

UDDER BAGS™

"THE BAGS WITH TAGS"



BROCHURE

FARM TRACED

WOMEN'S LEATHER GOODS



PART OF THE MR CHRISTIAN GROUP OF BRANDS



THE SEARCH IS

OVER



FOR TRACEABLE LEATHER GOODS

GENUINE LEATHER IS A SUSTAINABLE MATERIAL

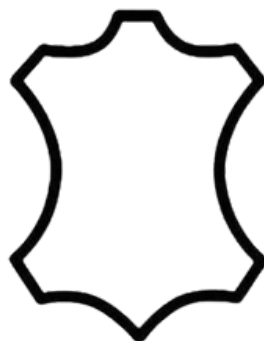
WE NEEDED TO GRAB THE BULL BY THE HORNS AND FACE THE SUSTIANABLE FASHION PROBLEM HEAD ON WITH MORE TRANSPARENCY & EDUCATION ABOUT LEATHER.

LEATHER HIDES ARE A BY PRODUCT OF THE FOOD AND MEAT INDUSTRY ALONG WITH MANY OTHER BY PRODUCTS. HIDES ACCOUNT FOR 1- 2 % OF THE VALUE OF THE ANIMAL AND THEREFORE IF WERE NOT USED FOR LEATHER PRODUCTION WOULD SIMPLY END UP IN LANDFILL.

WE KNOW LEATHER, WE KNOW HOW IT'S SOURCED, WHERE IT'S TANNED AND BY WHOM AND WHO IS DOING IT RIGHT. WITH UDDER BAGS YOU CAN BE ASSURED ONLY THE FINEST LEATHERS, SUSTIANABLE AND ETHICAL PRODUCTION IS CONSIDERED IN OUR PRODUCTS. THROW IN FULL TRACEABILITY FOR OUR UK ENGLISH BRIDLE LEATHER SUPPLY YOU CAN BUY LUXURY UK LEATHER GOODS GUILT FREE.

THE RISE OF PLANT BASED, SO CALLED "VEGAN LEATHERS" ARE NOTHING LIKE LEATHER. THIS IS GREENWASHING AND FALSE ADVERTISING FROM A TECHINCAL PERSPECTIVE AND IS BEING BANNED IN SOME COUNTRIES.

THESE PRODUCTS DO NOT HAVE THE QUALITY OR DURABILTY OF LEATHER. MOST ARE SOLVENT BONDED PRODUTS FROM WASTE MATERIAL THAT NOT ONLY USE CONSIDERABLE RESOURCES TO MAKE, THEY ARE IN SOME CASES MORE POLLUTING DUE TO THE CHEMICAL AGENTS USED TO STABILISE THEM FOR USE IN THE PRODUCTION OF FASHION ITEMS.



UDDER BAGS



We know where our
leather comes from.



UDDER BAGS



So do our customers
there ain't no "nasty"
surprises with us.



UDDER BAGS



Our crew! sorry' herd, know what's what

it's a **U** thing.



UDDER BAGS



We decided to grab the bull by the horns and **LEAD** the **CHARGE** in “traceable fashion”.



UDDER WORLDS



Sustainable and authenticated leather goods “out of this world”.



UDDER BAGS™

The fashion industry is rife with greenwashing and false sustainability claims being marketed by many brands. These brands are reluctant to share the transparency of their supply chains, manufacturing partners and materials with full product disclosure. They know they are not as green or credible as they profess to be. Any disclosure of such information would potentially be disastrous to these brands in terms of credibility, customer loyalty and of course sales. The wave of plant based leather alternatives are not delivering on any metrics compared to genuine full grain leathers ethically sourced.

UDDER BAGS sought to solve the confusion over this problem and leading the HERD in a field of many and has decided in an industry first to "EAR TAG" all our leather goods products.

This clearly shouts out loud and proud and confirms our commitment to certifying our source materials back to the farm. We can validate ethical animal welfare and of course set a new benchmarks regarding brand transparency. It also tells the fashion herd there's a new breed on the LOOSE. Our bright bag ear tags are hard to miss and might just be the next HERMES BIRKIN.

