


**D\_\_b\_\_™**

**SS26**




We build and design  
for defiant creatives



A group of six people, three men and three women, are posing in front of a dark-colored van with its rear hatch open. They are dressed in casual, travel-oriented clothing like hoodies, sweatpants, and beanies. Several large, black, soft-sided luggage bags are scattered on the brick-paved ground in front of them. The scene is set outdoors at dusk or night, with trees and a street visible in the background. The overall mood is adventurous and suggests a group of travelers or a travel brand.

If we journey out into the  
world, we'll come back  
better people.




A man with dreadlocks, wearing a blue and white striped short-sleeved shirt and blue shorts, is sitting on a skateboard. He is looking towards the camera with a serious expression. He is in an urban setting with a large glass-walled building on the left and a brick building with a balcony on the right. A graffiti-covered utility pole stands behind him. In the foreground, there is a large, dark, circular planter with some dried plants. The sky is blue with some clouds.

Cultures, people, and  
experiences trigger new  
perspectives, inspiration  
and understanding.



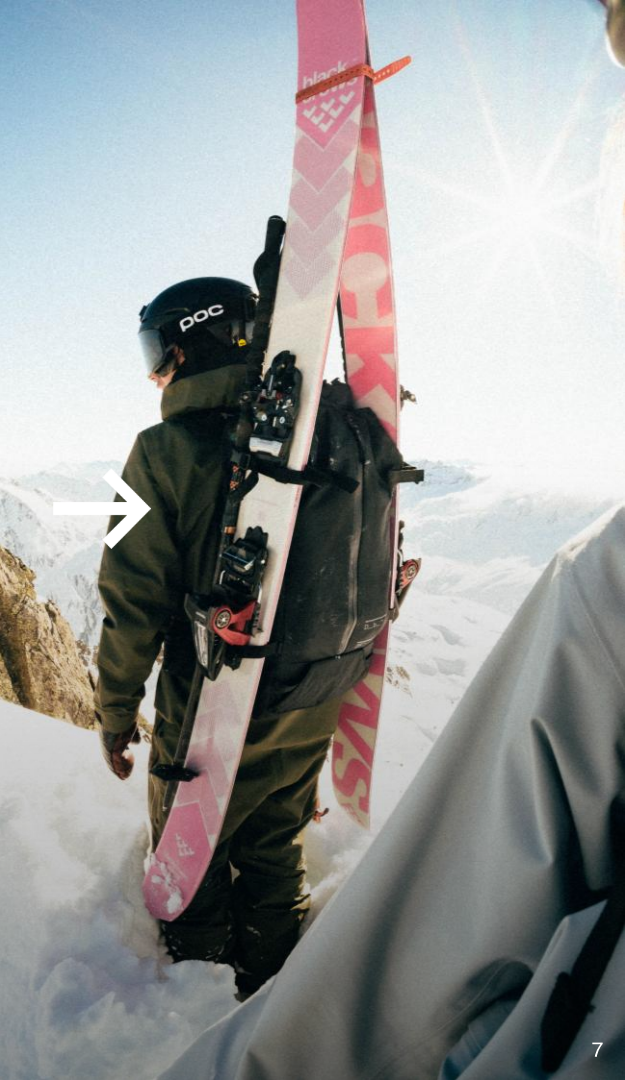
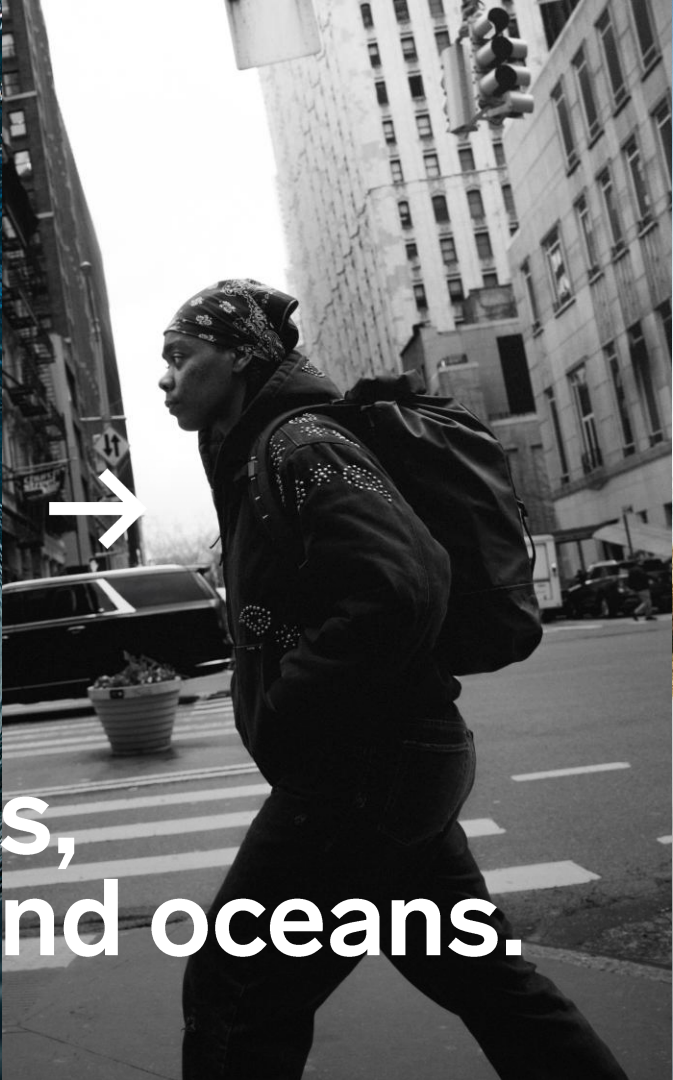
To inspire you to go out into  
the world in pursuit of your  
passions.



