

A Beautiful World

A celebration of nature

From the great wilderness,
to spectacular flora

From our sun-filled shores to
the depths of our seas

Our world is beautiful

The Wren Design
2022/ 2023



wren



TAKE A STORY WITH YOU

WREN started as a dream by Wendren Setzer back in 2007. Whilst day dreaming at her boring desk job as a textile designer she sketched a bird that became the name of the company and the mark of the brand.

Everything created at WREN is connected to sustainability. Recycled reclaimed paper from the printing factories are collected and this serves as the main material used to create WREN products. The paper is special: it has a stretch to it because of how it is pulped as well as increased strength properties.

The idea to use paper came to Wendren whilst driving behind a cement truck carrying cement bags of the well known Pretoria Portland Cement. The cement bag in South Africa are 50kg paper packets. PPC's brand features the African Elephant on their packaging because it portrays the strength of the product and the many Elephant conservancy projects that they have been involved in. Wendren thought "that branding is cool, I wonder what I could make with it". As a student she got hold of a PPC bag, fused it to a special cotton she sourced from a shoe factory, and took it to her sewing machine. The rest is history.

14 years later WREN celebrates with a new collaboration that brings beauty and nature a little close to everyday experiences.



1. THE WREN DESIGN : TAKE A STORY WITH YOU
2. Meet the creators
3. Partnership with WWF
- 4-5. Botanical
- 6-7. Wildlife
- 8-9. Ocean
- 10-11. Colour stories
- 12-13. Product overview
12. Find out



A Beautiful World explores
nature in art, art in product,
and product in everyday life.




wren
Wendren Setzer
SHARON B
DESIGN
Sharon Bonzaaier

South Africa, a land of endless natural beauty is the setting for the latest collaboration between locals Sharon Bonzaaier and Wendren Setzer.

Sharon, a celebrated artist in South Africa choose to create in ink for this collection because of it's rich and explosive colour that captures the magic of the endemic Fynbos vegetation, it's movement that misbehaves like the South Easterly winds that pummels across Table Mountain slopes, and the gradient ombre's that can be achieved in each brush stroke diving deep into the Cape's coastal waters.

Three themes were lovingly selected by Wendren and Sharon to celebrate the rich heritage of our beautiful land: Ocean, Wildlife and Botanical.



The World Wildlife Fund for Nature are working to sustain the natural world for the benefit of people and wildlife, and they believe this can only be achieved in partnership with, and in the interests of, individuals and communities around the world. WREN agrees which is why **a percentage of every A BEAUTIFUL WORLD purchase will be donated to WWF Africa.**



BOTANICAL

Inspired by the richest floral kingdom in the world; The Cape Floral Kingdom. One of the smallest in size but yet it is home to 8600 plant species and some 5000 of which occur nowhere else in the world.

Mini Sleeve [back]



iPad Sleeve



Square Wallet



Notebook Organiser



Laptop Sleeve [open]



WILDLIFE

Inspired by the African animals that if you are lucky, you spot on safari: The Black Rhino hiding deep in the bush. The precious and very protected little Dung Beetle rolling a ball of Elephant dung across the track. The majestic Lion, king of the beasts. The fastest of all the land animals, the Cheetah.



Laptop Sleeve

Square Wallet



Notebook Organiser



Laptop Sleeve [back]



Mini Sleeve [open]



OCEAN

The meeting of two of the most energetic ocean currents off the shores of South Africa sets the tone for this vibrant, playful design. From the delicate Shyshark to the playful penguin this artwork radiates life. Whether you prefer to watch the whales from the shoreline or dive in the kelp forests, there is something for you to find.



IPad Sleeve

Mini Sleeve [open]



Square Wallet



Notebook Organiser [Open]

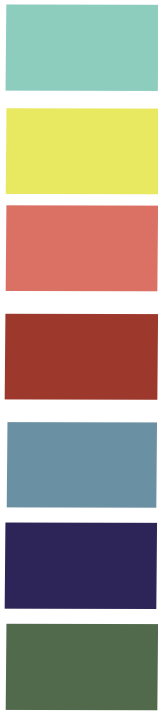


Laptop Sleeve

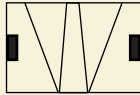
COLOUR STORIES

Top to bottom:
Aqua, Lemon, Persimmon, Brave Red, Faded, Deep Blue, Something Green

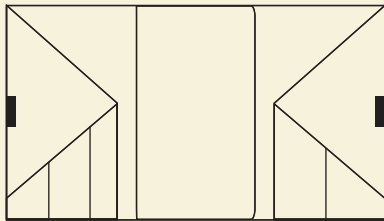
A number of colours are launching through the year 2023.
Some of them are featured as complementaries on this page.



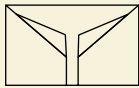
PRODUCT OVERVIEW



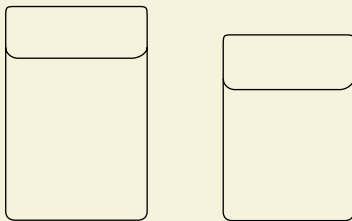
SQUARE WALLET
The slimmest wallet out there made from a single piece of WREN special paper.
15mm thick
Billfold at the back (big enough for the largest currency notes).
A secret coin pouch hidden between two magnetic snap closures.
Closed: 9 x 10.5cm
Open: 9 x 18.5cm



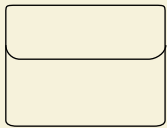
NOTEBOOK ORGANISER
Keep all your notes in one place with a Notebook Organiser.
Side fold-over covers with a hidden magnetic double-close system.
Space for notes and pens.
Two locally produced acid-free notebooks included.
Notebook size: A5



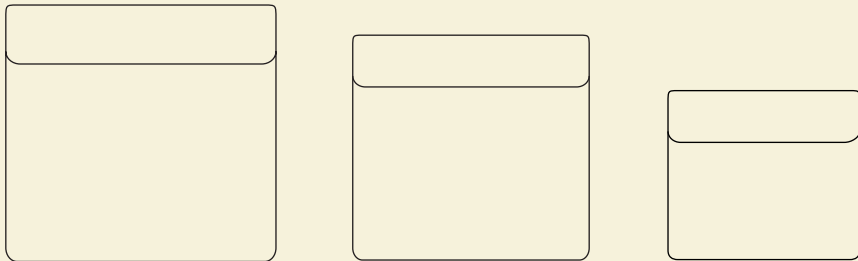
SLIM WALLET
Also referred to as the ultimate card holder.
10mm thick.
Space for up to 8 cards.
Notes can be folded and tucked inside.
Closed: 7 x 10.5cm
Open: 7 x 14.5cm



IPAD & TABLET SLEEVES.
A sure way to keep your screen protected without a bulky cover.
Three hidden magnetic closures.
Padded with soft interior.
Second pocket sleeve on the front.
Tablet: 22 x 28cm
iPad: 20 x 26cm



MINI SLEEVE.
A perfect clutch or small device cover.
2 hidden magnetic closures.
Padded with soft interior.
Second pocket sleeve on the front.
22.5 x 15cm



LAPTOP SLEEVES.
Designed for the perfect snug fit with optional protection.
Hidden magnetic closure and secure pres-stud close.
Padded with soft interior.
Second pocket sleeve on the front.
Large: 38.5 x 26.5cm
Medium: 34.5 x 25cm
Small: 32.5 x 23.5cm

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