

HEALTHY
BACK
BAG

Spring Summer 24

Version 2
January 2024



Tie Dye Chambray Baglett



“An alternative to a backpack intentionally designed so you can live more comfortably”

Active Traveller Chambray M



Freeflow 2 S



Zig Zag Baglett



The Healthy Back Bag

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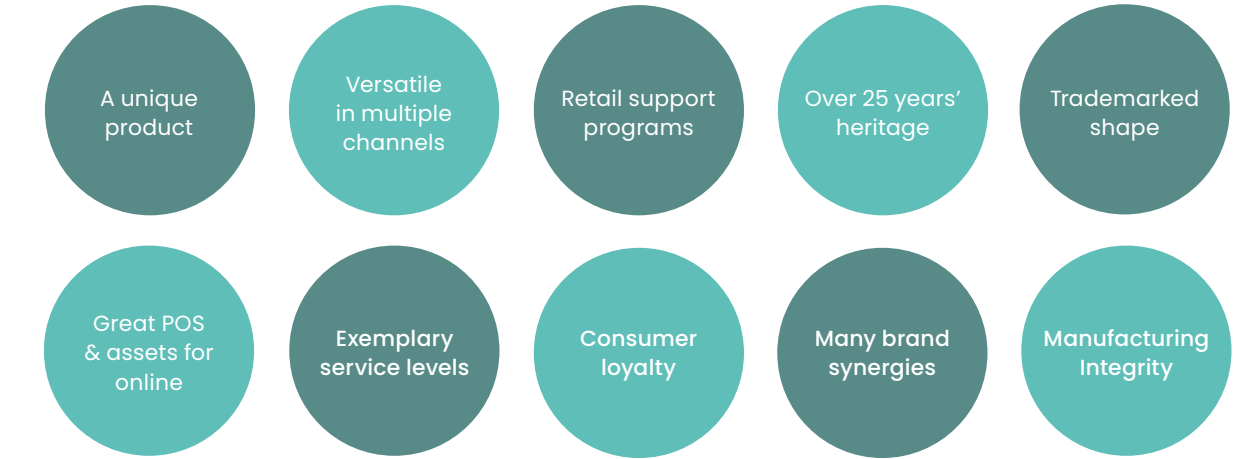


“Fantastic bags, excellent quality, so good that I have bought 5! Love that it’s hands free with the bag across my body but still able to access without taking it off, superb.”



The Healthy Back Bag®

We have a unique product, which is thriving globally across multiple retail channels. More relevant than ever, the Healthy Back Bag® responds directly to renewed focus on interesting, affordable, well-designed and practical essentials to make life easier, every day.



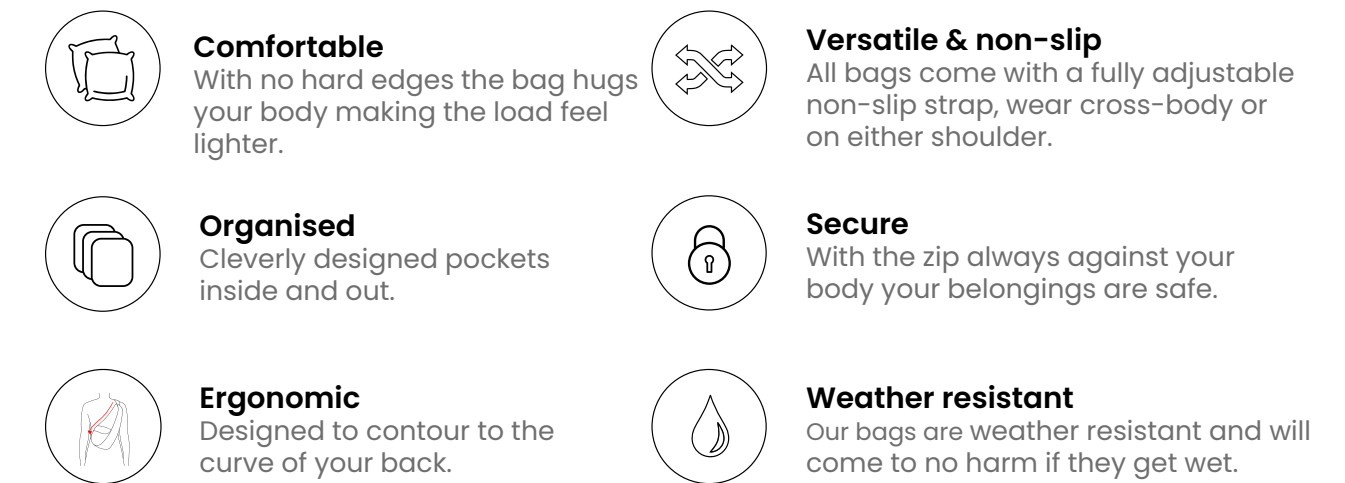
Our Sustainability Timeline

Over 35% of our new products incorporate recycled fabric, and this % will increase every season



Why are we Healthy?

