

PRESS KIT

“It’s great to see a new take on umbrellas – the colors and designs are fresh and bold. Perfect to brighten gray days.”

Andrew Mandell | Takashimaya NY



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Bright ideas for gray days.

Yet another rainy day in Vancouver – dim, gray and wet. It was then that Estella, founder and designer of Possum, snapped. Standing amongst a sea of black umbrellas under dark heavy clouds, it dawned on her that through design and colour, dreary days can be brightened. With Possum, gray days will never look the same again.

UNIQUE DESIGN FEATURES

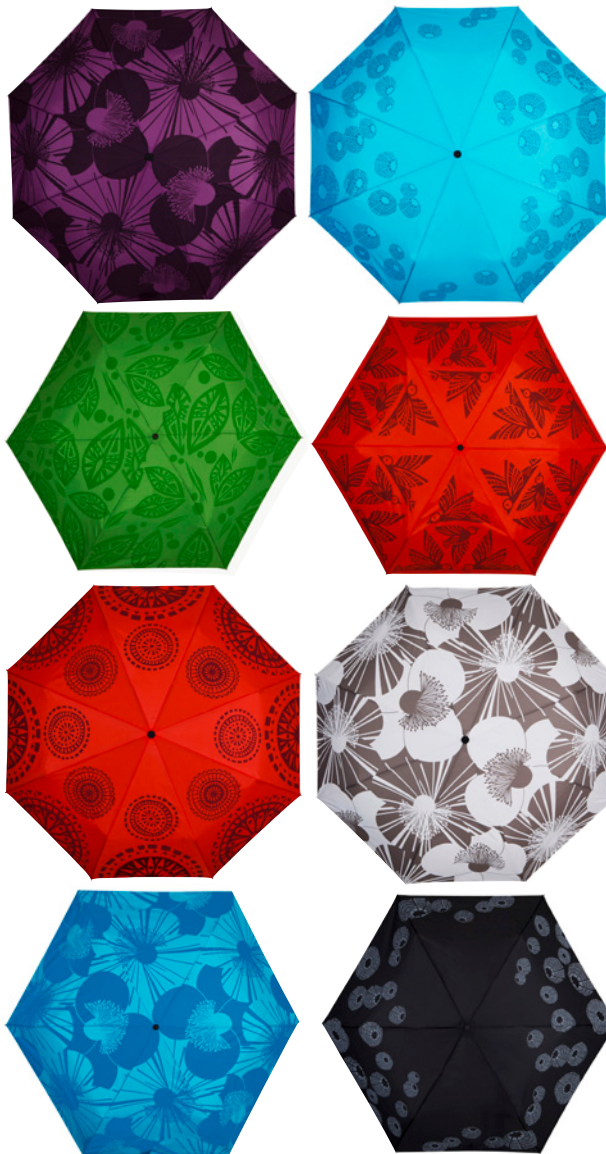
- Multi-functional pouch folds out into a carrier bag.
- Original prints screen-printed by hand.
- Locally designed and ethically manufactured with fair labour and wages in a small family-owned facility.
- Custom-designed umbrellas available.

Classic Umbrella

\$40-45

Mini Umbrella

\$35



Every umbrella comes with a pouch that folds out into a carrier bag.



“People love the richly infused colours and designs. They’ve been flying out the door... we sold out in the first week and had to order more.”

Deena Melon | Gumdrops

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Small and compact, charming and warm, the Possum is inspiration for all our designs.

Possum was born when designer Estella Lum noticed how few umbrellas exist that are fresh, bold and stylish. After all, an umbrella says a lot about style. Like glasses. Or shoes. With that in mind, our focus is to incorporate aesthetics into everyday life in the most thoughtful way possible. Each umbrella panel has been designed to align next to each other in a cohesive manner. By merging our artistry with high quality materials, Possum is dedicated to producing umbrellas that will stand the test of time (and rain).



ESTELLA LUM, award-winning graphic designer, loves making everyday objects beautiful. Living on Canada's West Coast, she has endured many a wet day in Vancouver. She is an active person who hates being weighed down – which means she carries around as little as possible. Designing umbrellas that are stylish, light and compact has become her quest.

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At Possum Umbrella, we care about the earth. After all, it's where we live and what we'll be leaving for generations to come. By pledging 1% of sales to the preservation and restoration of the natural environment, we hope to make a difference to our planet's future.

1% for the Planet is an alliance of businesses that understand the necessity of protecting the natural environment. They understand how profit and loss are directly linked to the health of our environment. In addition, these businesses are concerned with the social and environmental impacts of industry.
www.onepercentfortheplanet.org

“Rich colours and bold patterns appeal to our Gallery Store shoppers. The fact that they're locally designed and ethically made makes it even more appealing.”

Sharon Young | Vancouver Art Gallery Store

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Store Listing

CANADA

VANCOUVER

Vancouver Art Gallery Store
750 Hornby St.

Walrus
3408 Cambie St.

Gumdrops
2029 W.4th Ave.

Whole Foods
Cambie: 510 W. 8th Ave.
Kitsilano: 2285 W. 4th Ave.
Robson: 1675 Robson St.

UBC Bookstore
6200 University Blvd.

Plenty
2803 W. Broadway
1107 Robson St.

Room In Order
1055 Davie St.

Fine Finds
1014 Mainland Street

Tenth and Proper
4483 W. 10th Ave.

Country Furniture
3097 Granville Street

Red Horses
2060 Marine Drive

book'mark, The Library Store
Vancouver Public Library, 350 W. Georgia St.

Avant Gardener
1460 Marine Drive

Hum Clothing
3623 Main St.

Doctor Vigari
1312 Commercial Dr.

Dream
311 W. Cordova St.
1666 Johnston St. (Netloft on Granville Island)

SQUAMISH

Agnes Jeans
38016 Cleveland Ave.

VICTORIA

Victoria Art Gallery
1040 Moss St.

Hemingway
104b-560 Johnson St.

TOFINO

Love Craft
346 Campbell St.

TORONTO

Gardiner Museum Store
111 Queen's Park

USA

NEW YORK

Museum of Modern Art (MoMA)
11 West 53rd St.
81 Spring St.

Museum of Arts and Design
22 Columbus Circle

SEATTLE

Seattle Art Museum
1300 1st Ave.

DALLAS, TX

Dallas Museum of Art
1717 North Harwood

FREDERICKSBURG, TX

Sprout
104 E. Austin St.

ASIA

HONG KONG

Fang Fong
47 Staunton St., Central

KOREA

Museum of Modern Art (MoMA)
momaonlinestore.co.kr