

TAIKAN

TAIKAN EVERYTHING BRAND BOOK - COLLECTION 002



## CONCEPT

TAIKAN, PRONOUNCED "TAKEN", WAS CONCEIVED FROM THE DESIRE FOR INSPIRED, PURPOSE DRIVEN PRODUCT, WITH AN EMPHASIS ON ASPIRATIONAL SILHOUETTES.

BRINGING THE SENSIBILITY OF TIMELESS DESIGN, WE OUTFIT OUR CONSUMER IN CLASSIC ROOTED STYLES, WITH THE AESTHETIC OF TOMORROW.

WORK, TRAVEL, AND PLAY ARE ALL DAILY PRACTICES; HOW WE IDENTIFY WITH THESE PASSAGES EITHER DIVIDES US OR UNITES US AS ONE.





## COMMUNITY

TAIKAN IS A GROUP OF CREATIVES BASED OUT OF VANCOUVER, CANADA.  
OUR PURPOSE IS TO CREATE DESIRABLE, QUALITY BAGS WITH A  
MINIMALISTIC AESTHETIC.



## CORE VALUES

WE BELIEVE THAT A FOCUS ON SIMPLICITY AND FUNCTIONALITY IS WHAT'S MISSING FROM TODAY'S MARKET. OUR PRODUCTS COMBINE CLEAN DESIGN WITH THE QUALITY ONLY FOUND IN UPSCALE, HIGH FASHION BRANDS.

ULTIMATELY, TAIKAN EVERYTHING FOLLOWS A SIMPLE DESIGN THEORY THAT LESS IS MORE, AND AESTHETIC WILL ALWAYS MIRROR WHAT IS CURRENT IN PREMIUM GOODS.

OUR DESIGNS ARE TASTEFULLY MINIMAL BUT OUR GLOBAL MESSAGE IS LOUD.

