

E2R : because you can create bags with style and meaning

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automotive fabrics and transforming them into functional
bags.*

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/EINPresswire.com/ -- Do you know [E2R](#), this young
French brand that has existed for almost 10 years?

Bold, timeless, this brand has taken the challenge of
collecting automotive fabrics and transforming them
into functional and elegant bags.

[For durable and smart bags!](#)

"Starting from existing materials, giving meaning to
creation, combining beauty and functionality, this is
the DNA of E2R that drives us every day to reinvent
ourselves..."

This is the credo of the founder of E2R, whose idea for
the brand came from an opportunity.

Coming from a family of automotive entrepreneurs, Virginie meets an automotive fabric
manufacturer with huge stocks of fabrics.

These fabrics being technical materials, robust with multiple qualities, the idea comes to her to
reuse them and transform them into useful and beautiful accessories. In addition, the designer
finds leather scraps from luxury leather goods companies and seat belt scraps.

Reusing products initially destined to be thrown away and transforming them, E2R was born!

E2R takes up the challenge of combining fashion, durability, and design by transforming
industrial materials into bags and accessories.



E2R Paris

The act of recovering materials and giving them a second life different from their initial vocation is called upcycling.

Created almost 10 years ago, the brand is one of the pioneers of upcycling, a concept that is now emerging as one of the answers to overproduction.

Creativity at the heart of the business

What differentiates E2R from another brand of accessories is its creative process: instead of creating its models, then sourcing the materials to manufacture them, the models are designed from the recovered materials and according to the specificities of each. A thick fabric will not have the same look as a thin fabric, they will not be adapted to the same product.

As soon as a fabric is exhausted, it is necessary to rethink the models and renew them. The creative process is much more complex because it has to deal with each material and its quantities in stock.

In terms of design, the brand takes its inspiration from the automotive world of the 1950s and 1960s and gives its models a retro look.

The bags are designed for today's mobility and to provide the most convenience: the lightweight fabrics give real flexibility of use, the addition of shoulder strap on all models different types of wear, many pockets, specific formats for air travel....



13 inches computer bag for men blue and grey fabric



Stylish and sturdy retro travel bag Riccardo VJ8

Limited edition bags

You will have understood it: these recovered materials make it possible to produce random quantities: the models are produced in limited edition. The collections are renewed according to the seasons and your bag is unique!

Your satisfaction, our priority

The products are designed to stand the test of time, in all journeys. The ones for a day, the ones for a weekend, the ones for a lifetime.

This requirement is reflected in the choice of technical and resistant fabrics, sublime leathers, in the care taken in manufacturing, with irreproachable finishes, but also in the choice of partners, suppliers, and craftsmen.

She animates the brand up to the follow-up of our customer relations, our after-sales service, and beyond... Because your satisfaction and your attachment to the brand are at the heart of our priorities.

A commitment to sustainable development

By recovering waste fabrics for disposal, the brand does not spend any natural resources or additional energy to design and manufacture the products.

The creations are handcrafted in a traditional way in a workshop on a human scale, respectful of its craftsmen. This workshop is also involved in the circular economy by reusing its waste, saving energy...

Why choose a product E2R?

Buying a product E2R is like buying a new one

A unique model:

Combining fashion and commitment

With an original design

Made of high-tech materials (resistant, light, water-repellent...)

With finishes to the standards of luxury leather goods brands

Functional and well thought out to meet everyone's daily needs

E2R is a good answer to your needs of functionality and sustainability.

If you are looking for an ethical and original gift, we have what you need: don't delay in visiting our [website](#)

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