



DEMI
DESIGN MILANO



2023 CATALOGUE



DEMI

DESIGN MILANO

DEMI - it's an Italian brand specialises in innovative backpacks and accessories distinguished by a high quality and recognisable design -expression of Italian elegance and originality.

BRERA

collection

The Brera collection consists of innovative and elegant models inspired by the Brera district of Milan.



BRERA • SLEEVE
DM22128



BRERA • CABLE
DM23109



BRERA • BC
DM21112



BRERA • TROUSSE
DM23108



BRERA • BAG
DM22127



BRERA • BPK
DM20112



BRERA • ROLL
DM22126



BRERA • ROLL

DM22126

Laptop backpack (15") in soft PU water resistant. Notebook with compartments. Front pocket and rear anti-theft pocket.

details

material: **Soft PU water resistant**

volume: **24 L**

size: **31 x 57,5 x 12,5 cm**



padded
notebook
compartment



water
resistant



trolley fitting
accessory

DM22126 colours:

02



05



64





BRERA • BPK **DM20112**

Laptop backpack (15") in soft PU water resistant. Padded notebook compartment. Backrest and shoulder straps padded with breathable material. Side pockets for bottles. Anti-theft backside pocket.

details

material: **Soft PU water resistant**

volume: **20 L**

size: **30 x 44 x 14 cm**



padded
notebook
compartment



water
resistant

DM20112 colours:

02



03



05



08



64





BRERA • BAG

DM22127 05

Briefcase (15") in soft waterproof PU. Notebook compartment, front pocket under the closing flap. The main compartment has a laptop compartment and a pocket.

details

material: **Soft PU water resistant**

volume: **6 L**

size: **40 x 31 x 5 cm**

 10



padded
notebook
compartment



water
resistant



trolley fitting
accessory





BRERA • SLEEVE **DM22128**

Briefcase (17") in soft waterproof PU. Notebook compartment, front pocket with zip and carrying handle.

details

material: **Soft PU water resistant**

volume: **3 L**

size: **44 x 32 x 2 cm**



DM22128 colours:

02



05



padded
notebook
compartment



water
resistant

BRERA • CABLE

DM23109

Water-resistant soft PU Tech organiser for cables,
USB sticks and electronic accessories

details

material: **Soft PU water resistant**

volume: **0,60 L**

size: **22 x 15 x 1,8 cm**



water
resistant

DM23109 **colours:**

02

05

08





BRERA • BC **DM21112**

Beauty case soft PU water resistant. Practical handle.

details

material: **Soft PU water resistant**

volume: **3 L**

size: **20 x 13 x 10 cm**

 50



DM21112 **colours:**

02



03



05



08



water
resistant

BRERA • TROUSSE

DM23108

Soft pu water resistant beauty case with zip closure

details

material: **Soft PU water resistant**

volume: **2 L**

size: **25 x 13 x 6 cm**



water
resistant



DM23108 colours:

02



03



05



08



R•LIVE

collection

*An eco-sustainable design
collection, made with fabrics
from recycled plastic bottles.*



GIOIA
DM20103



CADORNA
DM20107



LANZA
DM20108



GARIBALDI
DM20101



LAMBRO
DM22129



ECO•DYED
DM23110

R•LIVE 
collection

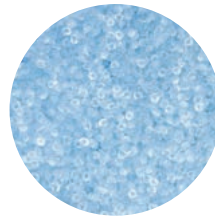
R-PET *eco process*



PET bottle



clean and
shred



spin



R-PET fabric



dyed or
print



final product



GARIBALDI

DM20101 08

Laptop backpack (15") in recycled PET. Padded notebook compartment. Backrest and shoulder straps padded with breathable material. Trolley attachment system.

details

material: **R-PET**

volume: **22 L**

size: **31 x 44 x 16 cm**



padded
notebook
compartment



trolley fitting
accessory



GIOIA

DM20103 08

Laptop bag (15") in recycled PET. Padded notebook compartment. Adjustable and removable shoulder strap with metal buckle. Trolley attachment system.



details

material: **R-PET**

volume: **12 L**

size: **40 x 30 x 10 cm**



padded
notebook
compartment



trolley fitting
accessory





LAMBRO

DM22129 02

Laptop backpack in R-pet with external USB socket. Padded compartment for notebook. Personalized lining. Padded back and shoulder straps. System for attachment to trolleys.