It's all about the shape. It looks good and feels good. The result of a collaboration between a leather craftsman, a doctor and a chiropractor, the unique ergonomic design comfortably hugs the natural curve of the spine. Intelligent pocketing keeps possessions organised and spreads the weight evenly. All this makes the load feel lighter, and reduces strain on neck, shoulders and back.





Ruby S

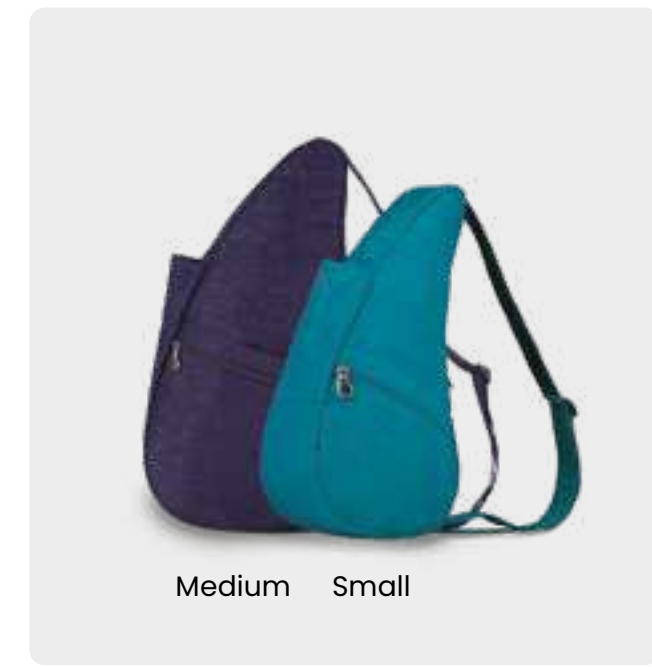
Textured Nylon

Along with Microfibre, our Textured Nylon collection continues to be a global bestseller. This hardwearing machine-washable fabric has a relaxed casual look, and comes in a huge range of vibrant colours.

Matching Bagletts on page 14, Big Bags on page 31 and Accessories on page 30.

Characteristic tonal and textural variations

Subtle pebbled finish	Robust and durable
Hardwearing and lightweight	Bold vibrant colours
Casual relaxed everyday look	Machine washable and quick drying
Fits the athleisure concept	Weather resistant



See size guide p32 for further info



	Dark Teal	Capri Blue	Chambray	Vintage Indigo	Blue Night	Lilac	Blackberry	Raisin	Graphite	Black	Rocket Grey	Truffle	Caviar	Spruce	Limoncello	Saffron	Crimson	Ruby	Rosehip
Small	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Medium	•	•		•	•		•	•	•	•	•	•					•		•

Size guide and dimensions see page 32



Zig Zag Baglett



RECYCLED NEW SS24

Zig Zag

Baglett, HBB S

Recycled Polyester



Remix 1 S



Cosmos S



Oshibana

Textured Nylon Lilac

Cosmos

Microfibre Aloe

Remix 1

Textured Nylon Chambray

Block Party

Textured Nylon Rosehip

Frosty Bouquet



Tie Dye Indigo S



Tie Dye

Chambray, Indigo
Baglett, HBB S

Recycled Polyester



Urban Retro

Baglett, HBB S

Recycled Polyester



Freeflow 2 S



Freeflow 1 Baglett



Freeflow 1 & 2

Baglett, HBB S

Recycled Polyester

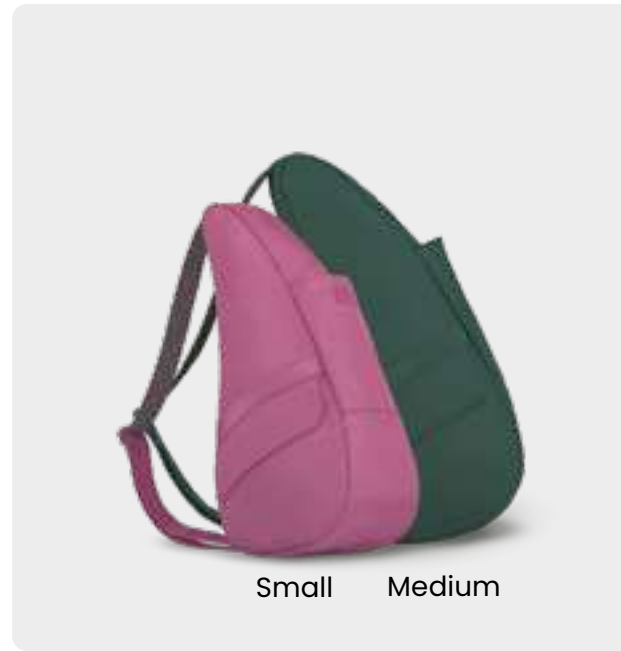
Microfibre

Microfibre has been a bestselling collection worldwide for two decades. Made of densely woven fine fibres, the fabric is lightweight, smooth and wrinkle free, and available in a gorgeous range of rich saturated colours.