Our customers get authenticated products, and understand where, how and when our products came together. There is **NO DOUBT - NO CONFUSION - and NO ISSUES**, just guilt free UK artisan made contemporary leather goods with a purpose for those that want authenticity and transparent luxury bespoke leather goods fashion.

Isn't it time to join an **NEW HERD**.



WE SPECIALISE IN MINIMALIST AND CONTEMPORARY STYLED LEATHER PHONE POUCHES, BAGS, TOTES AND ACCESSORIES. ARTISAN MADE FROM GENUINE FARM TRACED UK VEGETABLE TANNED LEATHERS.

OUR UNIQUE **UDDER** NUMBER STAMPED ON ALL OUR PRODUCTS AND OUR EXCLUSIVE LEATHER **EAR TAGS** PROVIDES VERIFICATION AND VALIDATION THAT OUR LEATHERS CAN BE TRACED BACK TO THE FIELD!. WE BELIEVE WE ARE THE FIRST LEATHER GOODS BRAND OFFERING SUCH TRANSPARENCY WITH OUR BRAND, IN AN INDUSTRY FIRST MOVEMENT THAT WILL BUILD CONSUMER TRUST AND OUR BRAND INTEGRITY.

MISSION

TO CREATE A RANGE OF UNIQUELY STYLISH, NEW AND STAND OUT MADE IN ENGLAND LEATHER GOODS AND PRODUCTS FULLY CERTIFIED SUSTAINABLE & ETHICAL THROUGH THE COMPLETE SUPPLY CHAIN. FROM SOURCE TO END OF LIFE PRODUCT IN A FULL CIRCULAR OFFER FOR TODAY'S CONSCIOUS CONSUMERS.

ETHICAL PRODUCTION - TRANSPARENT SUPPLY CHAINS - UK ARTISAN MAKING - SUSTAINABLY SOURCED

VISION

TO LEAD THE WAY IN BRAND VALUES, ETHICS AND TRANSPARENCY WITH OUR PRODUCTS WITH OUR FRANK OPENNESS. TO BE THE BENCHMARK OF CHANGE IN THIS SECTOR MOVING FORWARD. TO BE KNOWN AS THE NEW BREED AND BRAND IN TRACEABLE LEATHER GOODS FASHION FOR THE RIGHT REASONS. TO BE A BRAND OF AUTHENTICITY.

ETHICS & SUSTAINABILITY

ALL OF OUR SUPPLY CHAIN, MATERIALS AND MANUFACTURING PARTNERS HAVE BEEN VERIFIED AND CHECKED TO ENSURE THEY ARE ADHERING TO SUSTAINABILITY FRAMEWORKS AND ETHICAL PRACTICES WHERE POSSIBLE AND ARE LEADING AND IMPLEMENTING THE CHANGES THE FASHION INDUSTRY NEEDS FOR THE BENEFIT OF CONSUMERS..

AS A CONSUMER OF RESOURCES WE AIM TO BRING YOU OUR PRODUCTS IN THE MOST CONSIDERED WAY ENSURING ALL OUR SUPPLIERS, MATERIALS AND ETHICS ARE AS TRANSPARENT AS POSSIBLE. INVESTING IN A FUTURE PROCESS FOR THE END OF LIFE LEATHER GOODS, NOT JUST FROM US BUT OTHERS TOO IN AN INDUSTRY SOLUTION FOR ALL.

WE BELIEVE FULLY CIRCULAR IS THE ONLY OPTION

TRANSPARENCY

OUR AIM IS TO BE AS TRANSPARENT AND AS OPEN AS WE CAN BE AS A NEW BRAND TO MARKET.

PART OF THIS COMMITMENT IS THE SHARING OF INFORMATION ABOUT OUR BUSINESS, FROM OUR SUPPLY CHAINS AND MATERIAL SOURCING TO OUR BRAND JOURNEY AS WE GROW. WHAT BETTER WAY THAN TO HAVE BRIGHT COLOURED TAGS ON ALL OUR PRODUCTS. GORILLA AND DISRUPTIVE MARKETING DONE THE TRANSPARENT WAY.

WE ARE PROUD TO BE DIFFERENT, AND A BRAND OF NO BULL !



