AND MODERN SAILMAKING.





CHARLOTTE BELIEVES IN THE INTEGRITY OF A DESIGN THAT GROWS OUT OF THE ROOTS OF TIME AND PLACE — LIKE A WINE'S "APPELLATION CONTROLEE". THE ROOTS OF THE CLASSIC PAPER ORIGINAL CARRYALL WERE TRANSFORMED THROUGH TRADITIONAL WAXED COTTON AND THE SKILLS OF SAIL-MAKING... ONE THING LED TO ANOTHER... AN UNCOMPROMISING DESIGN AESTHETIC, BALANCED WITH A SENSE OF HUMOUR... AND THE FIRST BRAVE BROWN BAG WAS CREATED.



{ THE MAXIM }



"FORTUNE FAVOURS THE BRAVE", ARE BORROWED WORDS FROM THE McKEOUGH FAMILY CREST. CHIVALRY ASIDE, IT SUITED THE 'BRAVENESS' OF CHARLOTTE'S DESIGN AND WAS CHOSEN AS THE BBB COMPANY MOTTO. THE LOGO SHOWS THE PROFILE OF MAX, A FAVOURITE BLACK LAB-RADOR, WHO POSSESSED GREAT POISE AND ENDURANCE (THE WINGS WERE ADDED AS DEAR OLD MAX WANDERED OFF INTO DOG HEAVEN).



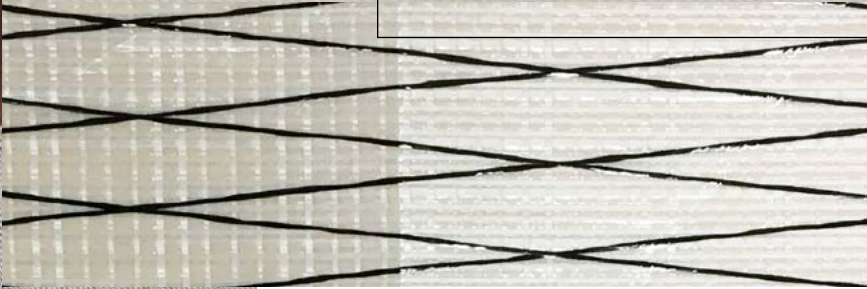


{ **OUR DESIGN** }

ALL OF OUR DESIGNS ARE HAND CONSTRUCTED, IN OUR BAG STUDIO, BY A DEDICATED PRODUCTION CREW. OLD-FASHIONED CRAFTSMANSHIP, WEDDED WITH OUR UNUSUAL TEXTILES; WAXED COTTON, HIGH-TECH SAILCLOTH, NATURAL RUBBER, LUXURY WALLPAPER, AND OUR INNOVATIVE PRODUCTION TECHNIQUES MAKE THE BRAVE BROWN BAG COLLECTION AN EXCEPTIONAL EXPERIENCE.



"OLD-FASHIONED CRAFTSMANSHIP,
WEDDED WITH OUR UNUSUAL TEXTILES:
WAXED COTTON, HIGH-TECH SAILCLOTH,
NATURAL RUBBER, LUXURY WALLPAPER."



{ AS SEEN IN }



{ M I L E S T O N E S }

- 2019 BARBARA BARRY, partner project with BB.
Introducing the BB Pink Peony Catchall.
CHANINTR LIVING, BANGKOK, Thailand.
FIELD & SUPPLY, Hutton Brickyards, Kingston NY
- 2018 CAVIT & CO, AUCKLAND, New Zealand
FIELD & SUPPLY, Hutton Brickyards, Kingston NY
- 2017 ESSE PURSE MUSEUM, Little Rock, Arkansas
FASHION HISTORY MUSEUM, Cambridge, Canada
MADD, NYC
Prime Minister Trudeau's wife loves her BBB
- 2015 LIBECO, introducing the CABANA bag.
RM SOTHEBYS, Canada.
CLIC GALLERY, NYC
AT-O Donatella Ligas, Cagliari, Sardinia.
NANCY BRAUN, Owner of Balayage, Los Angeles
- 2014 CONKLIN FOUNDATION
AERO STUDIOS NYC, Thomas O'Brien
- 2013 PURL SOHO, NYC.
- 2011 PIANOPRIMO, Milan.
- 2010 MOLESKINE, Milan, Italy, "Hand of the Designer".
- 2009 PRIMAVERA, Toronto, Canada.
GOJUON, Tokyo, Japan.
- 2008 TORONTO INTERNATIONAL FILM FESTIVAL
"The Secret Life of Bees".
- 2006 THE COOPER HEWITT National Design Award Dinner.
- 2005 SIR TERRANCE CONRAN, "a truly robust workhorse".
- 2003 TORONTO DESIGN EXCHANGE. GOLD Award.
- 2002 BBB travels to retailers in Japan.
- 2000 HOUSE & GARDEN, November issue.
- 1998 DOVETUSAI, Milan, Italy.
- 1997 MUSEUM OF MODERN ART, NYC



RETAILERS PAST AND PRESENT

ARTHUR QUENTIN (MONTREAL) – GRAHAM & GREENE,
PAUL SMITH (LONDON) – AERO, BARNEYS, CALYSPO,
COOPER-HEWITT DESIGN MUSEUM, MADD, MOMA, PURL
SOHO, TAKASHIMAYA (NYC) – DEPADO-
VAS, DOVETUSAI (MILAN) – COLLETTE,
MUSEE DES ART DECORATIF (PARIS) –
THE GARDENER, SUE FISHER KING (SAN
FRANCISCO) – BEAMS, SHIPS (TOKYO)
EWANIKA, HOLLACE CLUNY, STUDIO B,
HOLT RENFREW, NEINKAMPER (TORONTO)



NYC, April 2010, the BBB was part of Fondo Ambiente Italiano's "The Hand of the Designer" alongside 150 international designers.



BRAVE
BROWN
BAG
BRAND
BOOK

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