

### AW26 COLLECTION



ICON

OPTICAL

DOT

BELTS

**MILAN – 959NINEFIVENINE presents the new AW26 collection of sustainable bag featuring 13 products: a range characterized by the introduction of new sizes, such as the medium and small vertical totes, as well as new items, such as the horizontal totes. At the same time, 959NINEFIVENINE presents its new apple and cotton bonded fabric: with both material and pattern developed exclusively for the new collection.**

In line with its philosophy **959NINEFIVENINE continues to recycle discarded automotive seatbelts**, utilizing them as both a structural and decorative element, as well as for handles and shoulder straps. This material — technical in appearance yet extremely versatile — is **complemented by the innovative eco-sustainable fabric made from apple waste**, allowing 959NINEFIVENINE to reduce the use of fossil raw materials while maintaining the high quality of its products.

**"We wanted to combine the structural strength of seatbelts with the gentleness of a natural material"**, says Paolo Ferrari, founder and designer of 959NINEFIVENINE. **"In continuity with previous works, the new collection is dedicated to those seeking harmony between the essence of design and respect for the environment."**

**The AW26 collection**, divided into **ICON**, **OPTICAL**, **DOT** e **BELTS**, offers bags suitable for both men's and women's fashion. The color palette ranges from iridescent bronze and red, to the elegance of chocolate brown, forest green, and burgundy red, to the more delicate tones of terracotta, cognac, and warm stone, along with black and dusty blue.

**The ICON collection** reflects the brand's essence: **form, color, and materiality expressed through minimal design**. Every element, in its simplicity, contributes to a series of timeless bags designed for everyday wear.

**The graphics of the OPTICAL collection** draw inspiration from 1960s and 70s Op Art. **A series of repeated and alternating negative-positive geometric shapes** generate a sense of movement across the surfaces.

**The seamless geometric pattern**, born from bonding apple fabric with the softness of cotton, is the innovative core of **the DOT collection**. This new material, continuing the graphic language of the optical prints, **creates the same sense of surface movement** by playing with the arrangement and textures of the two materials.

Completing the range is the **BELTS collection**: bags entirely crafted **from panels obtained by cutting and sewing recycled seatbelts**. The line includes two variants: a basic one, in which the weave and direction of the seat belt defines the fabric pattern, and another **enriched with embroidery** that stands in seemingly contrast to the aesthetic rigor of the panels.

**Faithful to the 959NINEFIVENINE DNA, the AW26 collection merges formal purity with a responsible soul, resulting in a minimal, refined, and functional design.**

### AWARDS & RECOGNITION

November 2025 – **THE NIC AWARD 2025**

959NINEFIVENINE is proud to have received *The NIC Award 2025* in the *New Accessories* category. The contest, organized by the ICCJ (Italian Chamber of Commerce in Japan), was judged by a panel of prominent figures from the Japanese fashion and design world: Tomo Koizumi, Yasutoshi Ezumi, Ritsuko Hotta, and Maiko Shibata. The award recognizes the brand's innovative value, sustainability, and unique design identity, as well as its outstanding marketability and suitability for the Japanese market.

## PRODUCTS AW26 COLLECTION

### **Camera Bag (ICON - OPTICAL - DOT)**

Designed to be carried both as a crossbody and as a handbag. The detachable handle can be converted into a wristlet strap when needed. Featuring an internal open pocket for your smartphone, it perfectly accommodates all your daily essentials.

### **Backpack (ICON)**

Practical, versatile, and lightweight: this compact backpack features a zip-closed main compartment, adjustable shoulder straps, and a top handle. Inside, it includes a dedicated laptop sleeve and an open pocket for smaller items. The exterior is equipped with one open pocket and one hidden zip pocket. Complete with a reinforced base and a 3D mesh back panel for superior softness and comfort.

### **Shopping Bag - Vertical Large (ICON - OPTICAL)**

A genderless bag with a vertical silhouette, featuring a spacious main compartment and two internal pockets: one open and one zipped. The handles allow for both hand and shoulder carry. Reinforced base.

### **Shopping Bag - Vertical Medium (ICON - OPTICAL - DOT)**

Extremely versatile, with a minimal and timeless design. This model features long handles for shoulder carry. It is characterized by a single, spacious zip-closed compartment, organized with three internal pockets: a double open pocket, a zip pocket, and a laptop sleeve. Reinforced base.

### **Shopping Bag - Vertical Small (ICON - OPTICAL - DOT)**

Can be carried by hand or crossbody, thanks to the detachable shoulder strap. It features a main compartment with a magnetic closure and two internal pockets: one zipped and one dedicated sleeve for a 9" tablet. Reinforced base. Functional, minimal, and iconic.

### **Shopping Bag - Horizontal Large (ICON - OPTICAL - DOT)**

A spacious bag with a horizontal silhouette, featuring a zip-closed main compartment. It can be carried by hand or crossbody via the detachable strap. The interior houses two pockets: a double open pocket and a zipped one. Reinforced base. Designed for those who refuse to compromise.

### **Shopping Bag - Horizontal Small (ICON - OPTICAL - DOT)**

Can be carried by hand or crossbody, thanks to the detachable shoulder strap. It features a main compartment with a magnetic closure and two internal pockets: one zipped and one open. Reinforced base. Elegant, minimal, and iconic.

### **Weekend Bag (ICON - DOT)**

This lightweight bag features a spacious main compartment and an internal zip pocket for small essentials. It can be carried by hand or over the shoulder. The base is crafted from eco-Cordura fabric. A classic, minimal silhouette.

### **Working Bag (ICON)**

Designed for hand or crossbody carry, featuring a unique handle that doubles as a closure and a detachable, adjustable shoulder strap. This versatile bag includes a spacious compartment that fits a 13" notebook, equipped with a double open pocket and a zip pocket. Two discreet external pockets safely store smaller devices like a smartphone or tablet. Reinforced base. Perfectly holds all your daily essentials.

### **Tote bag Belts (BELTS)**

A minimalist and extremely versatile tote bag that can be carried by hand, crossbody, or worn as a backpack thanks to its multifunctional detachable strap. It features a large zip-closed compartment with three internal pockets: a double open pocket, a zip pocket, and a laptop sleeve. Reinforced base.

### **Shopping bag Belts - Vertical Large (BELTS)**

A signature shopping bag featuring a lined main compartment and three internal pockets: one for a 15" laptop, a 3D mesh sleeve for a water bottle, and an open pocket. This model also includes a detachable zipped pouch for small items. The handles allow for easy shoulder carry.

### **Shopping bag Belts - Vertical Medium (BELTS)**

An extremely versatile model with a timeless, minimal design. Equipped with long handles for shoulder carry, it features a spacious zip-closed compartment and three internal pockets: a double open pocket, a zip pocket, and a laptop sleeve. Reinforced base.

### **Backpack Belts (BELTS)**

Crafted for everyday utility, this backpack combines a large, zip-closed main compartment with adjustable shoulder straps and a convenient handle. Its exterior includes two easily accessible 3Dmesh open pockets. Comfort is key, with a shockproof 3Dmesh backrest designed for optimal support. Organization is simple, thanks to two internal pockets: one in shockproof 3D mesh perfectly sized for a 15" notebook, and another ideal for smaller personal items like a smartphone. The bottom is built to last, fortified with Eco-Cordura fabric.