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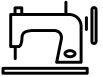
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A NEW DIFFERENT BREED OF LEATHER GOODS



THE DEVON IS OUR SMALLEST FARM TRACED LEATHER POUCH. SIMPLY CONSTRUCTED WITH HAND SADDLE STITCHED DETAILING AND MINIMAL HARDWARE. SINGLE INTERNAL CARD POCKET, KEY CHAIN TAB AND JUST ENOUGH ROOM FOR THAT SMART PHONE, FRONT DOOR KEY AND PERHAPS A "LIP GLOSS"

FULL FLAP CLOSURE WITH OUR SIGNATURE **UDDER** FASTENING STRAP DESIGN DETAILING. THE SINGLE SAND CAST BRASS SAM BROWN STUD FASTENER KEEPS THINGS NICE AND SIMPLE.

MADE FROM **U -124563** LEATHER SOURCED FROM A HERD IN SOMERSET UK. FULL GRAIN VEGETABLE TANNED BRIDLE LEATHER IN NATURAL CRUST.



THE "DEVON"



SAMPLE SHOWN HERE IN VEG TANNED "SPLIT" AS A PRE PRODUCTION MOCK UP SAMPLE FROM SCRAP LEATHERS.

CUSTOMERS WILL HAVE THE OPTION TO CHOOSE VARIOUS COLOURED VEG TANNED LEATHER EAR TAGS AND HAVE THEM PERSONALISED WITH INITIALS AS PART OF THE CUSTOMISABLE ELEMENT.

WE WILL BE OFFERING THESE IN VARIOUS COLOURED BRIDLE LEATHERS FOR ULTIMATE PERSONALISATION FOR CUSTOMERS. BESPOKE AND MADE TO ORDER ONLY.

Standard Colors



Bespoke colours



UDDERBAGS™ THE "HIGHLAND" POUCH

THE HIGHLAND POUCH IS A SLIGHTLY LARGER BUCKET SHAPED TAPERED VERSION OF THE DEVON. SAME ROBUST SADDLE STICHING WITH LINEN WAX THREADS. TWIN CARD INTERNAL POCKET AND OUR SIGNATURE **UDDER** STRAP FASTENING WITH THE SAM BROWN BRASS STUD.

SIZED TO FIT THE SAME AS ABOVE BUT A LITTLE MORE ROOM FOR A FEW MORE ESSENTIALS.

MADE FROM **U -124564** LEATHER SOURCED FROM A FARM HERD FROM SOMERSET UK. FULL GRAIN VEGETABLE TANNED BRIDLE LEATHER IN DARK MOCCA BROWN.



THE "HIGHLAND"



SAMPLE SHOWN HERE IN VEG TANNED "SPLIT" AS A PRE PRODUCTION MOCK UP SAMPLE FROM SCRAP LEATHERS

Standard Colors



Bespoke colours





THE UDDER TROUGH TOTE IS THE IDEAL HARDWEARING STYLISH TOTE FOR THE FARMERS MARKET TO THE WINE BAR OR EVEN THE OFFICE. REST ASSURED THERE IS ENOUGH ROOM TO TAKE MOST THINGS WITH YOU.

AVAILABLE WITH THE SINGLE UDDER STRAP CLOSURE TO KEEP STUFF CONTAINED.

MADE FROM U -124563 LEATHER SOURCED FROM A FARM HERD FROM SOMERSET UK. FULL GRAIN VEGETABLE TANNED BRILDE LEATHER IN VARIOUS STANDARD BRIDLE COLOURS.



SAMPLE SHOWN HERE IN VEG TANNED "SPLIT" AS A PRE PRODUCTION MOCK UP SAMPLE, FROM SCRAP LEATHERS

THE "TROUGH" TOTE



THE UDDER TROUGH TOTE HAS A DETATCHABLE INNER PHONE POUCH, CARD HOLDER AND PEN POCKET. IDEAL FOR THOSE QUICK LUNCH MEETS OR COFFEE BREAKS WHEN TAKING THE TOTE IS SIMPLY TOO MUCH BOTHER.

SIMPLY REMOVE THE POUCH ATTACH THE CARRY STRAP AND HEAD OFF TAKING JUST THE BARE ESSENTIALS WITH YOU.

