

PARIS, FEB 1ST 2022

côte&ciel



Established to forge new paths of exploration through design, côte&ciel was founded in Paris in 2008. This year, the brand makes a homecoming and opens its first Parisian retail space, bringing with it its SPRING SUMMER 2022 collection.

The SS22 collection was born in the spirit of a time of realigned perspectives. Expressing an upbeat attitude of finding strength in our own versatility, utilizing this recent contortion to build new structures and adaptability.

The brand's dedication to forward-thinking and innovative expression, flows straight into their creation of bags and accessories. The SS22 collection showcases a fresh and modern twist with its new brick red color introduction. This new colorway is offered across some of their icon bags and some entirely new silhouettes for the season such as the **SARU** and **YUKON**. Both backpacks are adaptable and highly end organization wonders, reflecting côte&ciel's dedication to creativity on the move.

Other new additions to the lineup include the **KAMA**, a more classic but compact backpack with an expandable front pocket. In addition, the **TANANA** which is a smaller version of the YUKON reworked as a cross-body bag. The complete SS22 collection is finished in the brand's signature water-resistant and durable Eco Yarn fabrication.

Furthermore, the SS22 collection offers the urban commuter the newly evolved **ISAURAU VELO** and **INN VELO**. Both bags got a design adjustment that allows them to be secured on to a bicycle frame. Simply a must have for any urban commuter wanting to find new ways to navigate the city's landscape on two wheels with style.

The new collection will **launch early on coteetciel.com February 14th** and make it's **global debut in all stores on February 18th** simultaneously with the **concept space opening in Paris**, the home of the brand.

The design intent is both subtle and thoughtful, there is an inviting and effortless feel when you enter the room painted from floor to ceiling to emulate the Parisian sky. A clashing mix of blue and a touch of pink on the walls, contrasting with the SS22 collection displayed on top. The space is intentionally curated and focused, delivering a seamless guest experience.

Shop the collection at our own stores, on coteetciel.com and at selected multibrand retailers around the world.

côte&ciel Store Paris - **BOON** 9 RUE DE LESDIGUIÈRES PARIS 7500
côte&ciel Store Japan - Mejiijingumae 3-18-22, Shibuya-ku, Tokyo
côte&ciel Store Japan - LUCUA 5th Floor, Umeda 3-1-3, Kita-ku, Osaka
côte&ciel Store Japan - LACHIC 4th Floor, Sakae 3-6-1, Naka-ku, Nagoya
côte&ciel Online - coteetciel.com from FEB 14th, 2022

CAMPAIGN CONTENT:

Imagery photographed by ADAM KATZ SINDING

PR Embargo FEB 7TH - [The Brick Red Series](#)

PR EMBARGO MAR 5TH - [The Black Crew](#)

Brand Video produced by GUSTAV THUESEN available [here](#)

NOTES TO EDITORS:

The SS22 images were shot on location in the true city of urban mobility, Copenhagen Denmark. côte&ciel has once again teamed up with their dear friend and internationally acclaimed photographer **ADAM KATZ SINDING**. Known for his active lifestyle and passion for the outdoors Adam's creative vision was perfectly aligned with the brand's vision for their SS22 collection. Featuring Copenhagen's native, model and actress Elena Arndt-Jensen, they followed her through the coastal area around AMAR just outside of Copenhagen. The focus of the additional short film was to visit Elena's spots in the city where she takes time to reflect and find peace. The short film titled "What I search for" was shot by director Gustav Thuesen.

Please always write the brand name **in lower cased** spelling.

Take extra care with the brand's product names, spelling errors may happen easily.

Thank You

COLLECTION PRODUCTS:



SARU
28971
BRICK RED
(also available in BLACK)



YUKON
28970
BRICK RED
(also available in BLACK)



KAMA
28955
ECOYARN BLACK MELANGE
(also available in BLACK)



KUB
28969
BRICK RED



ISARAU VELO
28968
BRICK RED
(also available in BLACK +
BLACK MELANGE)



TANANA
28964
ECOYARN BLACK
(also available in BLACK
MELANGE)



INN VELO
28960
OBSIDIAN



ALU
28959
OBSIDIAN
(also available in BRICK RED as
an ECOM exclusive)