CONSUMERS

T H E

I N F L U

E N C E R S



CONSUMERS



T H E  
A R T I S T I C  
E N T H U



S I A S T S



CONSUMERS



T H E

A T H L E

I S U R I S T S



CONSUMERS



PROFESSIONALS

T H E  
P O S T  
M O D E R N



## BRAND LANDSCAPE

### PREMIUM

Y-3  
AIMÉ LEON DORE  
WINGS + HORNS  
OAMC  
WONDERS  
JOHN ELLIOT  
COMMON PROJECTS

### CONTEMPORARY

BLACK SCALE  
STUSSY  
PUBLISH  
STAMP'D  
CARHARTT WIP  
ZANEROBE

### LIFESTYLE

PENFIELD  
HUF  
OBEY  
PALACE  
BRIXTON  
FUCKING AWESOME  
BRAIN DEAD

### FASHION

WON HUNDRED  
LEVIS  
MINIMUM  
I LOVE UGLY  
OUR LEGACY  
SATURDAYS NYC  
NORSE PROJECT

### SPORT

UNDEFEATED  
NIKE  
ADIDAS  
REEBOK  
FAIRPLAY  
REIGNING CHAMP

## COMPETITION LANDSCAPE

### PREMIUM

KILL SPENCER \$225 - \$475

CÔTE&CIEL \$250 - \$650

HAERFEST \$480 - \$915

VISVIM \$689 - \$716

HEAD PORTER \$600 - \$900

### HERITAGE

POLAR \$28 - \$83

JANSPORT \$36 - \$80

HERSCHEL \$54 - \$119

EASTPACK \$60 - \$150

FJALLRAVEN \$75 - \$225

FILSON \$125 - \$385

### OUTDOOR

NORTHFACE \$35 - \$250

ARCTERYX \$40 - \$500

PATAGONIA \$60 - \$180

### TECH

HEX \$60 - \$300

INCASE \$79 - \$200

TUMI \$200 - \$1200

### STREET

LEXDRY \$99 - \$399

TOPO DESIGNS \$139 - \$229

DSPTCH \$180 - \$275



BEAMS



BLENDS

UNITED ARROWS

GENERAL ADMISSION



EXTRA BUTTER

### KEY RETAILERS

BEAMS

UNITED ARROWS

BLENDS

KAPOK

RODEN GRAY

GENERAL ADMISSION

EXTRA BUTTER



RODEN GRAY



MERCHANDISING

## DISTRIBUTORS

SLAM JAM - EUROPE

OUTSET COLLECTIVE - USA

FBOMB TRADING - CANADA

BEYOND COOL - JAPAN

PRIMER - S.E ASIA

LAKE DISTRIBUTION - GERMANY



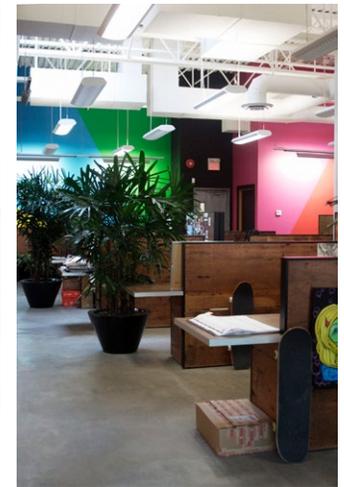
OUTSET COLLECTIVE



SLAM JAM



BEYOND COOL



FBOMB TRADING





### 10 Best Backpacks to Buy Right Now

Whether you're pinching pennies or looking to blow the budget.

By Josephine Cruz · Oct 31, 2016 in Fashion · 36 Comments

#### Taikan Tomcat



This slim, low profile pack from new brand Taikan is the definition of minimalist cool. It doesn't have any external pouches or pockets, making for a streamlined silhouette that's perfect for those with a daily commute. Don't let this understated little pack fool you, however: it's crafted from ballistic nylon which was originally developed as a material for jackets for WWII airmen, meaning that it's as durable as it is practical.

Taikan Everything: \$75 USD



### Taikan Displays the Aesthetics of Tomorrow With Its Collection 002 Bag Range

The latest from the Vancouver-based brand.

By Nicolaus Li · 7 hours ago in Fashion · 0 Comments

18 Shares f t i y t g v e

Taikan recently released its Collection 002 range, which is a continuation of the Vancouver-based label's minimalistic approach to bags. Expressing the sensibility of timeless design while displaying the aesthetics of tomorrow, Taikan's latest bag lineup consists of numerous different models. The SHERPA is a multi-purpose tote built for the modern lifestyle, perfect for work, travel and play. LANCER is a streamlined backpack with a functional focus, in the form of compartments and hidden pockets, while the SPARTAN is a stripped down pack that puts a modern twist on the classic silhouette. The SHERPA, LANCER and SPARTAN baggage models feature a bevy of construction options to match personal taste and styling. Retailing between \$80 USD and \$110 USD, Taikan's Collection 002 is available now at HBX.



# TAIKAN's Collection 002 Drop Welcomes Khaki Into the Color Family

Date March 30, 2017 | By Mia Guevarra | Shares



TAIKAN, Vancouver-based bag and accessory brand, proudly welcomes Khaki into their color family for Collection 002 just in time for spring. The brand was conceived from the desire for an inspired, purpose-driven product, with an emphasis on aspirational silhouettes which seamlessly continues in Collection 002.

TAIKAN follows their minimalistic aesthetic with the new additions to their collection. Including the practical APACHE briefcase and the multi-faceted SPARTAN backpack. The new bags join other designs including the



## Week In Review ~ 26 March

BY CATHERINE, MARCH 26, 2017

LIKING WEEK IN REVIEW

Lightweight travel accessories to help you on your journeys, an understated urban pack for unobtrusive carry, and a versatile new collection of bags that adapt to multiple environments and carry styles. Discover more in our Week In Review...

Urban style for work, travel or play



SELECTISM

## Taikan Everything Unveils a Range of Stylish, Minimalist Accessories

By Chris Danforth in Fashion Jul 21, 2016 37 Shares 0 Comments

37 Shares

Share

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Email

Comments

Hailing from Vancouver, Canada, Taikan Everything is the new accessory brand that you need to know about.

