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The next Swedish 'it-bag' is made out of paper

By Josefin Forsberg

May 24, 2023



Susan Szatmáry in Lessebo Paper factory. Photo: Susan Szatmáry x Lessebo Paper



Susan Szatmáry crafting the paper handbags. Photo: Susan Szatmáry x Lessebo Paper



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A firm favourite of Swedish royalty, Susan Szatmáry steps outside of her leatherworking comfort zone for her latest collaboration with Lessebo paper

Jacquemus isn't the only brand experimenting with whimsical bags (surely no one has missed the top-handle boats jetting around Lake Como as of late?). Susan Szatmáry is innovating the handbag industry, turning to parchment to create the art installation 'Blossom' in collaboration with boutique Swedish paper mill, Lessebo Paper and Stockholm Creative Edition, an annual independent design festival taking place in Stockholm.

Paper has always been an integral part of Susan Szatmáry's creative process. From the first, conceptual steps of putting pen to paper when sketching out designs, to creating samples out of cardboard [an Italian method known as 'Salpa in Cartoncino'], the material is crucial when the celebrated Swedish leather goods designer gets to work – creating tangible representations of her ideas before moving on to the production phase.

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truly captivating, according to the designer. "As someone who frequents museums and vernissages, I've often envisioned interpreting my products as an art form that could be showcased on a pedestal," says Szatmáry. "This collaboration has allowed me to achieve that vision by elevating my bags to the level of art."



The trio of paper handbags on display. Photo: Susan Szatmáry x Lessebo Paper

The process of creating the paper handbags became "a reminder of how paper is a versatile medium with endless creative potential," for the designer. Working with paper also offered new opportunities for Szatmáry to see her designs rendered in "fresh light," incorporating colours she previously hadn't explored such as vibrant pink and sky blue.

The one-of-a-kind bags crafted from Lessebo Paper's