Matching Bagletts on page 15 and Accessories on page 30 & 31.

Smooth and tactile, with a subtle sheen

- Lightweight and luxurious
- Smart urban look
- Rich saturated colours
- Premium hardware
- Transitions from day to evening
- Resilient and durable fabric
- Wipes clean
- Weather resistant



Small Medium

See size guide p32 for further info



Terracotta S



Red M



Tropical Green S



	Patchwork MU1	Patchwork MU2	Peacock	Tropical Green	Aloe	Neo Mint	Blue Sage	Slate	Nile Blue	Cobalt	Navy	Black	Nickel	Safari	Red	Terracotta	Berry Sorbet	Smoky Rose	Wild Violet		
Extra Small	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	Small
Small																					Medium

Size guide and dimensions see page 32



Patchwork MU2 XS

Bagletts

Bagletts are cute, fun and above all functional - very handy for when you don't need a full size bag, perfect for carrying minimal essentials for a quick shopping trip, dog walking, an evening out, travel, or for storing make-up or medication. They can be worn multiple ways using the long adjustable (and detachable) strap; across the front or back, on the shoulder, or around the waist, and they also clip onto the D-ring in the top of a full size Healthy Back Bag.

In two sizes: the Mini Baglett and the Baglett, coordinating with our Textured Nylon and Microfibre ranges.



Graphite Baglett



Textured Nylon Blackberry Mini Baglett



Microfibre Black Mini Baglett

Textured Nylon Bagletts



Microfibre Bagletts



Size guide and dimensions see page 32

NEW
SS24



Ink Splash

HBB S, Baglett

Polyester



Watercolour

HBB S, Baglett

Polyester

Ink Splash Baglett



NEW
SS24



Tyvek®

Graphite

HBB S

Tyvek®

Watercolour S



Tyvek® Grey Graphite S





Chambray Indigo Baglett



Textured Nylon
Limoncello Small



Tyvek® Grey Graphite S



Textured Nylon
Graphite Baglett



Freeflow 2 Baglett



Off Grid S

Off Grid

Combining style and durability, this Off Grid Healthy Back Bag features a subtle woven grid pattern on a black background.

HBB S

Polyester



NEW SS24



Geometry Teal S

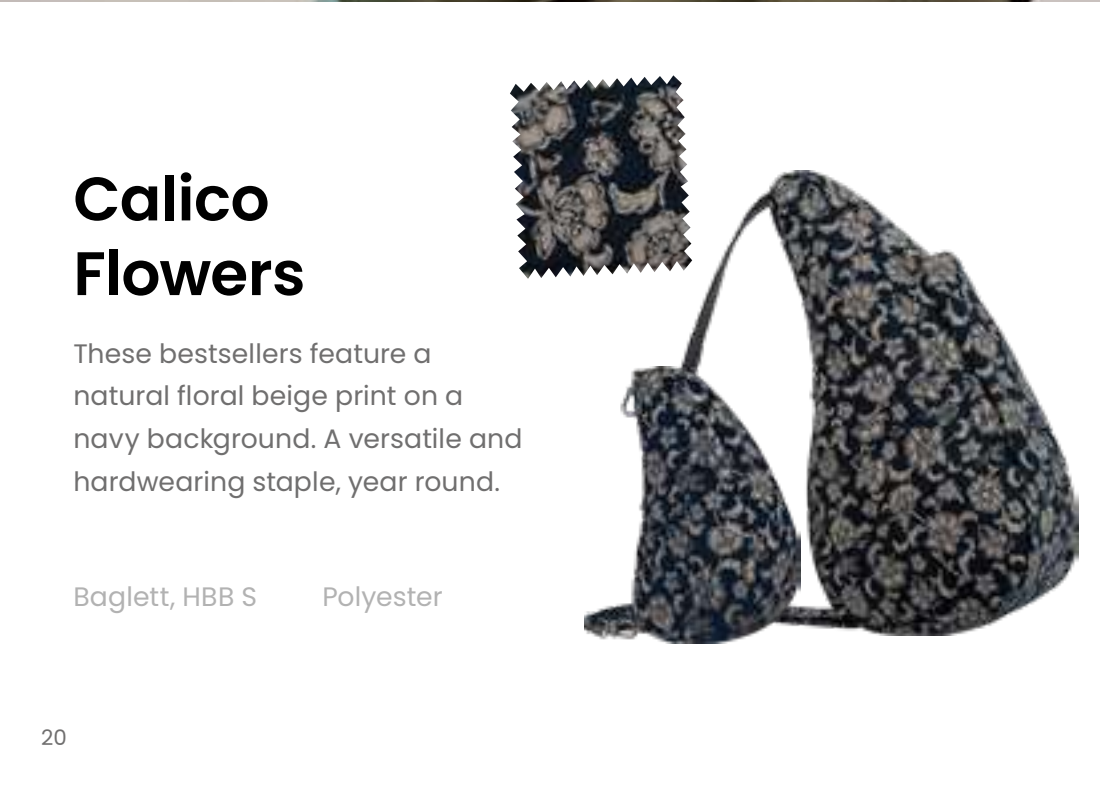
Geometry

Charcoal, Teal

These quilted bags are comfortable and durable and lend themselves perfectly for everyday and any occasion.