A TWO IN ONE SOLUTION FOR WOMEN ON THE MOVE. WHY NOT MIX THINGS UP AND CHOOSE A DIFFERENT COLOURED REMOVABLE POCKET JUST FOR KICKS.



Standard Colors



Bespoke colours

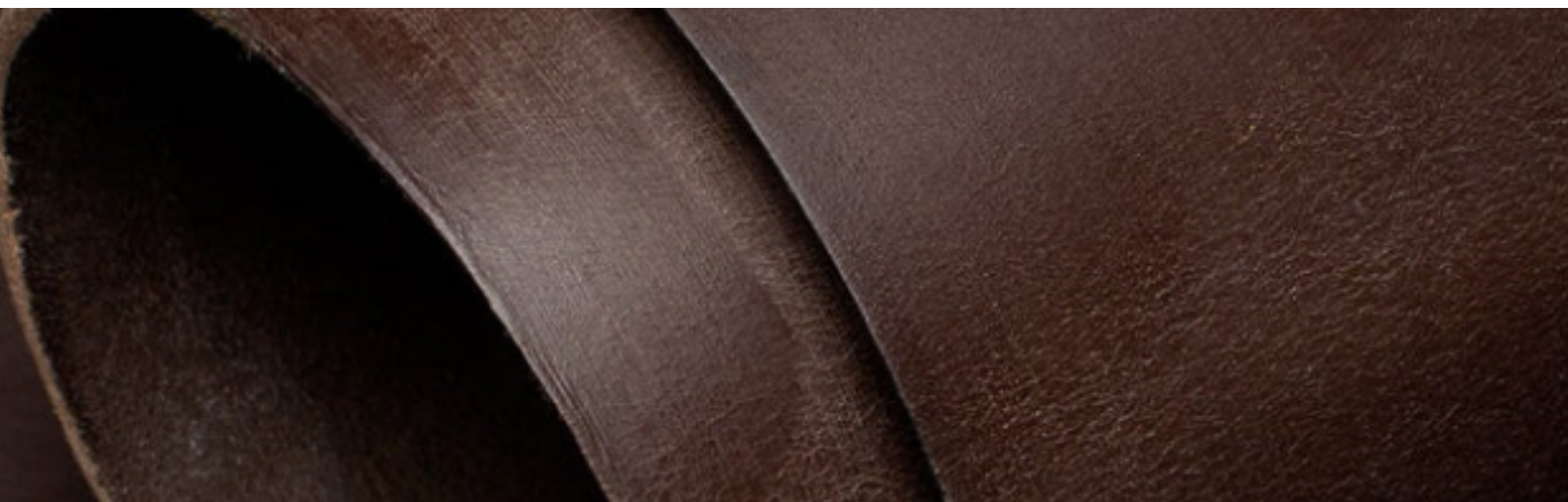


STANDARD LEATHERS

All our pouches bags and totes are crafted from hand selected vegetable tanned bridle leather hides produced in the traditional way. We use UK farm traced leather hides for the core traditional colours below from J & E Sedgwick.

Our bespoke coloured bridle is made to order by Metropolitan Leathers. Both suppliers have over 200 years in heritage production between them.

We will offer all vegetable tanned leather types in the fullness of time from LWG gold certified tanneries for truly bespoke customer orders.



LEFT TO RIGHT IN STOCK LEATHERS IN CLASSIC COLOUR WAYS.

LONDON TAN
POST BOX RED
NEWMARKET TAN
CONKER
CHESTNUT BROWN
BLACK



BESPOKE BRIDLE LEATHER COLOURS

Our bespoke colours are not on the shelf stock materials and so we have to individually make each leather hide from scratch to the exacting colours. Working with our suppliers Metropolitan Leathers we can manufacture any colour palette for that truly bespoke and exclusive bridle leather colour option. These are bridle leathers you won't find in any retail. They are each made to order for each custom bespoke order. Or our soon to release limited edition collections.



