

**KAZBRELLA®**

The inside out umbrella

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*It is in our nature as human beings to improve things.  
When I see something wrong in design, I need to find a solution to try and fix it.  
- Jenan Kazim*

Photography: David Göz / Hexagram Photography

KAZbrella is the only umbrella in the world that turns its frame completely inside out. British engineer and inventor, Jenan Kazim has spent a lifetime developing innovative design ideas which challenged the conventional boundaries. The KAZbrella has been engineered and designed to address the flaws associated with conventional umbrellas, which have largely remained unchanged for thousands of years. It has achieved this whilst being stylish and keeping the aesthetic look of the classic umbrella.

KAZbrella was launched on the crowd-funding platform Kickstarter in 2015, achieving over 10 times its original target and receiving widespread acclaim and worldwide media coverage. Jenan, along with his wife, textile designer Wendy, have worked together combining their skills to produce an innovatively engineered umbrella with beautiful bespoke textile designs.

- **QUALITY**

The KAZbrella is manufactured from high quality materials, including carbon fibre and anodised aluminium. The canopies are tailored using double-folded seams and water-repellant thread. The fabric is also specially dyed using selected Pantone colours.

- **WATERPROOF**

The KAZbrella is coated to ensure that 95% of the water is repelled and runs off the canopy. It is also waterproofed to 500mm water pressure.

- **DOUBLE CANOPY**

The shape of the double canopy minimises the uplift on the canopy in strong wind.

- **AEROELASTIC TECHNOLOGY**

The KAZbrella is engineered with sliding tips to alter the shape of the frame minimising the effect of the wind.

- **BRITISH ENGINEERING**

Designed in Great Britain, the KAZbrella is the result of over 40 years of experience at the cutting edge of engineering. This is the world's most advanced and innovative umbrella.

- **PATENTED**

The KAZbrella frame technology is patented worldwide.

- **TWO YEAR WARRANTY**

The KAZbrella comes with a 2 year guarantee.

- **FAMILY BUSINESS**

The bespoke KAZbrella canopy designs are created by Jenan's wife, textile designer Wendy Kazim, marrying innovation with design.



# THE INSIDE OUT UMBRELLA





- **DRY TO HOLD**  
The reverse folding mechanism ensures that the KAZbrella is dry to handle. As the outside of the canopy is dry when closed, it can be placed on surfaces without them getting wet.

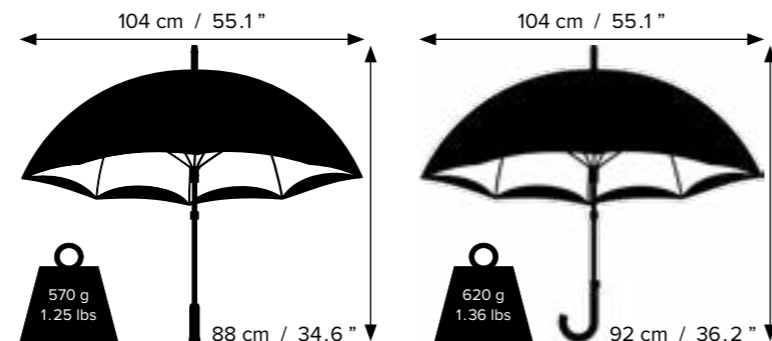


- **STRONG IN THE WIND**  
The design of the KAZbrella minimises the chances of it inverting in strong gusts of wind. In the unlikely event that this does happen, it can be reverted to its original shape at the push of a button, using its patented latch release system.



- **OPENS AND CLOSES IN CONFINED SPACES**  
The best way to open the KAZbrella is by holding it up vertically. As it opens up and over the user, it avoids the danger of poking people in the eye. Ideal for crowded situations.

- **PERFECT FOR THE CAR**  
Getting in and out of your car in the rain is not a problem. You can open and close the KAZbrella through the smallest gap of a car door, whilst remaining dry.



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