

Donnerstag Weeks

September 19–30, 2023

Copy and cash in



Evergreen

Hit

FREITAG Shopping Bag F52 MIAMI VICE
Inspired by a supermarket's paper bag.
The answer to a FREITAG bag imitation.
Use over and over again.



New

290.00 **DONNERSTAG Messenger Bag F13-D COPY CAT**
The original copy of a 1990s counterfeit made of used truck tarp



30%

6.99
was 9.99

XXL foil number balloon No. 30
To mark 30th birthday of FREITAG



Pack of 10
50%

5.99
was 11.99

Party streamers
The simple, sure-fire way to get friends and family into fun mode



99%

Support Culture
99% of profits from F13-D COPY CAT to go to the benefit of a cultural foundation

All prices in Swiss francs, incl. VAT.
Offers valid only from September 19 to 30, 2023, as long as stocks last.



The simple way to shop online: freitag.ch

FREITAG – Original since 1993

Messenger Bags

Same same but different



DID YOU KNOW?

Something that started out as the idea of two brothers in a shared apartment in Zurich in the fall of 1993 has developed into a company that brings one-off recycled bags to the streets from Europe to Asia. Fast forward to today, the driving principle behind FREITAG has been to keep used materials in circulation for as long as possible. And for the future, there are even plans to close the cycles. So now, on the occasion of its thirtieth anniversary, FREITAG looks back on its beginnings and, as a tribute, copies the counterfeit that made the FREITAG bag an original.



82%

M-24 Messenger Bag
UK company, material: truck tarp



76%

sourced Messenger (M)
UK company, material: truck tarp



81%

Volverup Erlangen
Italian company, material: truck tarp



76%

SOMSTIG! Dani
South Tyrolean company, material: truck tarp



78%

Unbegun Crossbody Bag
Dutch company, material: market tarp



55%

REBAGO MIGUEL Shoulder Bike Bag
Polish company, material: truck tarp



71%

Mustaches Tasche Nemo #045
Czech company, material: truck tarp



69%

Duel Small messenger bag
Canadian company, material: truck tarp



66%

Swiss Mountain Händ Bägs Sidebag Medium
Swiss company, material: truck tarp



Fortunately, some of the imitators take their inspiration from not only the form but also the company's beliefs and likewise focus on reusing materials or environment-friendly production processes.

Name Game



Hit

Wochenende (Weekend) Truck Canvas Bag
מחיר 100%



Hit

Ferientag (Holiday) STA Travel giveaway
Condition: used, very good
Private sale



New

Fertile Vintage Canvas Bag

The culture of copying is omnipresent, not only in music, art or literature, but also in design and fashion. And with its unique product and increasingly widespread recognition, FREITAG is attracting imitators. Some limit themselves to sewing the characteristic black-and-white FREITAG logo onto their own creations. For others, however, there are no bounds to their imagination, even when it comes to naming: the list of copies such as «FERTILE», «WOCHENENDE» (Weekend) or «FERIENTAG» (Holiday) is long.

Freshly made bags

DID YOU KNOW?

Let's jump to year three of the FREITAG story. In 1996, Markus Freitag went shopping in a branch of one of Switzerland's largest supermarket chains. Suddenly, there between the carrots and the cookies, he came across something that looked familiar. Directly in front of him was a copy of a FREITAG bag. Except this one was called «Donnerstag» (Thursday) and it was mass-produced from flimsy new plastic. Sure, they'd copied the bag, but not the idea. This bag was neither unique nor recycled, and it probably wasn't all that durable. It wasn't so much the day of the week (in German, Donnerstag is the day before Friday) that was so different, but the choice of material, the production method and the belief behind the product.

The supermarket's counterfeit caused a stir and was a big headache for a bag-making company that was still pretty small and whose production site was a 60-sq.m studio in the Maag complex in Zurich's industrial district. «Can they do that?» «Is the Donnerstag bag the beginning of the end for FREITAG?» These were the questions that caused sleepless nights for the Freitag brothers and their first permanent employee at the time. To everyone's relief, it didn't lead to a horrendous court battle, or even the mass production of Donnerstag bags that would possibly have buried FREITAG. Thanks to a wave of sympathy from fans and friends, which was also picked up by the media, the retailer took the copy off its shelves and promised never again to name bags after days of the week.

The copy of the original
↓



Migros Donnerstag bag (not for sale)

Swiss company. As a tribute to the FREITAG bag copy from back then, an original copy will be reintroduced as a limited edition on September 19, 2023, as the F13-D COPY CAT.

Known for their animal-friendly styles and designs.
↓



78%

bagful Curtis-Messenger

Italian company, made of printed PVC 560



71%

olleTog Shoulder Bag Eppan-Furkel

South Tyrolean company, made of new truck tarps



86%

Suri Frey Shoulder Bag Jessey-Plane

German company, made of vegan faux leather

Editor's note: In German, Freitag is not only the name of the brothers who invented the eponymous bag but also of the weekday, Friday. "Donnerstag" is German for Thursday.