HBB S

Polyester



Calico Flowers S

Calico Flowers

These bestsellers feature a natural floral beige print on a navy background. A versatile and hardwearing staple, year round.

Baglett, HBB S

Polyester

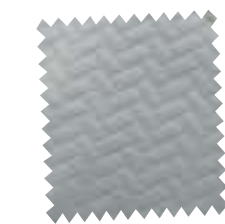


Geo Silver

In subtle geometric quilting in a soft silver, this works as a day to evening bag and adds textural interest to any outfit.

Baglett, HBB S

Polyester



Geo Silver S



Active Traveller Chambray M



Active Traveller

Chambray, Spruce

The smart and practical Active Traveller bags have multiple pockets inside and out, making it a perfect versatile 9 litre option for sports, sightseeing, hiking, travel or commuting.

HBB M

Textured Nylon



Urban Traveller Slate M



Urban Traveller Grey Marl M



Urban Traveller

Slate, Burgundy

HBB M

Slate, Polyester

HBB M

Burgundy, Recycled Polyester



HBB M

Urban Traveller

Grey Marl

Recycled Polyester



Java Leather S



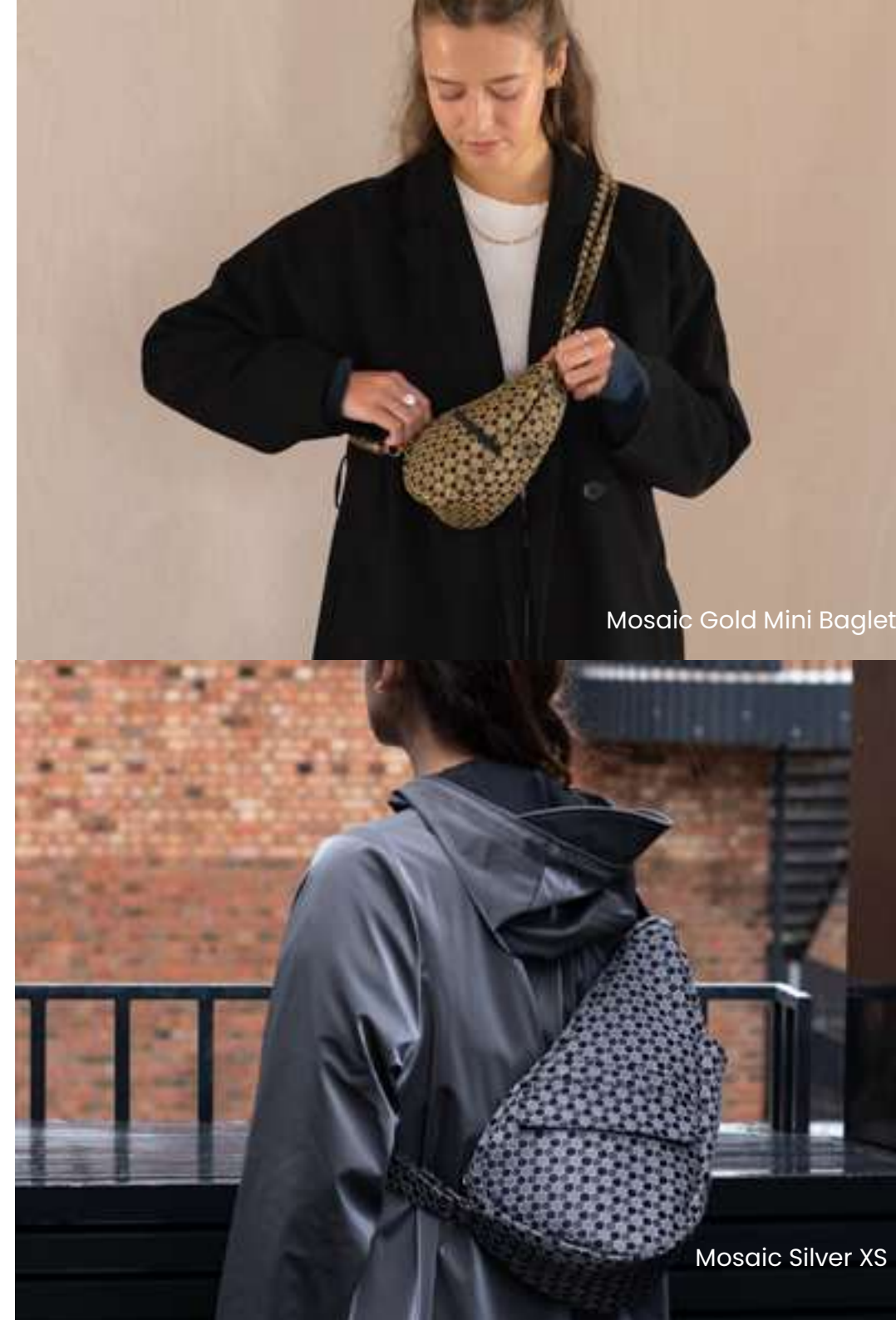
	Bronze	Black	Navy	Java	Caviar	Black Plum	Lake Blue	Urban Red
Baglett	•	•	•	•	•	•	•	•
Small	•	•	•	•	•	•	•	•
Medium		•		•				