PRESS/MEDIA

MARKETING

SNEEZE MAG N°30



SNEEZE MAG N°31



# MARKETING

## COLLECTION MIXTAPES



TAIKAN MIX COLLECTION 001 // BY DJ MARVEL

by taikaneverything [Follow](#) 330 34m 4 months ago

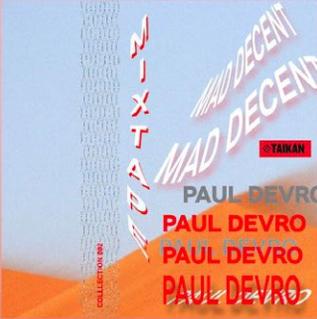
[Favorite 9](#) [Add to](#) [Repost 3](#) [Share](#) [...](#)



TAIKAN MIX COLLECTION 002 // BY PAUL DEVRO (MAD DECENT)

by taikaneverything [Follow](#) 299 56m 1 month ago

[Favorite 4](#) [Add to](#) [Repost 3](#) [Share](#) [...](#)



## SOCIAL

INSTAGRAM: @TAIKANEVERYTHING

TWITTER: @TAIKANOFFICIAL

FACEBOOK.COM/TAIKANEVERYTHING

MIXCLOUD.COM/TAIKANEVERYTHING

COLLECTION — 002



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ORIGINAL CONTENT

ORIGINAL CONTENT





## COLLECTION 004

Introducing TAIKAN COLLECTION 004:

With a new-found awakening, Taikan continues to forge traditional patterns while embracing a constant evolution. Our total devotion to current designs will launch future projects to seamlessly address all needs.

Collection 004 introduces three new silhouettes: SPECTRE, HORNET and FLANKER. These new designs remain true to Taikan's core values by remaining purpose driven at an attainable market value.

These bags along with the core collection have been upgraded to a Matte-Finish Ballistic Nylon for premium construction and the continued use of quality leathers on all products.

Timeless Designs, Classic Silhouettes, Evolving Products.



## HORNET

### IN BLACK MESH

Our HORNET eliminates the unnecessary, with it's simplistic approach to the everyday backpack. With an un-structured poly-mesh silhouette, the HORNET is ideal for cruising the beach or venturing the city. Additional features include an internal laptop compartment for easy CPU access, and an exterior pocket for external access.

## FLANKER

### IN BLACK MESH

Our FLANKER is a minimalistic evolution from the everyday tote. With a poly-mesh construction, this shoulder bag is ideal for beach days and city ventures. Additional features include a dual-drawstring closure, nickel finish hardware and two internal pockets for multiple storage solutions.





## SPECTRE

### IN FOREST CORDUROY

Our SPECTRE is a refreshing take on an iconic silhouette. This premium corduroy bag can be worn over the shoulder, across-chest or on the hip. With two external pockets and a main zip compartment, there is ample space to accommodate your daily needs.



## LANCER

### IN FOREST CORDUROY

Our LANCER is an update to the most classic backpack silhouette for a modern lifestyle. This Corduroy bag features an external 15" laptop compartment for easy CPU access, dual-pocket zips giving multiple solutions for storage, and premium leather tassels.

## TOMCAT

### IN FOREST CORDUROY

Our TOMCAT is a slim, low profile backpack that is not only unisex, but also caters to those with a petite build. This Corduroy bag keeps a streamline silhouette ideal for your daily commutes. Additional features include an internal neoprene sleeve that can accommodate up to a 15" laptop, nickel finish zips and hardware, external front zip to easily access small items, and premium leather tassels.



# HORNET

## IN GREIGE CORDUROY

Our HORNET eliminates the unnecessary, with its simplistic approach to the everyday backpack. With an un-structured silhouette, the HORNET creates the perfect look for work, travel and play. This Corduroy & Cotton-Canvas bag features an internal laptop compartment for easy CPU access, and an exterior pocket for external access.



# FLANKER

## IN GREIGE CORDUROY

Our FLANKER is a minimalistic evolution from the everyday tote. This Corduroy shoulder bag features a dual-drawstring closure, ensuring that nothing goes missing on your ventures. Additional features include nickel finish hardware and two internal pockets for multiple storage solutions.