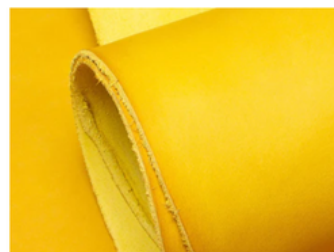
BERRY



RED



ORANGE



BUTTER



LEMON



LIME



AVOCADO



AGAVE



MENTHOL



SKY



LAGOON



COLBOLT



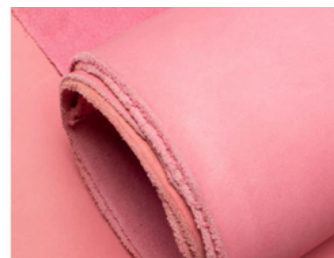
MARINE



NAVY



VIOLA



PINK

OTHER LEATHER OPTIONS

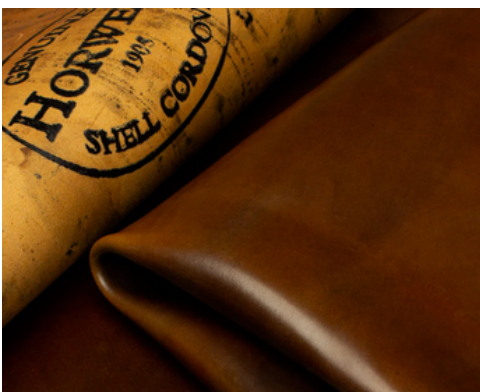
We are not restricted to just bridle leathers we can source any kind of leather for bespoke production for our customers & clients. Our only criteria is that we don't use chrome tanned leathers only veg tanned from LWG approved tanneries. Many luxury fashion brands will use chrome tanned calf leathers, heavily finished and pigmented finishes which we feel are not as natural as the full grain vegetable tanned options.



WAX - OIL PULL UP LEATHERS



EMBOSSED & PATTERNED



SHELL CORDOVAN & ENGLISH TRADITIONAL BRIDLE LEATHERS.

Please note that requests for our products to be made from these alternative leathers will **NOT** have the same traceability credentials as our UK English bridle leathers. We will work with the tanneries directly to secure this traceability where possible. All alternative leathers are still certified and vetted from sustainable producing tanneries as part of the LWG approvals process. WE do not work with any tannery that does not meet the GOLD CERTIFICATION from LWG.

The pending new legislation regarding leather sourcing from areas of potential deforestation will ensure that all tanneries in the months and years ahead will have to certify their raw hide source as part of new legislations. We already saw this coming and we are already actioning this for our UDDER BAGS by default.

LEATHER QUALITY & AUTHENTICITY

We only use and supply our products using genuine certified and authenticated vegetable tanned leathers. We do not use chrome tanned leathers, refinished, solvent pigmented, bonded PU coated refinished splits or the many other types of leather often found in fashion leather goods. ONLY full grain, drum dyed with bark extracts vegetable tanned leathers are used for all our products.

All our leathers are sustainably produced and certified by LWG (leather working group) UK farm traced English bridle leathers or Pelle Conciata Al Vegetal in Toscana. This ensures we are only offering the most ethical and authentic leathers that are backed by global compliance and yearly audits. Full certification and supply chain transparency is part of our ethical manufacturing policy.



"The use of this quality trademark is bound to the observance of the Technical Production Regulations that all member tanneries are committed to respect and guarantees leather made by the book.

The Genuine Italian Vegetable-Tanned Leather Consortium brings together 20 artisan tanneries of the Tuscan Leather District to protect their niche of high quality product, united by the same philosophy and values of production which are closely linked to the territory."



Responsible leather - Leather Working Group

A community for responsible leather

leatherworkinggroup.com

HARDWARE

Our hardware is only sourced in the UK. We currently source from the last remaining sand cast brass foundry in the West midlands B.B.Stanley. Established in the 1800's they have been producing sand cast brass using traditional methods. We can also source Sheffield stainless steel and traditional English pewter and silver.

Due to the minimalist designs of our bags we try and keep our use of hardware to the basics. Our UDDER strap closure for all our bags will always feature a least a SINGLE brass Sam BROWN STUD FASTNER and or a couple of brass D rings for the use of interchangeable and different strap choices.