Leather

This is where it all began. Our iconic leather bags, bestsellers for nearly 30 years, are made from premium full-grain buttery soft hide, drum dyed to ensure the colour never fades.

HBB S, M, Large Baglett

Leather



Mosaic Gold Mini Baglett

Mosaic Silver XS



Mosaic Special Editions Gold and Silver

These rich woven fabrics with subtle metallic thread add a party element. Limited editions in gold and silver mosaic, in Mini Baglett and Extra Small Healthy Back Bag sizes. Robust enough for daily use and the perfect partner for an evening out.

XS dimensions: 38 x 20 x 14cm

HBB XS, Mini Baglett

92% Polyester 8% Cotton



Tribal

Tribal M, S

This enduringly popular range features intricately woven 100% cotton fabric in a rich multi-coloured pattern, offering both boho charm and street cool.

HBB S, M

Cotton



Tribal S

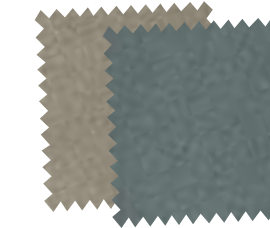
Hemp Dune S



Hemp Sage M



Vintage Canvas M



Hemp

The perfect material for a Healthy Back Bag; durable, lightweight but also natural, sustainable and eco-friendly.

HBB S, M

Hemp



Vintage Canvas

A durable cotton canvas/poly blend, finished with a special coating which gives it a weathered, waxed, vintage look with great water resistance.

HBB S,M

Cotton/Polyester





Textured Nylon
Ruby Baglett



Textured Nylon
Capri Blue Small



Zig Zag Small



Textured Nylon
Graphite Medium



Nomad Berry XS

Nomad Collection



Berry, Dark Teal

A colourful activewear bag with 4.5 litre capacity, small and compact, perfect for on the go!

Dimensions: 38 x 20 x 14cm

HBB Extra Small

25% Recycled Polyester 75% Polyester

Accessories

Microfibre Mini Purses

These cute purses are perfect for cards and currency, fitting neatly inside our Bagletts and Bags.



Imperial Blue	Blue Sage	Aloe	Tropical Green	Red	Black
720-IB	720-BS	720-AL	720-TG	720-RD	720-BK

Purse: 12 x 8 x 3cm



Big Bag Ruby

Textured Nylon Pouches

These little zipped pouches are perfect for cards, keys, lip balm and other small essentials and can be easily clipped into your Healthy Back Bag or onto your belt loop. Weather proof and machine washable.



Rocket Grey	Persimmon	Vintage Indigo	Avocado	Calypso Pink
632-RG	632-PM	632-VO	632-AV	632-CA

Pouch: 15 x 9 x 2cm



Vintage Indigo, Ruby, Black

Big Bags

Our Big Bags are capacious 20 litre all rounders. Ideal for comfortably carrying more than usual, for the gym or short weekend break.

HBB Big Bag

Textured Nylon

PIP Sets

A set of 3 slimline organiser pouches which store inside each other when not in use. (PIP = Pouch in Pouch)