## HORNET

IN NATURAL / BLACK COTTON

Our HORNET eliminates the unnecessary, with its simplistic approach to the everyday backpack. With an un-structured silhouette, the HORNET creates the perfect look for work, travel and play. This Cotton-Canvas bag features an internal laptop compartment for easy CPU access, and an exterior pocket for external access.

## FLANKER

IN NATURAL / BLACK COTTON

Our FLANKER is a minimalistic evolution from the everyday tote. This premium Cotton-Canvas shoulder bag features a dual-drawstring closure, ensuring that nothing goes missing on your ventures. Additional features include nickel finish hardware and two internal pockets for multiple storage solutions.





## SHERPA

IN OFF-WHITE COTTON & VEG TAN LEATHER

Our SHERPA is the ultimate tote. This premium Cotton-Canvas & Italian Veg-Tan Leather bag is ideal for all your basic needs. Key features include an external seam, creating four exterior pockets to provide easily accessible storage solutions. Internally, the classic tote silhouette is updated to accommodate all of your portable technology, including a padded 15" laptop sleeve. Also included for extra protection are nickel finish metal feet located at the bottom of the bag.

## SPARTAN

IN OFF-WHITE COTTON & VEG TAN LEATHER

Our SPARTAN is a classic backpack silhouette with a twist. This Premium Cotton-Canvas and Italian Suede bag includes a wide range of storage solutions, including two exterior pouches, a water-resistant compartment located at the bottom of the bag, and an external 15" laptop sleeve. Additional features include Vegetable Tan Leather Piping, and nickel finish YKK zips & hardware.



## LANCER

IN CIGAR SUEDE

Our LANCER is an update to the most classic backpack silhouette for a modern lifestyle. This Italian Suede Leather bag features an external 15" laptop compartment for easy CPU access, and dual pocket YKK zips giving multiple solutions for external storage.





## SHERPA

IN BLACK / OFF WHITE / ITALIAN VEG TAN LEATHER

SHERPA is the ultimate tote. The treated Cotton-Canvas and Italian Veg Tan Leather bag is ideal for all of your needs. Key features include an external seam, creating four exterior pockets to provide easily accessible storage solutions. Internally, the classic tote silhouette is updated to accommodate all of your portable technology, including a padded 15" laptop sleeve. Also included for extra protection are nickel finish metal feet located at the bottom the bag.



## LANCER

IN BLACK / OFF WHITE / ITALIAN VEG TAN LEATHER

LANCER is an update to the most classic backpack silhouette for a modern lifestyle. This treated Cotton-Canvas and Italian Veg Tan Leather bag features an external 15" laptop compartment for easy CPU access, and dual pocket YKK zips giving multiple solutions for external storage.



## PROWLER

IN BLACK / OFF WHITE / ITALIAN VEG TAN LEATHER

PROWLER is the perfect composition of simplicity and practicality. This treated Cotton-Canvas and Italian Veg Tan Leather Duffel is ideal for all of your work, travel or play needs. Key features include an external seam which creates four exterior pockets providing easily accessible storage solutions. Additionally the bag includes internal YKK zip pockets, compartments providing multiple storage solutions, and Nickel Finish feet located at the bottom of the bag.



## PROWLER IN TOBACCO SUEDE

PROWLER is the perfect composition of simplicity and practicality. This Premium Italian Suede Duffle is ideal for all of your work, travel or play needs. Key features include an external seam which creates four exterior pockets providing easily accessible storage solutions. Additionally the bag includes internal YKK zip pockets, compartments providing multiple storage solutions, veg tan leather luggage label and Nickel Finish feet located at the bottom of the bag.



## SPARTAN IN BLACK SUEDE

SPARTAN is a classic backpack silhouette with a twist. This Premium Italian Suede bag includes a wide range of storage solutions, including two exterior pouches, a separate compartment located at the bottom of the bag, and an external 15" laptop sleeve. Additional features include a full leather back, and nickel finish YKK zips and hardware.