A photograph of a beach at sunset. In the foreground, a person stands with their back to the camera, looking out at the ocean. To their left, another person walks away from the camera, carrying a surfboard under their arm. The sun is low on the horizon, creating a strong silhouette effect and a warm, golden glow. The ocean waves are visible in the distance, and a rocky cliff is on the right side of the frame.

**And at the same time  
Do Better for our people,  
our planet and the  
places you go.**





In the streets,  
mountains and oceans.





Authentic  
Considered  
Disruptive  
Optimistic







Imagined in  
Hoddevik,  
Norway, 2012

To enable  
meaningful  
journeys



Designed in Scandinavia  
Built for the Journey





# We make the reference point

Across all categories we choose to enter

## Snow



## Creatives



## Surf



## Skate



## Snow

**Sage Kotsenburg**



**Mia Brookes**



**Markus Kleveland**



**Estelle Pensiero**



**Sam Favret**



**Kevin Backstrom**



## Surf

**Craig Anderson**



**Kaito Ohashi**



**Jordy Smith**



**Juliette Lacome**



**Ainara Aymat**



**Pascha Light**



## Skate

**Ishod Wair**



**Beatrice Domond**



**Willis Kimbel**



**Sarah Meurle**



**Hugo Boserup**



**Denny Pham**





## Multi disciplinary hard-to-label creatives

Chris Burkard



Luis Medearis



Alana Spencer



Selema Masekela



Mick Schumacher



Marcelo



Olav Stubberud



Karl Shakur



Christa Funk



Lucas Beaufort



Willy Cartier



James Arizumi



Timothy Myers



Benni Ortega



Oskar Bakke



Frøde Sandbech



Ninja



Eileen Gu



# Artists using our gear

We regularly seed out many of the best names from cross genres of music through word of mouth.

**Fred Again**



**Skrillex**



**Camo & Krooked**



**Kygo**



**Swedish House Mafia**



**Ben Howard**



**Sam Fender**



**Ziggy Alberts**



**Woodkid**



**David Carson**







red**dot** winner 2022

**D**O**G**A**** AWARD  
Design and  
Architecture





**“Db has quietly become one of the biggest names in the premium, go anywhere luggage game”.**

**Gearloop, May 2023**



# Db proprietary systems

Hook-Up System™



Length-Adjustment System™



Rib-Cage Construction™



Modularity



# Hook-Up System™

To solve the hassle of carrying multiple bags, we invented the Hook-Up System™, which enables you to connect your bags together. Hook up and haul several bags with one hand, and carry your coffee in the other.