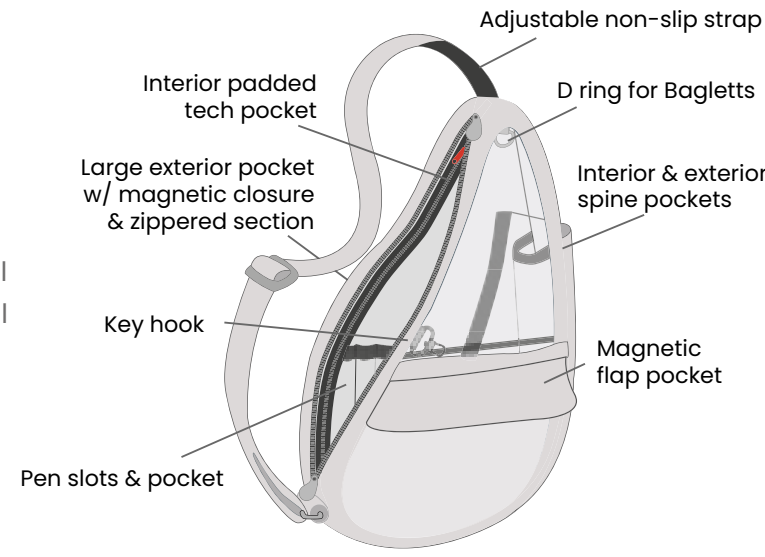
Microdot	Mosaic
643-MD	643-MO

Pouch S: 19 x 13cm
Pouch M: 22 x 15cm
Pouch L: 25 x 17cm



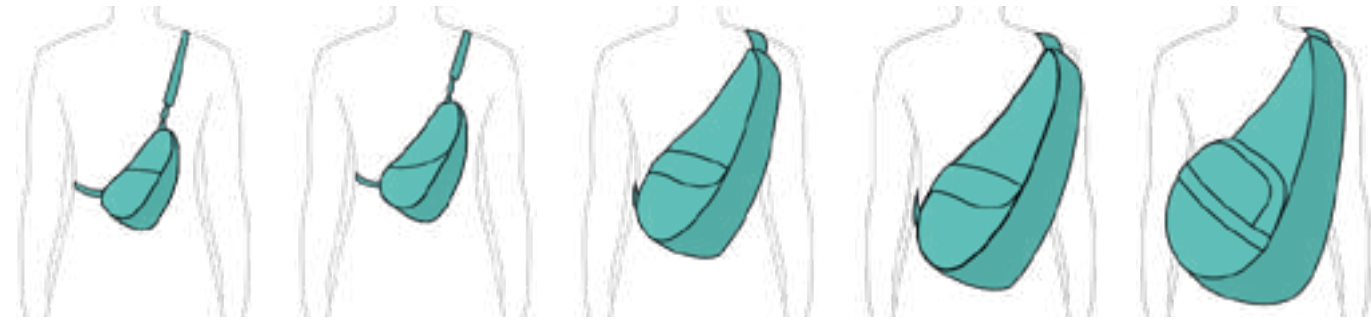
Look Inside

There's a lot going on! There are compartments and pockets angled for easy access plus pen slots and a very handy elasticised keyhook. Small and medium sized HBBs feature a full size internal zipped and padded security pocket for tech, documents or other valuables. The silver lining ensures stress-free rummaging.



Textured Nylon Rocket Grey Small

Size Guide



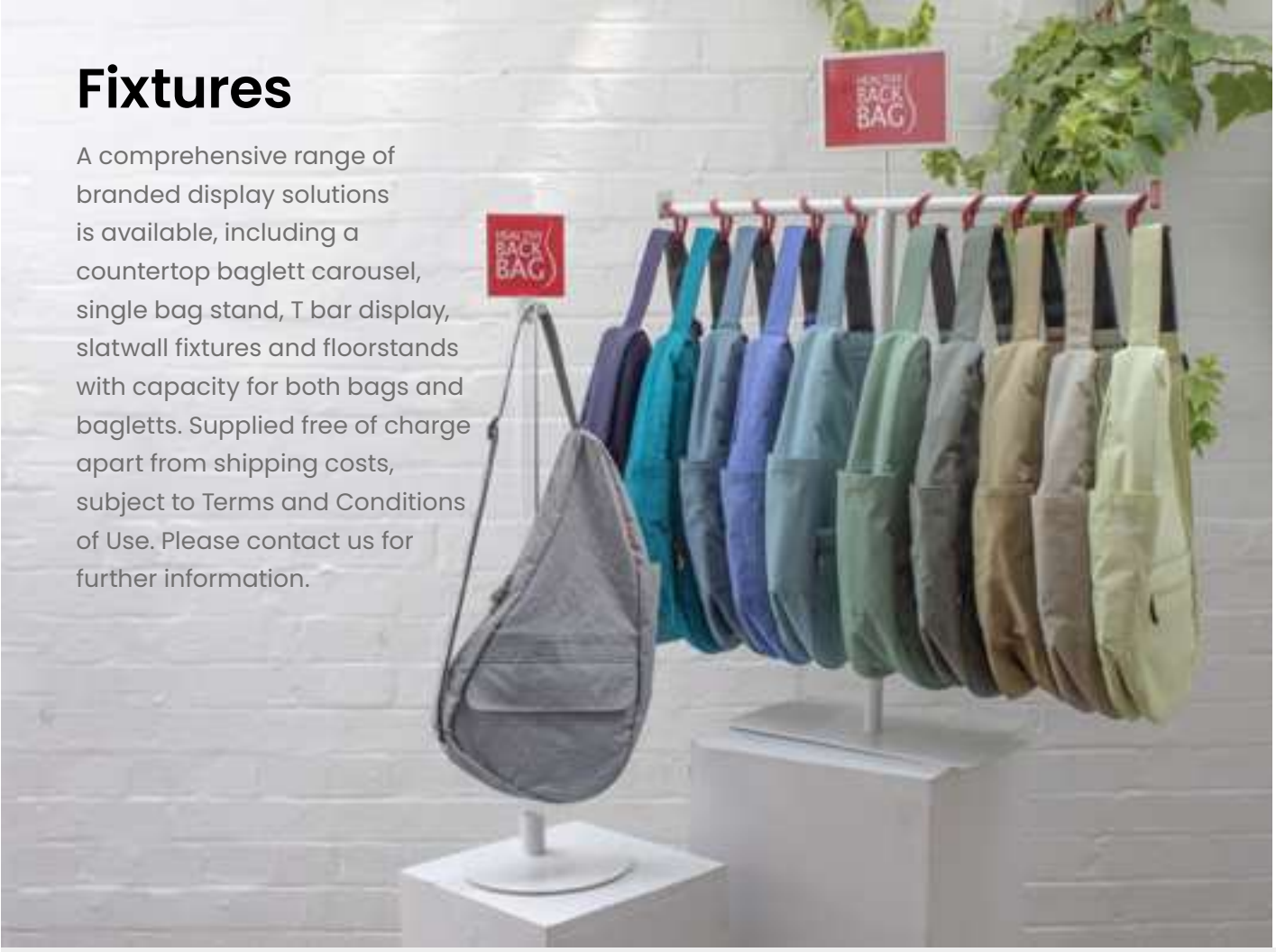
Mini Baglett	Baglett	Small	Medium	Big Bag
Perfect for minimal essentials when you don't need a full size bag		Most popular everyday size	Ideal for daytrips and sightseeing	Will fit overnight gear or gym kit
20.5 x 11 x 9cm	25 x 14 x 11cm	43 x 23 x 15cm	49 x 28 x 18cm	54 x 33 x 21cm
1 Litre	1.5 Litres	6 Litres	9 Litres	20 Litres