MANUFACTURING

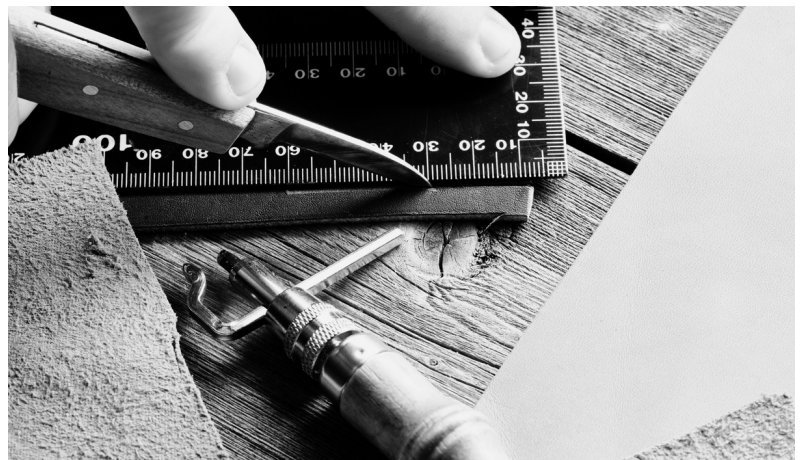
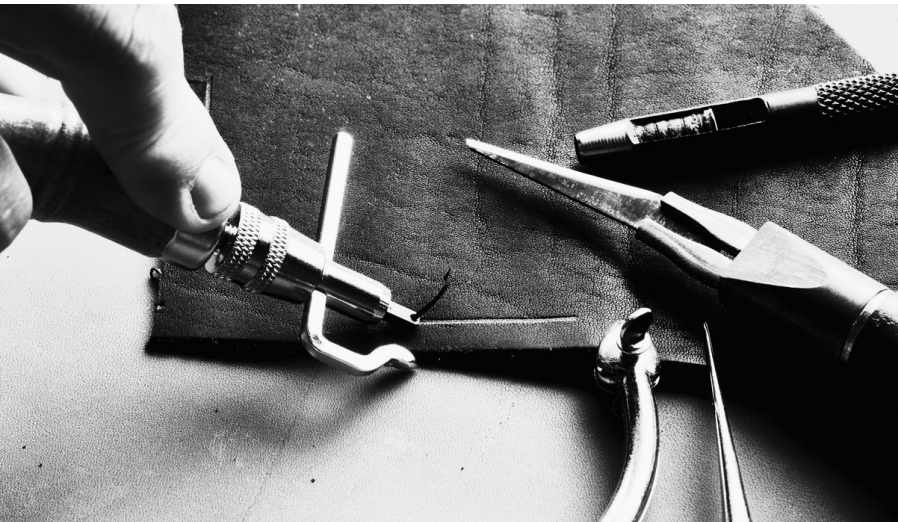
We hand make to order here in the UK, using traditional and heritage production skills and techniques. These are not cheap re branded imports or volume machine production. We have a team of artisan makers who have a life dedicated to their craft and it's these skill sets that we employ in each and every product made. Carefully selecting the right people to hand craft each of our designs and products to ensure we are getting the best fit for each product type. All of our makers are time served artisans hand selected who have manufactured under Royal warrants.

Our lead times are typically 4 -8 weeks from order confirmation depending on quantity ordered. Any bespoke or own label production is likely to be a little longer. We will advise the estimated due shipping date as part of your final quote.

All lead times for production are dependant on the following. Leather availability, components and other materials and supplier lead times. We do not hold stock of our products and we only make to order for each and every customer, this ensures we only use the resources needed to fulfil each and every order placed with us, again this is part of our sustainability and ethical manufacturing policy to only ever use what we actually need.

SAMPLE MAKING

When we buy our leathers we buy in a heavy weight substance typically 4 - 4.5 mm and split it down to the desired weight for our actual production. The split surplus leather is then used in our design and sample making process ensuring we can use the full hide TWICE. It enables us to pattern cut and design our products without using the full finished leathers, but as a by product of them by using the splits or backs of these leathers once split down for production.



OWN LABEL BRANDING / CUSTOMISATION

All our products will come blind embossed with GENUINE BRIDLE LEATHER and MADE IN ENGLAND on the bags and carry straps UDDER brand name on the face leather, and on the EAR TAGS.