## General systems

Hugger Roller 60/90L + Hugger Backpack  
Ramverk Pro Check-in Luggage + Essential Luggage Tag

## Snow systems

Hugger Roller 60/90L + Snow Roller Pro  
Snow Roller Pro + Snow Pro Backpack 32L

## Surf systems

Hugger Roller 60L + Surf Coffin 3-4 Boards Roller

## Skate systems

Hugger Roller 60/90L + Skateboarding Pro Travel Pack 65L





# Length-Adjustment System™

Our Patented Length Adjustment System™ makes your bag the perfect size - no matter the length of your gear. Products featuring the Length Adjustment System™ have the ability to roll-up and compress to a fraction of their full size, allowing you to store them easily in your apartment, or saving space in your closet or garage.



# Rib-Cage Construction™

The Rib-Cage Construction™ is composed of strong and lightweight polymer ribs. This design allows for excess padding to be removed from the bags, creating a lighter and more protective product. This defines our Db signature look, stable and solid, giving them a proud silhouette even when not fully packed.





# Modularity

More than packs, bags, and luggage, our products represent containers designed to carry multiple items that can be organized with our range of modular accessories: rigid inserts, packing cubes, dry bags, and pouches fit any need and any size.

## Photo systems

Ramverk Pro Backpack 32L + Ramverk CI L

Ramverk Pro Carry-on + Ramverk CI L

Ramverk Pro Backpack 26L + Ramverk Tech Organizer + Ramverk CI S

## Travel systems

Ramverk Pro Check-in Luggage + Essential Packing Cubes S/M/L + Essential Washbag S/M

Hugger Roller 60/90L + Essential Packing Cubes + Essential Drybags

Roamer Pro Split Duffel 70L + Essential Packing Cubes + Essential Drybags

Ramverk Pro Carry-on Luggage + Ramverk Webbing Handle

Ramverk Pro Carry-on Luggage + Ramverk Alu Plate (custom engraving)

## Daily systems

Roamer Duffel Pack 25L + Essential Drybags + Essential Packing Cubes



# B-Corp Certified

In October 2023 we received the incredible news that we had successfully become a Certified B Corporation. This is one of the most rigorous company certifications in the world and one of the hardest things we have ever undertaken. What we thought would be a simple, quick assessment in summer 2022 turned out to be a much longer process.

The process revealed that although we had a lot of good business practices, we didn't document them. It also identified the areas that needed more attention to ensure better routines. The process took us through the entire business which was an incredibly valuable experience.

The certification process inspired us to close the gaps and keep trying to be better. This wasn't something we chased just for ourselves; we did it for all the stakeholders affected by our business - our employees, customers, suppliers, owners, and community – and for the planet we all share.

# Our most important review yet.



# 98.1





# Overview SS26

## Hugger



## Ramverk



## Entour



## Roamer



## Essential



## Hauler



## Snow



## Surf



## Skate



## Creatives



## Weigh Lighter



● New styles  
● Limited launch



→ Disrupting retail





→ Imagineering



→ Community moments



**→ Community moments**

D\_b™

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MOTE

DESIGN

YME

Luggage designed to  
let the world shape us

D6

In collaboration with  
Olav Stubberud

→ Celebrating locals

# We're growing our footprint

Goodhood



Printemps



Baskets



NK, Stockholm



Saturdays NYC



Selfridges & Harrods



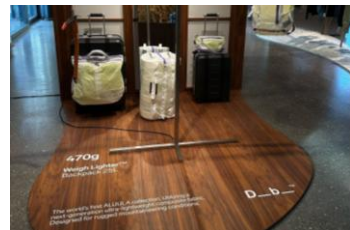
Killiwach



Smets



Calico Club



End