Watercolour Baglett

Fixtures

A comprehensive range of branded display solutions is available, including a countertop baglett carousel, single bag stand, T bar display, slatwall fixtures and floorstands with capacity for both bags and bagletts. Supplied free of charge apart from shipping costs, subject to Terms and Conditions of Use. Please contact us for further information.



Retail Support

thehealthybackbag.co.uk/trade

Register on our trade site, here you will find access to an online order form, a library of hi-res product, lifestyle and brand imagery, as well as posters, event graphics, point of sale materials, downloadable brochures, brand guidelines, logos, fixtures information, social media assets, merchandising tips and more...



Request a HBB trade account on our Trade Site

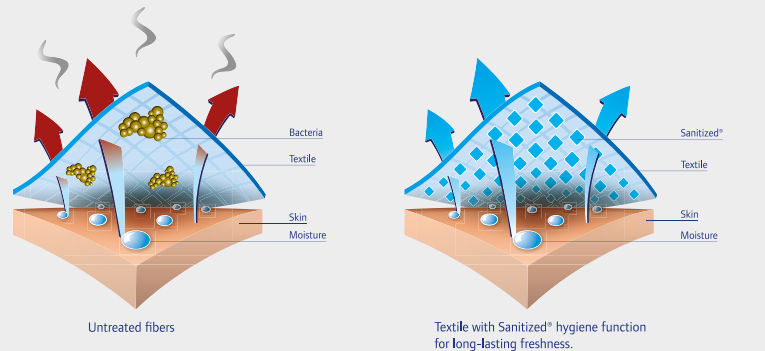
Once accepted, head to the menu 'Trade Assets'

You can now access all HBB download packages



Sanitized

Since 2021 Sanitized* antimicrobial coating has been incorporated into our lining material. Based in Switzerland, Sanitized* AG are world leaders in antimicrobial protection of textiles. Sanitized* treatment is applied as part of the manufacturing process, and helps reduce the formation and multiplication of bacteria and odours for greater freshness and peace of mind.



Textured Nylon pp.6-7



	Caviar	Spruce	Limoncello	Saffron	Dark Teal	Capri Blue	Chambray	Vintage Indigo	Blue Night	Blackberry
MB			6100-LC			6100-CP	6100-CM		6100-BN	6100-BY
B	6100LG-CV		6100LG-LC	6100LG-SN	6100LG-DT	6100LG-CP	6100LG-CM	6100LG-VO	6100LG-BN	6100LG-BY
S	6303-CV	6303-SP	6303-LC	6303-SN	6303-DT	6303-CP	6303-CM	6303-VO	6303-BN	6303-BY
M					6304-DT	6304-CP		6304-VO	6304-BN	6304-BY
Big Bag								44315-VO		



