

# SUSTAINABLE CAMPAIGN: SOCIAL MEDIA



ROKA roka\_london ...

ROKA Liked by ablissfuladventure and 199 others

roka\_london We've expanded our Roka Sustainable range! Now you can get your favourite Roka bag made using recycled plastic bottles and manufactured using less water, less energy, and fewer emissions! 🌎 #RokaRecycled

View all 7 comments

fabiolomba10 Very good quality and nice looking bags , keep it up 👍👍👍

roka\_london @fabiolomba10 thanks so much! 😊

February 2

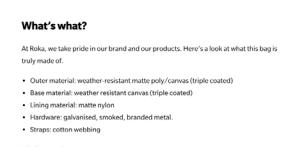
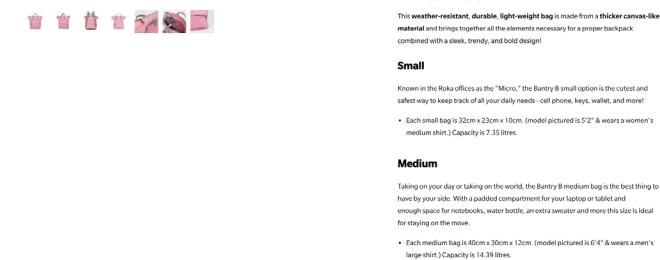
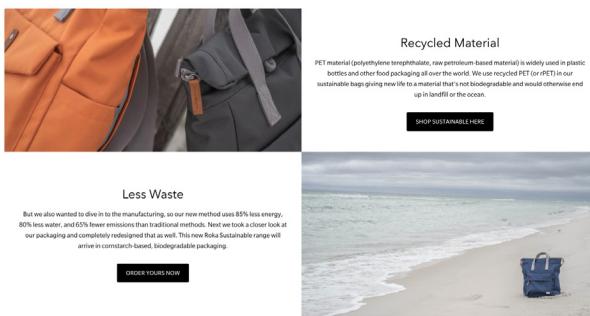
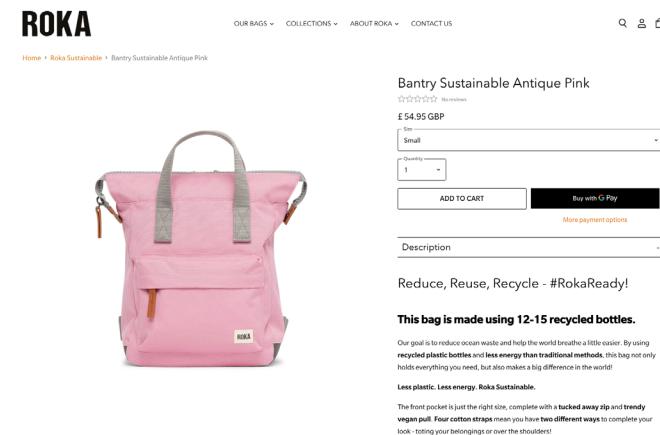
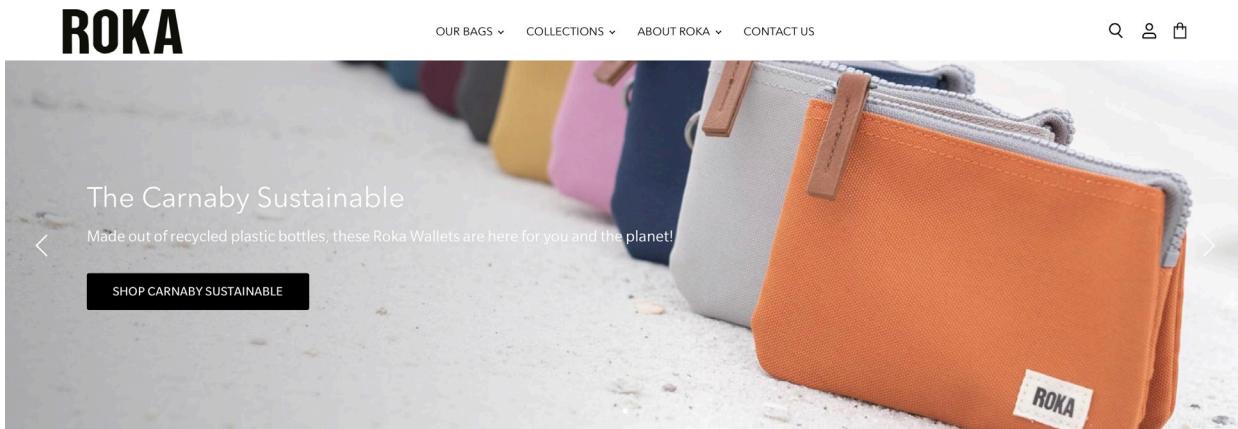
ROKA roka\_london ...