## SHERPA IN BLACK SUEDE

SHERPA is the ultimate tote. The Premium Italian Suede and American Leather bag is ideal for all of your needs. Key features include an external seam, creating four exterior pocket to provide easily accessible storage solutions. Internally, the classic tote silhouette is updated to accommodate all of your portable technology, including a padded 15" laptop sleeve. Also included for extra protection are nickel finish metal feet located at the bottom the bag.



## SPARTAN

IN GREY / GREY NYLON

Our SPARTAN is a classic backpack silhouette with a twist. This durable Two-Tone Nylon bag includes a wide range of storage solutions, including two exterior pouches, a water-resistant compartment located at the bottom of the bag, and an external 15" laptop sleeve. Additional features include nickel finish zips and hardware, and premium leather tassels.



## SHERPA

IN GREY / GREY NYLON

Our SHERPA is the ultimate tote. The durable Two-Tone Nylon bag is ideal for all of your needs. The key feature is an external seam, creating four exterior pockets to provide easily accessible storage solutions. Internally, the classic tote silhouette is updated to accommodate all of your portable technology, including a padded 15" laptop sleeve. Additional features include nickel finish hardware and feet, and premium leather handles.

## LANCER

IN GREY / GREY NYLON

Our LANCER is an update to the most classic backpack silhouette for a modern lifestyle. This durable Two-Tone Nylon bag features an external 15" laptop compartment for easy CPU access, dual-pocket zips providing multiple solutions for storage, and premium leather tassels.



## HORNET

### IN BALLISTIC NYLON

Our HORNET eliminates the unnecessary, with its simplistic approach to the everyday backpack. With an un-structured silhouette, the HORNET creates the perfect look for work, travel and play. This durable Ballistic Nylon bag features an internal laptop compartment for easy CPU access, and an exterior pocket for external access.

Available in Matte Khaki and Matte Black



## SHERPA

### IN BALLISTIC NYLON

Our SHERPA is the ultimate tote. The durable Two-Tone Nylon bag is ideal for all your needs. The key feature is an external seam, creating four exterior pockets to provide easily accessible storage solutions. Internally, the classic tote silhouette is updated to accommodate all your portable technology, including a padded 15" laptop sleeve. Additional features include nickel finish hardware and feet, and premium leather handles.

Available in Matte Khaki, Charcoal, and Matte Black





## SPECTRE

### IN BALLISTIC NYLON

Our SPECTRE is a refreshing take on an iconic silhouette. This durable ballistic nylon bag can be worn over the shoulder, across-chest or on the hip. With two external pockets and a main zip compartment, there is ample space to accommodate your daily needs.

Available in Matte Black



## FLANKER

### IN BALLISTIC NYLON

Our FLANKER is a minimalistic evolution from the everyday tote. This durable Ballistic Nylon shoulder bag features a dual-drawstring closure, ensuring that nothing goes missing on your daily ventures. Additional features include nickel finish hardware and two internal pockets for multiple storage solutions.

Available in Matte Khaki and Matte Black



# LANCER

## IN BALLISTIC NYLON

Our LANCER is an update to the most classic backpack silhouette for a modern lifestyle. This durable Ballistic Nylon bag features an external 15" laptop compartment for easy CPU access, dual-pocket zips providing multiple solutions for storage, and premium leather tassels.

Available in Matte Khaki, Charcoal, and Matte Black



# SPARTAN

## IN BALLISTIC NYLON

Our SPARTAN is a classic backpack silhouette with a twist. This durable Ballistic Nylon bag includes a wide range of storage solutions, including two exterior pouches, a water-resistant compartment located at the bottom of the bag, and an external 15" laptop sleeve. Additional features include nickel finish zips and hardware, and premium leather tassels.

Available in Charcoal and Matte Black



# TOMCAT

## IN BALLISTIC NYLON

Our TOMCAT is a slim, low profile backpack that is not only unisex, but also caters to those with a petite build. This durable Ballistic Nylon bag keeps a streamline silhouette ideal for your daily commutes. Additional features include an internal neoprene sleeve that can accommodate up to a 15" laptop, nickel finish zips and hardware, external front zip to easily access small items, and premium leather tassels.

