

SURI FREY

LOOKBOOK
S/S2027

SURIFREY.COM

17611/431

SURI FREY

AI GENERATED

SUMMER MOOD, CLEAR SIGNATURE.

SURI FREY'S SPRING/SUMMER 2027 COLLECTION IS AN INVITATION TO TRAVEL LIGHT.

Soft pastels, natural woven textures and fluid, easy shapes meet urban functionality and confident detailing. From the compact crossbody bag to the generous shopper, the result is a versatile range that feels effortless, independent and unmistakably SURI FREY.

FROM COMPACT TO GENEROUS.

These are shapes that keep up all day. Small flap bags, slim crossbody styles and vertical mini bags feel light and modern. Rounded shoulder bags, soft hobo silhouettes and bucket shapes stand for relaxed femininity, while structured top-handle bags add a more classic accent. Roomy shoppers and backpacks complete the range with true everyday companions. Recurring colours and details tie the different sizes together into one coherent picture.

” Made without
animal materials.

We are very proud that our bags, backpacks, and wallets are
made without animal ingredients at a glance.

“

SURI FREY

SURIFREY.COM
[MADE WITHOUT ANIMAL MATERIAL]



17530

SFY Darcey

L x D x H in cm (approx.): 40 x 15 x 37

Colours:

100 black

420 sand

300 white

512 denim

400 beige

700 cognac



BAG-IN-BAG

17552

SFY Kiky

L x D x H in cm (approx.): 35 x 12 x 20

Colours:

100

black

420

sand

320

ecru

700

cognac





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MATERIAL

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17553.420

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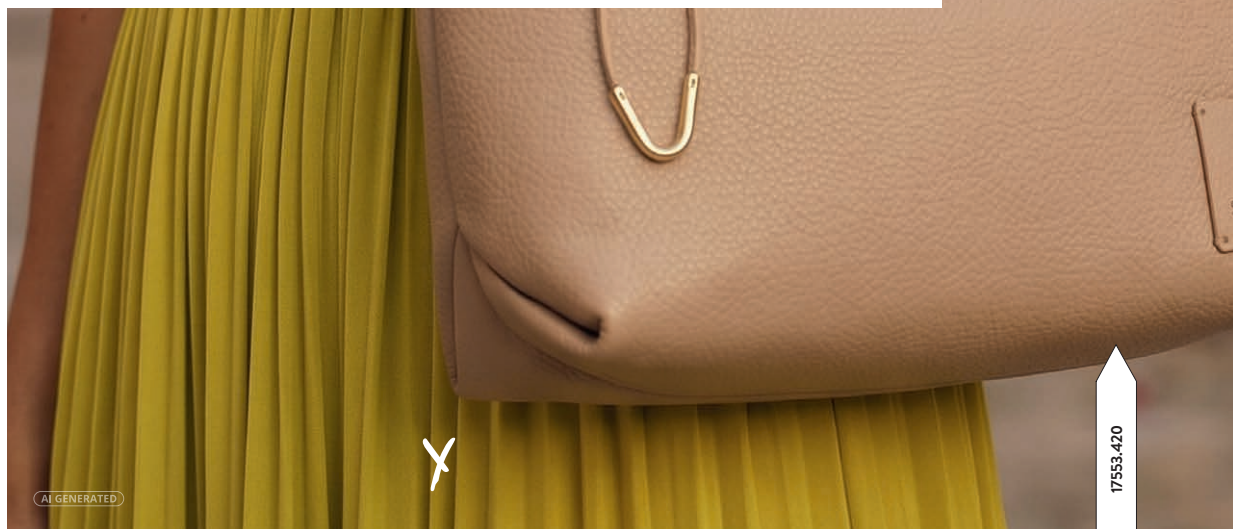


The perfect match:
SURI FREY Watch,
Art. 6058.



” The wristwatch is the most popular accessory because it combines style and functionality in a unique way like no other piece of jewellery. With our watch collections, lovers of fashionable understatement, eye-catching eye-catchers and classically elegant ladies' wristwatches get their money's worth. Our watch range offers a large selection of monochrome to high-contrast, simple and eye-catching designs that perfectly match our bag fashion. “

Get in touch with us!



SURI FREY

FASHION BAGS
SINCE 2014



17553

SFY Kiky

L x D x H in cm (approx.): 36 x 12 x 32

Colours:

- | | | | |
|-----|-------|-----|--------|
| 100 | black | 420 | sand |
| 320 | ecru | 700 | cognac |

17561

SFY Nadya

L x D x H in cm (approx.): 43 x 5 x 32

Colours:

- | | | | |
|-----|-------|-----|-----------|
| 100 | black | 460 | yellow |
| 200 | brown | 530 | lightblue |
| 400 | beige | | |



” Versatile, inspiring and uncompromisingly modern.

We develop our collections for women who don't search, but know what they want. Bags that are accessories that express attitude, style and freedom.

“



SURI FREY

17561.400

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SURI FREY



1752.700



17572

SFY Orelly

L x D x H in cm (approx.): 40 x 14 x 27

Colours:

- 100 black
- 500 blue
- 300 white
- 700 cognac
- 423 sand/beige

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17593.700

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SUMMER VIBES

17593

SFY Phoeby

L x D x H in cm (approx.):

32 x 12 x 26

100 black

400 beige

700 cognac

900 taupe



COLOUR VARIANTS OF THE » SFY PHOEBY « SERIES



17593.100



17593.400



17593.700



17593.900

COLOUR WORLDS WITH A SUMMER FACTOR.