	Lilac	Ruby	Truffle	Graphite	Raisin	Black	Rocket Grey	Crimson	Rosehip
MB				6100-GT		6100-BK		6100-CR	
B		6100LG-RY	6100LG-TF	6100LG-GT	6100LG-RA	6100LG-BK	6100LG-RG		6100LG-RH
S	6303-LL	6303-RY	6303-TF	6303-GT	6303-RA	6303-BK	6303-RG	6303-CR	6303-RH
M			6304-TF	6304-GT	6304-RA	6304-BK	6304-RG	6304-CR	
Big Bag		44315-RY				44315-BK			

Special Editions pp.16-27



	Ink Splash	Watercolour	Off Grid	Calico Flowers	Geo Silver	Geometry Teal	Geometry Charcoal	Tribal
B	24130LG-IS	24120LG-WC		23140LG-CF	23210LG-SI			
S	24133-IS	24123-WC	24163-OG	23143-CF	23213-SI	23203-TL	23203-CH	20223-MU
M								20224-MU

Prints pp.8-11



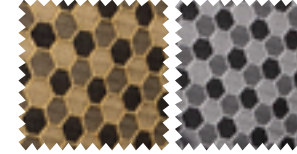
	Freeflow 1	Freeflow 2	Tie Dye Indigo	Tie Dye Chambray	Zig Zag	Cosmos	Oshibana	Re-Mix 1	Urban Retro	Block Party	Frosty Bouquet
B	6260LG-FF1	6260LG-FF2	6260LG-IN	6260LG-CM	6260LG-ZZ				6160LG-UR		
S	6263-FF1	6263-FF2	6263-IN	6263-CM	6263-ZZ	6163-CS	6163-OB	6163-RX1	6163-UR	6163-BP	6163-FQ

Tyvek® p.17



S	6173-GT
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Mosaic Collection p.25



	Gold	Silver
MB	23280-GO	23280-SI
XS	232802-GO	232802-SI

Care instructions

- Spot clean or machine-wash separately in cold water using a mild, non-biological detergent. Air dry.
- Spot clean with wet wipes or sponge with a mild, non-biological detergent solution. Air dry.
- Clean using a mild ph-balanced leather cleaner and conditioner.

Size key

- MB Mini Baglett
- B Baglett
- XS HBB Extra Small
- S HBB Small
- M HBB Medium

New for SS24

Microfibre pp.12-13



	Black	Slate	Navy	Nile Blue	Blue Sage	Neo Mint	Aloe	Peacock	Tropical Green	Cobalt	Nickel	Safari
MB	7100-BK		7100-NV		7100-BS		7100-AL					
B	7100LG-BK		7100LG-NV	7100LG-NB	7100LG-BS	7100LG-NM			7100LG-TG	7100LG-CT	7100LG-NK	
S	7303-BK	7303-SL	7303-NV	7303-NB	7303-BS	7303-NM	7303-AL	7303-PC	7303-TG	7303-CT	7303-NK	7303-SF
M	7304-BK	7304-SL	7304-NV									



	Red	Terracotta	Berry Sorbet	Smoky Rose	Wild Violet
MB	7100-RD		7100-BT		7100-WV
B	7100LG-RD	7100LG-TC			
S	7303-RD	7303-TC	7303-BT	7303-SR	7303-WV
M					

Patchwork p.12-13



	Patchwork MU1	Patchwork MU2
XS	7202-MU1	7202-MU2

Nomad Collection p.30



	Berry	Dark Teal
XS	83012-BE	83012-DT

Leather p.24



	Black	Navy	Urban Red	Java	Caviar	Lake Blue	Black Plum	Bronze
B	5100LG-BK	5100LG-NV	5100LG-UR	5100LG-JV	5100LG-CV	5100LG-LK	5100LG-BP	5310LG-BZ
S	5303-BK	5303-NV	5303-UR	5303-JV	5303-CV	5303-LK	5303-BP	5313-BZ
M	5304-BK			5304-JV				

Urban Traveller pp.22-23



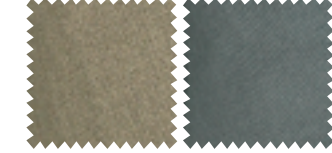
	Grey Marl	Burgundy	Slate
M	83824-GY	83824-BG	83824-SL

Active Traveller p.22-23



	Spruce	Chambray
M	83314-SP	83314-CM

Hemp p.27



	Dune	Sage
S	3203-DU	3203-SG
M	3204-DU	3204-SG

Vintage Canvas p.27



	Brown
S	4103-BR
M	4104-BR

Order online

You can now order online through our trade portal. This is where you will find the most up to date inventory information and the fastest access to new products. Rest assured however, that we are always only a phone call or email away and are happy to hear from you whichever way suits you best.

- Head to thehealthybackbag.co.uk/trade
- Click the 'Order online' link at the top left of the page
- Follow the steps to submit your order



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