

Press Release

Announcing the Launch of Tras Designs CAURI - Carbon Business Bag.

Available at our online store.

July 9, 2023

100% real Carbon Business Bag

CAURI is a business bag made of 100% real carbon - carbon that shimmers with depth. The shell of the sophisticatedly designed business bag CAURI has an overwhelming presence, that catches the eye at first glance.



Cauri Noir

The concept of "noir" is a sophisticated design with a special black coating that brings out the luxuriousness of carbon.

The black business bag has an overwhelming presence with its carbon shell and high quality black leather.



Cauri Classique

This classic complements the carbon shell with the depth and luster of a lacquer coating.

The reddish black color is matched with a fine balance of undyed high-grade vegetable-tanned-leather. The more you use it, the more you will enjoy the taste of this CAURI Classic.



Cauri Naturel

Naturel is a shell made of carbon and natural fiber. It is made of natural fiber, which is already attracting attention in Europe as a new material to replace carbon. This CAURI mixes the advantages of carbon composites with the beauty of natural materials.

Naturel achieves a -43% reduction in CO2 emissions compared to the same product in pure carbon.



After producing producing carbon products for the world's most prestigious motorsports for 33 years, we wanted to produce something that brought that level of skills to life in a different kind of product. CAURI is a one-of-a-kind, top-of-the-line carbon bag born from the desire to "create carbon products that sublimate carbon composite technology. The ultimate business bag, which is the product of Tras, a master of carbon, a master of bag processing, and a master of painting, will beautifully add to your lifestyle.

High-end collaboration

The carbon shells are finished with the highest quality by Tras. From there they are processed by "Endo Luggage Co., Ltd." CAURI's production is made by craftsmen in every step of the entire process, ensuring a high-end finish of the leather and eco-suede interior.



Tras painters bring out inner beauty

Painting carbon is very difficult in general. Carbon, which is composed of fibers and resin, is woven lengthwise and crosswise. It does not have a flat surface, but has small irregularities caused by folds. As part of Tras' product manufacturing process, we have a team of professional painters who work to ensure that the carbon is beautifully painted. It is the craftsmanship of the Tras painters that ensures a uniform and beautiful paint finish despite the unevenness. The same Tras painters are used to paint our most prestigious motorsports products. Enjoy the beauty of shells created by Tras painters with CAURI.



Natural fiber version

Tras actively uses "natural fiber prepreg" in its products. Natural fiber prepreg, also known as natural fibers, is a new material that has a similar structure to carbon prepreg. It can be handled in the same way as carbon, and can reduce CO2 emissions in production by as much as -85%. Tras is the first company in Japan to use natural fiber in its products, and although it is still a rare material in Japan, it is already gaining popularity in Europe as an eco-friendly and beautiful material that is equivalent to carbon. In Europe, it is already gaining popularity as an eco-friendly and beautiful material that is comparable to carbon. Natural fiber is a cutting-edge material that is gaining attention as a material that will become as popular as, if not more popular than, carbon.

Tras Designs

Even if the best material - like carbon - is made into a product with Tras' craftsmanship, its success will still hinge on great design. This is why Tras is so committed to the design of its products that it has created the brand Tras Designs and works with designers to develop its products so that they are sophisticated and well-designed. In the carbon industry, which is mainly concerned with car and motorcycle parts, well-designed carbon accessory product is currently more than rare. The overwhelming beauty of CAURI, which grabs the eye at first sight, is the result of design and technical ingenuity to take advantage of the characteristics and beauty of carbon.



Product Design by Keita Shimizu

1974	Born in Tokyo
1998	Graduated from the Department of Design, Faculty of Fine Arts, Tokyo University of the Arts
2000	Completed the master's course at the same university's graduate school of fine arts
2003-2006	Based in Milan
2019	Established Creative Norm Co., Ltd. CEO

Direct Sales and availability:

The Tras Designs CAURI Business Bag is available for purchase at our online boutique:

<https://www.tras.co.jp/en>

As each piece is handcrafted, availability is very limited. We sell directly to our customers to ensure that each and every one of our products is made with the utmost care and attention to detail. We are ready to ship worldwide and are set up to ensure that our discerning customers around the world can enjoy Tras products.

Pricing:

The Tras Business Card Holder, a symbol of status and sophistication, is priced at ¥210,000 before tax. Add to your unique lifestyle with the luxury of owning a Tras product - a unique blend of heritage, innovation, and craftsmanship.