Available in Matte Black



## APACHE

### IN BALLISTIC NYLON

Our APACHE is a practical and visually pleasing briefcase silhouette. This durable Ballistic Nylon bag combines the best of both business and pleasure. Features include nickel finish YKK Zips and hardware, a padded external laptop sleeve, detachable shoulder strap, and premium leather accent handles and tassels.

Available in Matte Black

## PROWLER

### IN BALLISTIC NYLON

Our PROWLER is the perfect composition of simplicity and practicality. This durable Ballistic Nylon bag is ideal for all of your work, travel or play needs. Key features include an external seam which creates four exterior pockets, providing easily accessible storage solutions. Additionally, the bag includes compartments providing multiple storage solutions, nickel finish YKK zips and feet, and premium leather handles and tassels.

Available in Matte Black

SEASONAL COLLECTION 004 MATRIX

HORNET



FLANKER



LANCER



SHERPA



## SPARTAN



060-1100



060-6200



060-6400



160-3000



160-5200

## PROWLER



090-1200



090-5100



090-5200

## SPECTRE



010-1100



010-3100

## APACHE



070-1100

## TOMCAT



040-1100

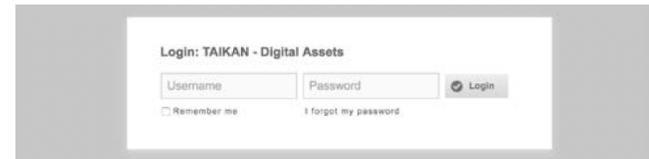


040-3100



## ACCESS DIGITAL ASSETS

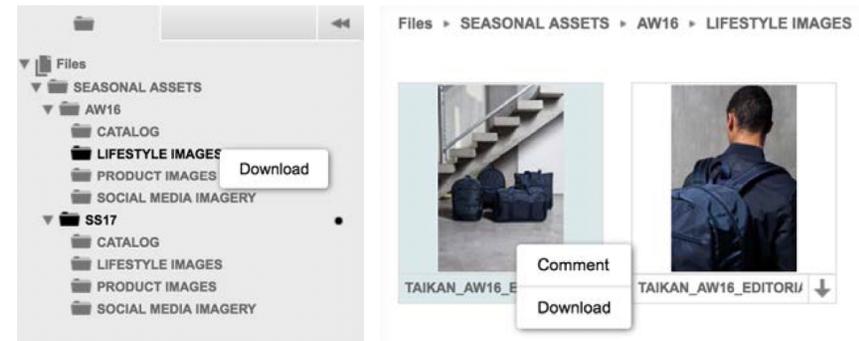
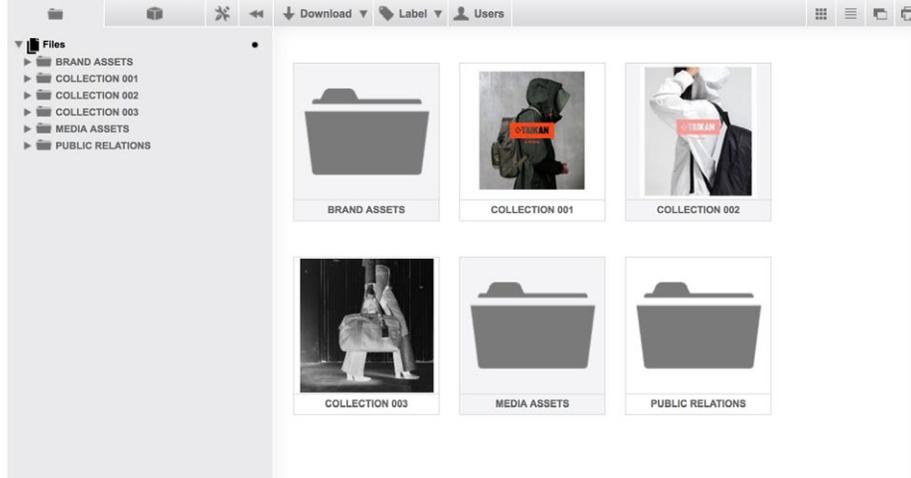
To access the TAIKAN FILECAMP visit: <http://taikaneverything.filecamp.com>



**LOGIN:** distributor    **PASSWORD:** distributor

Our creative assets are organized by season.  
Simply right-click a folder to download all - or right-click individual files if preferred.