details

material: **R-PET**

volume: **20 L**

size: **30 x 42,5 x 12 cm**



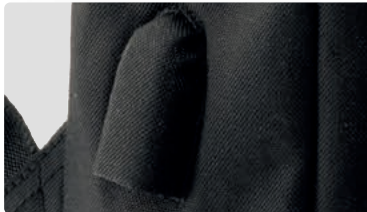
padded
notebook
compartment



USB port



trolley fitting
accessory



R•LIVE

collection



CADORNA
DM20107



LANZA
DM20108

LANZA

DM20108

Beauty case in recycled PET with mélange effect.
Practical handle and customized lining.

details

material: **R-PET**

volume: **3 L**

size: **25 x 14 x 9 cm**



DM20108 colours:





CADORNA

DM20107

Laptop backpack (15") in recycled PET with a melange effect. Customized lining. Padded backrest and shoulder straps.

details

material: **R-PET**

volume: **20 L**

size: **30 x 42 x 16 cm**



padded
notebook
compartment

05

DM20107 colours:

02



ECO • DYED

backpack

Eco dyeing involves adding pigment directly to the molten plastic solution before the fiber is made.

Conventional batch-dyeing processes (using synthetic dyes) require a tremendous amount of water and energy, resulting in waste and carbon emissions. We switched to Eco dyed, an approach that can result in up to 87% reduction in water use and 58% CO₂ savings overall compared to batch-dyeing, with considerably fewer chemicals released from the overall process.



-87% H₂O

in the production of ECO DYED polyester compared with virgin dyed polyester fabric.



-58% CO₂

in the production of ECO DYED polyester compared with virgin dyed polyester fabric.

ECO•DYED DM23110

Recycled polyester laptop backpack (15") with ecological dyeing. Padded inside for notebook, 2 front pockets with zip, 2 side pockets for bottles. The ecological dyeing involves the addition of pigments directly to the melted plastic solution before fibre production.

details

material: **R-PET eco dyed**

volume: **22 L**

size: **30 x 44 x 12 cm**



padded
notebook
compartment



Eco
dyed



ECO•DYED

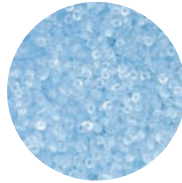
Recycled polyester



PET bottles



clean
and shred



Dye while
spinning



**ECO•DYED
R-PET fabric**



ECO•DYED DM23110 colours:

05

08



CANVAS 4.0

collection

*The Canvas 4.0 collection reinvents
the classic Canvas fabric with
innovative solutions and
a contemporary design.*



ISOLA • DUFFLE
DM23102



ISOLA • COSMETIC BAG
DM23103



SHELL • Y
DM20111



ISOLA • BPK
DM23101



SPLIT
DM20106

RECYCLED CANVAS

ISOLA • BPK
DM23101



ISOLA • DUFFLE
DM23102



ISOLA • COSMETIC BAG
DM23103



ISOLA • COSMETIC BAG

DM23103

Recycled canvas beauty case with side handle.

details

material: **Recycled canvas**

volume: **3 L**

size: **23 x 13 x 12 cm**

 10/60



DM23103 colours:

05

64





ISOLA • BPK DM23101

Recycled canvas backpack with padded notebook compartment (15"). Padded back and shoulder straps, front zippered pocket and side bottle pocket.

details

material: **Recycled canvas**

volume: **16 L**

size: **30 x 42 x 13 cm**



padded
notebook
compartment

DM23101 colours:

05



64



ISOLA • DUFFLE

DM23102

Recycled canvas duffle bag. Adjustable and removable shoulder strap with metal buckles. External front zippered pocket.



details

material: **Recycled canvas**

volume: **40 L**

size: **55 x 30 x 25 cm**



trolley fitting
accessory

DM23102 colours:



05



64





SPLIT **DM20106**

Laptop backpack (15") in soft PU and polycotton. Padded notebook compartment, large central pocket and hidden front pocket. Back and shoulder straps padded with breathable material. Trolley attachment system.