The leather EAR TAGS will be stamped also with our U TRACE NUMBER which references the leather stock or herd this bag was made from, with the option for the customer to add their name or initials as the customisable element. (examples shown below)

For our clients we are happy to discuss your own branding and bespoke options. At present we typically only offer blind embossing with a corporate logo or name or initials, as we are not a fan of the hot foils and inks used. We try to keep things as natural as possible.

We will however seek alternatives such as laser branding, printed and or hand painted if this is a must have and in keeping with the desired look and theme of your desired bag personalised to your needs.



STANDARD EAR TAG STAMPING



CUSTOMISED EAR TAG STAMPING

QUALITY ASSURANCE

We stand by our products 100% and due the nature of what we manufacture and the supply chains and people who help us deliver these to our customers you can be assured that you are buying a product that is made with twenty plus years experience in leather goods manufacturing sector. Collaborating and working with only the best and most respected people in the business.

Add to this our unquestionable transparency as part of our brand message you are assured of quality and exclusivity every time you take your UDDER bag with you. There's no BS with us.

We only source the best possible quality leathers and materials right here in the UK. Assembled by the most talented artisans who have manufactured under Royal warrant for queen & country to deliver a product that we value ourselves and can certify through our supply chain transparency.

We will happily stand our products shoulder to shoulder with any of the current big luxury global brands the only difference between them and us is a desire to be open transparent and ethical with the facts. Other factors that make us a new breed are the following brand metrics.

SLOW FASHION

HAND MADE TO ORDER ONLY

NO UPFRONT DISCOUNTING TO CLEAR STOCKS

NO VOLUME OVER PRODUCTION AND STOCKING OF GOODS

CERTIFIED AND VETTED SUSTIANABLE SOURCING OF MATERIALS

FREE LIFE TIME GUARANTEE ON ALL PRODUCTS WITH REPAIR AND REFURBISHMENT SERVICES

FULL CIRCULAR END OF LIFE PRODUCT RETURNS WITH CUSTOMER LOYALTY REWARDS FOR LONG TERM OWNERSHIP

FREE CHOICE CHARITY AND SOCIAL WELFARE DONATIONS AT THE POINT OF SALE FOR EVERY PURCHASE MADE BY OUR CUSTOMERS



TRACEABILITY - AUTHENTICATION / ANTI - GREENWASHING

All our English bridle leathers can be traced back to the farm. The actual herd the hides came from, the actual cattle and the field it was raised in (in most cases).

The “**UDDER CODE**” or “**U**” **No** is our special reference from our leather suppliers who confirm the source supply of leathers through a number of registered and various processes to get to us at the production stage. Due to GDPR regulations we are not permitted to share the full trace information or the exacting details of the farm and the processing of the hides through the food chain, as much of this information is legal compliance through DEFRA and governmental bodies for the recording of all live stock in England Scotland and Wales.

All livestock by law have to be registered within 28 days of birth with DEFRA. All cattle, sheep, pigs and other livestock which are raised for the provision of food, dairy and other commodities all have to have be recorded and given a birth certificate.

We have it on good and legal authority that should anyone seek to challenge us on this validation we would by way of a court order request releasing the required information be able to provide a full supply chain validation of our leathers. We trust that this will not be required but we remain diligent in this respect and have ensured we can substantiate any or all claims made against UDDER bags should they arise.

Should the GDPR laws be amended or changed to allow full disclosure or another system employed we will of course get onboard with this movement and further authentication to further validate and comply in this regard, but we are doing it anyway as best we can within the legal parameters of what is publicly allowed. Any additional certification will only add to our authenticity.

GDPR



**WE ONLY WAX LYRICAL
ABOUT WHAT WE
ACTUALLY SUPPLY**

AT LAST SOMETHING TO SMILE ABOUT !

TIME TO JOIN A NEW HERD IN GENUINE AUTHENTICATED AND TRACEABLE LEATHER GOODS FASHION



WEBSITE
&
FULL DETAILS
COMING SOON!

YOU CAN CONTACT US VIA THE WEBSITE

WWW.MR-CHRISTIAN.COM

OR

HELLO@MR-CHRISTIAN.COM

MADE IN ENGLAND



UDDERBAGS IS A SUB BRAND OF REGISTERED COMPANY MR CHRISTIAN SHORTLAND LTD 14285908

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