# TAIKAN



## FILECAMP

Individual login credentials **must** be requested for dealers.  
Send a request to our art department at [christina@taikaneverything.com](mailto:christina@taikaneverything.com)



NAME [redacted]  
AGENCY [redacted]

**TAIKAN ARTWORK REQUEST FORM**

TODAY'S DATE [redacted] DUE DATE (MIN. 14 BUSINESS DAYS) [redacted]  
PROJECT TITLE [redacted] EXPLANATION IF DUE BEFORE 14 DAYS [redacted]  
RETAIL SEASON [redacted] \*\*ASAP AS A DUE DATE WILL NOT BE ACCEPTED

**PROJECT DETAILS**

ACCOUNT NAME [redacted] SHOP CONTACT NAME [redacted]  
ADDRESS [redacted] SHOP CONTACT EMAIL [redacted]  
ACCOUNT TYPE [redacted] IF OTHER, PLEASE SPECIFY [redacted]  
ACCOUNT DEMOGRAPHIC [redacted]

OBJECTIVE/SCOPE [redacted]  
BODY COPY [redacted]

*FOR IMAGES, PLEASE BE AS SPECIFIC AS POSSIBLE. REQUEST A SPECIFIC IMAGE FROM THE CATALOG OR FILECAMP & INCLUDE IT WITH YOUR REQUEST.*

IMAGE PREFERENCE [redacted] COLLECTION WITHIN BRAND [redacted]  
MEN OR WOMEN? [redacted]  
REQUESTED PRODUCT [redacted]

DURATION  
WHEN WILL THE ART LAUNCH [redacted] HOW LONG WILL IT BE USED? [redacted]

**MEDIA**

MEDIA [redacted] IF OTHER PLEASE SPECIFY [redacted]  
IF PRINTED: MATERIAL (Choose Material) [redacted] IF OTHER PLEASE SPECIFY [redacted]  
DIMENSIONS WIDTH [redacted] UNIT OF MEASUREMENT [redacted]  
HEIGHT [redacted]  
IF PRINTED: BLEED [redacted] WILL WE NEED TO OUTSOURCE PRINTING? [redacted]  
IF PRINTED: SINGLE OR SPREAD [redacted] IF THE ACCOUNT IS PRINTING, PLEASE SPECIFY OUR COST [redacted]

FILE FORMAT (Choose Format) [redacted]  
COMMENTS [redacted]

**DELIVERY**

DELIVERY METHOD [redacted] IF OTHER, PLEASE SPECIFY [redacted]  
FOR POP, WILL WE NEED TO HIRE INSTALLERS? [redacted]

**PLEASE SUBMIT YOUR REQUEST TO CHRISTINA@TAIKANEVERYTHING.COM WITH THE SHOP NAME IN THE SUBJECT LINE.** REQUESTS WILL NOT BE PROCESSED UNLESS ALL FIELDS ARE FILLED OUT. PLEASE INCLUDE A PHOTO OF WHERE IT WILL BE INSTALLED AND IMAGE REFERENCES. ARTWORK IS PROVIDED BASED ON THE BRANDS DISCRETION. ANY REQUESTS REQUIRING A PRINTING BUDGET WILL HAVE TO BE APPROVED BY LESTER, GARRET AND A/R IF YOU HAVE ANY QUESTIONS, REFER TO THE ART REQUEST POLICY.

ART REQUESTS

WINDOWS



## WARRANTY

TAIKAN OFFERS A LIMITED LIFETIME WARRANTY AGAINST  
ANY MANUFACTURING DEFECTS IN MATERIALS





T H A N K  
Y O U

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TAIKANEVERYTHING.COM  
SALES@TAIKANEVERYTHING.COM