Rosé, light blue, sage and soft yellow bring freshness to the season. Natural tones, cognac, navy and black provide the calm counterpoint and give the collection depth. The interplay of colour and surface is where it really comes alive: pastel shades emphasise soft silhouettes and open structures, while darker tones lend weaves, fringing and bold hardware more presence. Vivid yellow and multicoloured prints set deliberate focal points. The palette pairs easy-selling core shades with statement pieces that catch the eye instantly on the shop floor.

SFY Andy

L x D x H in cm (approx.):
36 x 11,5 x 21

- | | | | |
|-----|-------|-----|-------------|
| 100 | black | 431 | lightyellow |
| 300 | white | 900 | taupe |





SURI FREY

17611.431

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17611

SFY Andy

L x D x H in cm (approx.): 29,5 x 7 x 12

Colours:

- | | | | |
|-----|-------|-----|-------------|
| 100 | black | 431 | lightyellow |
| 300 | white | 900 | taupe |



” High-quality materials

A clear objective is to offer lifestyle and trends at an attractive price-performance ratio, using high-quality materials and ensuring the best possible processing quality.

“

SURFERY

COLOUR VARIANTS OF THE » SFY ANDY « SERIES

17611.100



17611.300



17611.431



17611.900



SURFACES THAT MAKE SUMMER TANGIBLE.

Grained leather looks give many styles a premium yet easy-going appeal, while smooth finishes underline clean lines and geometric shapes. Softly falling materials make hobo and bucket bags look especially laid-back. Matt shimmering, lightly padded surfaces take a sportier direction, with patch pockets, exposed zips, wide textile straps and silver-tone hardware. Colourful cord pulls and playful appliqués take the edge off the utility look. Perforations, mesh-like patterns and bast- and raffia-effect weaves bring airiness and artisanal character to the collection. Styles built from organically shaped elements, joined to one another by visible metal rivets, make a striking statement.



17621

SFY Audrey

L x D x H in cm (approx.):
30 x 11 x 19



100

black

460

lightyellow

300

white

530

lightblue

400

beige

646

lightrose

COLOUR VARIANTS OF THE » SFY AUDREY « SERIES



17621.100



17621.300



17621.400



17621.460



17621.530



17621.646

SURI FREY



BAG-IN-BAG



17640.400



17641.400



17642.400



17643.400



17644.400

SERIES » SFY SUZY « IN THE OVERVIEW

SURI FREY



17641

SFY Suzy

L x D x H in cm (approx.): 27 x 11 x 17

Colours:

100 black

420 sand

400 beige

700 cognac



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DETAILS WITH PERSONALITY.

Sometimes quiet, sometimes playful: understated logo appliqués and fine metal accents keep the look visually clean, while buckles, rings and decorative closures give other lines more fashion presence. Fringing adds movement and a boho feel; tassels, charms and appliqués set charming accents. It is exactly this shift between pared-back fronts, flowing lines and eye-catching details that creates the signature SURI FREY character.





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17643.400

SURI FREY



17740.400



17741.400



17742.400



17743.400



17744.400

SERIES » SFY SHERRY « IN THE OVERVIEW



17742

SFY Sherry

L x D x H in cm (approx.): 34 x 12 x 26

Colours:

200 brown

400 beige

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X

17742.400

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A STRONG SELECTION FOR RETAIL.

For retail, the collection offers a clear yet flexible range structure. Light, streamlined styles appeal to customers looking for timeless versatility. Hobo and bucket shapes serve a more casual, fashion-led taste, while structured top-handle and crossbody bags convey dependability. Woven effects, perforations, fringing and prints deliver seasonal impulses and can be combined into harmonious colour stories or high-contrast theme areas. The result is a collection that reaches very different customer types and still feels all of a piece.

SURI





17743.200



17743

SFY Sherry

L x D x H in cm (approx.): 26 x 14 x 19

Colours:

-  200 brown
-  400 beige



17802

SFY Layla

L x D x H in cm (approx.):
32 x 12 x 17



100

black

530

lightblue

300

white

646

lightrose

431

lightyellow

700

cognac





SURI FREY

17802.530





17820

SFY Yuma

L x D x H in cm (approx.):

37 x 20 x 23



brown



multi

17820.999



17821

SFY Yuma

L x D x H in cm (approx.):

46 x 46 x 10



brown



multi



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SPRING/SUMMER 2027

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17256.988



17401.400



17530.420



17570.423



17590.400



17593.900



17660.530



17691.420



17710.431



17753.910



17791.420

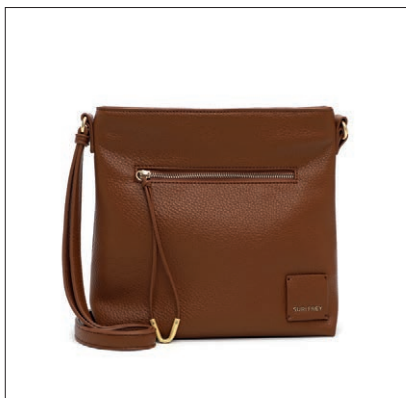


17803.700

MORE INSPIRATIONS



17541.100



17551.700



17561.460



17621.530



17634.100



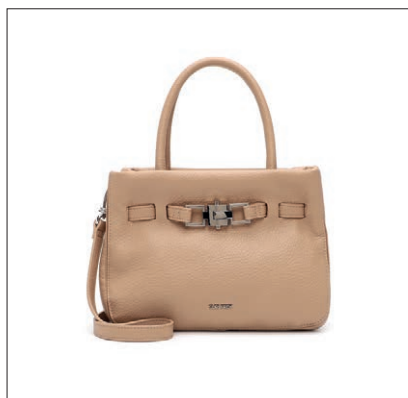
17650.420



17720.530



17732.500



17813.420



17820.200



17830.530



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