details

material: **Polycotton and soft PU**

volume: **16 L**

size: **30 x 42 x 12 cm**



padded
notebook
compartment



trolley fitting
accessory

DM20106 colours:

05

82





SHELL•Y **DM20111**

Canvas laptop backpack (15") with high visibility soft PU inserts bands. Padded notebook compartment. Back and shoulder straps padded with breathable material. Anti-theft backside pocket.

details

material: **Canvas and soft PU**

volume: **18 L**

size: **32 x 43 x 13 cm**



padded
notebook
compartment

DM20111 colours:

87



82



REFLECTIVE

with **high visibility**
eco-leather insert

URBAN

collection

The Urban collection combines the functionality of its products with highly innovative fabrics and models.



NOLO • DUFFLE
DM23105



NOLO • BPK
DM23104



NOLO • WAIST BAG
DM23106



WK • END
DM20110



ROLL
DM20125



LIMA
DM23107



ROL • LIGHT
DM22125

NOLO

line



NOLO • DUFFLE
DM23105



NOLO • BPK
DM23104



NOLO • WAIST BAG
DM23106

NOLO • WAIST BAG

DM23106 02


Water resistant polyester 600D waistbag. Front pocket with zipper and adjustable belt.

details

material: **Polyester 600D (PU coating)**

volume: **3 L**

size: **25 x 14 x 6 cm**

 25/50



water
resistant





NOLO • BPK

DM23104 02

Water proof polyester 600D laptop (15") backpack. Padded notebook compartment and inside pocket, padded back and shoulder straps with breathable material.

details

material: **Polyester 600D (PU coating)**

volume: **16 L**

size: **30 x 41 x 13 cm**



padded
notebook
compartment



water
resistant



NOLO • DUFFLE

DM23105 02

Water proof polyester 600D duffle bag. Adjustable and removable shoulder strap with buckle, front pocket with zipper.



details

material: **Polyester 600D (PU coating)**

volume: **20 L**

size: **45 x 20 x 24,5 cm**



water
resistant





LIMA DM23107

Water resistant soft pu laptop backpack (15"), notebook compartment, front pocket and inside water bottle pocket.

details

material: **Soft PU water resistant**

volume: **18 L**

size: **30 x 62 x 11 cm**



padded
notebook
compartment



water
resistant

DM23107 colours:

08



03



06





ROLL DM20125 02

Laptop backpack (15") in polyester with phthalates free PVC coating and frontal band in neoprene. Padded back pocket for notebooks. Large main compartment with roll-up opening. Side pockets for bottles. Backrest and shoulder straps padded with breathable material.

details

material: **Polyester**

volume: **28 L**

size: **30 x 60 x 16 cm**



padded
notebook
compartment



trolley fitting
accessory





ROL•LIGHT

DM22125 08

Laptop backpack (15") in reflective polyester with USB port. Manufactured with a refracting polyester with pigments that offers a refraction of light. Anti-theft pocket on the back, two external pockets and padded shoulder straps.

details

material: **Reflective polyester**

volume: **18 L**

size: **30 x 62 x 12 cm**



padded
notebook
compartment



USB port



trolley fitting
accessory

REFLECTIVE POLYESTER

high visibility



DM22125 **ROL•LIGHT**



WK•END

DM20110 02

Travel backpack in nylon 420D. Padded notebook compartment with USB port. Central pocket with zippered storage space. Large front pocket. Reflective inserts. Backrest and shoulder straps padded with breathable material. Removable shoulder straps. Trolley attachment system.

details

material: **Nylon 420D**

volume: **30 L**

size: **34 x 46 x 18 cm**



padded
notebook
compartment



USB port



trolley fitting
accessory



DM20110 WK • END

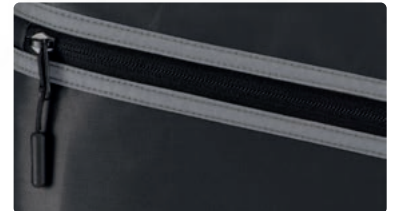


DM20110 WK•END



REFLECTIVE

high visibility
profile



DM20110 **WK • END**



BAG

DM23111 02

80 g/m² not woven bag with strings, 50 x 75 cm.

details

material: **Not woven 80 g/m²**

size: **50 x 75 cm**





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