



CUTY: THE DETACHABLE POCKET/BAG

Introducing the pocket that turns into a bag: the innovation revolutionizing outerwear

A simple gesture, a brilliant idea, a new freedom of movement. The first detachable pocket is hitting the market—one that can be integrated into coats and jackets and transforms into a practical shoulder or belt bag, combining design, functionality, and sustainability in a single, smart accessory. Designed for those who live the city life dynamically, this innovative solution transforms a traditionally hidden element—the pocket—into a standalone, versatile accessory. Thanks to a discreet and secure attachment system, the pocket can be easily removed from the garment and worn as a shoulder bag or belt, maintaining elegance and aesthetic consistency with the original garment.



Functionality and style without compromise

The pocket/bag is designed to ensure:

- A stable and invisible attachment system
- A set of independent removable shoulder straps/belts
- Materials that coordinate with the garments
- Compatibility with existing pocket shapes on the market
- Optimized space for smartphones, wallets, keys, and small personal items

A step toward smarter fashion

The idea stems from the need to reduce the use of additional bags and promote more mindful consumption. One product, multiple functions. Fewer accessories, greater versatility. The removable pocket/bag represents a new vision of fashion design: modular, transformable, sustainable. This innovation is set to redefine the concept of outerwear, transforming it into a dynamic and interactive object capable of evolving alongside the wearer.

The official presentation will take place on April 20, 2026, in Milan, at the NVK DESIGN Showroom—a unique opportunity to get a sneak peek at an accessory that combines functionality, aesthetics, and fashion in a single gesture.

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