



DAY ET

Reintroducing
the Essential Collection



Style no 3100475256
DAY GW RE-NO RAIN BUM L
Colour 12000 Black

my day

my way

As trends come and go, one thing stays true: our Essential Collection. At the core of our brand is a collection that continuously stands the test of time, proving itself a staple of any wardrobe. Based on our Scandinavian heritage, the Essential Collection combines functionality with a classic unisex design, encapsulating the philosophy that a bag should be worn, used, and lived in. Bags live in the juxtaposition of usability and fashion - a piece that both fits our aesthetic expression and provides a practical design that can be used daily. The Essential Collection does exactly this, providing a home away from home wherever you go.

Working towards a more sustainable tomorrow, a vast majority of our Essential pieces are produced in certified recycled polyester. New fibers are spun using discarded nylon and plastic waste and weaved into a new fabric, ensuring the quality you know and love in a more responsible version.



Style no 3100475003
DAY GWENETH RE-S MINI
Colour 12000 Black

Style no 3100475013
DAY GWENETH RE-S SB D
Colour 12000 Black

Style no 3100475228
DAY GW RE-NO RAIN CROSS
Colour 12000 Black

Style no 3100475256
DAY GW RE-NO RAIN BUM L
Colour 12000 Black



Style no 3100475028
DAY GWENETH RE-S CROSS
Colour 12000 Black



Style no 3100475001
DAY GWENETH RE-S BAG
Colour 12000 Black



Style no 3100490100
DAY PREPPY HAIR BOW
Colour 12000 Black





Style no 3100475039
DAY GWENETH RE-S CLAM
Colour 12000 Black



Style no 3100475013
DAY GWENETH RE-S SB D
Colour 12000 Black



Style no 3100475026
DAY GWENETH RE-S BUM
Colour 12000 Black



Style no 324175457
Day G RE-No Rain Cross
Colour 10918 Major Brown



Style no 3100475001
DAY GWENETH RE-S BAG
Colour 12000 Black



Style no 3100475028
DAY GWENETH RE-S CROSS
Colour 12000 Black



Style no 3100475001
DAY GWENETH RE-S BAG
Colour 12000 Black



Style no 3100475011
DAY GWENETH RE-S BAG M
Colour 12000 Black



Style no 3100480220
DAY DXB 28" SUITCASE LOGO
Colour 12000 Black

Style no 3100480101
DAY LHR 20" SUITCASE LOGO
Colour 12000 Black

Style no 3100480200
DAY OSL 24" SUITCASE LOGO
Colour 12000 Black



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Colour 12000 Black





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Make Tomorrow Matter