ROKA Liked by 157 others

roka\_london Yellow there! We've found the perfect bag for you! 🌎 #RokaRecycled

View all 13 comments

# SUSTAINABLE CAMPAIGN: WEB CONTENT



# SUSTAINABLE CAMPAIGN: LONG FORM EMAILS

## Wholesale

### ROKA SUSTAINABLE

BANTRY CAMPDEN CANFIELD CARNABY FINCHLEY PADDINGTON

Less Plastic. Less Energy.  
#RokaRecycled!



#### An Entire Sustainable Collection

We've taken all the Roka bags you know and love and have added them to our sustainable range!

Made using 12-15 recycled bottles and less energy, these bags are made with the same material as our best selling Finchley Sustainable - making them fashionable, functional, and eco-friendly!



From the Bantry to the Canfield, we've created an entire line of Roka Sustainable bags - there's one for everyone!



ORDER NOW

#### The Carnaby Sustainable Wallet

This little Roka wallet is made using one recycled bottle - it pairs perfectly with any Roka Sustainable backpack!



PLACE YOUR ORDER



#### The Paddington Sustainable

The crossbody designed for any day and any style is now made using our new eco-friendly methods, in our canvas material made from recycled bottles!

STOCK UP HERE

#### The Canfield Sustainable

Roll-top, wide mouth opening, loads of storage space, side pockets for your reusable bottle, and now sustainably made - this new Canfield is ideal for any day!

ORDER YOURS NOW



### The Bantry Sustainable

With our two classic sizes in the original Bantry bag - made using our recycled material and less waste - you'll be able to mix and match for any day or any style!



ORDER NOW

#### Perfect For Click & Collect!

As lockdown continues, we want to do everything we can to help, that's why we've kept this entire range as wholesale only for the month of January.

We've also created an entire library of imagery for you to download and use on your website or social media.

IMAGERY DOWNLOAD



We're beyond thrilled to be taking more and more steps towards sustainability as we move into 2021. Our goal is to keep creating products that are fashionable, functional, and Earth-friendly!

#### TEAM ROKA xx

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31.44% Open Rate

5.36% Click-through Rate

## B2C

### ROKA SUSTAINABLE

BANTRY CANFIELD CARNABY FINCHLEY PADDINGTON

Roka Sustainable has arrived!



ROKA SUSTAINABLE

Good-bye plastic. Hello Roka Sustainable!

100 million plastic bottles are used worldwide everyday, and 80% of those never get recycled and end up in our landfills and oceans.

That's why we created Roka Sustainable - a range of bags made out of recycled plastic bottles to help recycle waste and protect marine life.

SHOP NOW

Less Waste. More Style.



We have also addressed our manufacturing. Our new method uses 85% less energy, 80% less water, and 65% fewer emissions than traditional methods.

SHOP SUSTAINABLY

One step further.



To avoid single use plastics for delivery, we've completely redesigned our packaging as well. This new Roka Sustainable range will arrive in compostable-based, biodegradable packaging.

ORDER NOW

Less plastic. Less energy.



From the Carnaby wallet to the Classic Bantry, we've taken all the Roka bags you love and have redesigned them from start to finish to better care for our planet!

CLICK HERE TO LEARN MORE



CHECK OUT THE COLLECTION

Reduce, Reuse, #RokaRecycled!



Bantry Sustainable Canfield Sustainable Finchley Sustainable

SHOP BANTRY SHOP CANFIELD SHOP FINCHLEY



Paddington Sustainable Carnaby Sustainable Retro Camo Sustainable

SHOP PADDINGTON SHOP CARNABY SHOP CAMO

At Roka London, we're doing our best to take steps to better care for our planet. From materials made of recycled plastic to biodegradable packaging, everyday we are finding new ways to make a difference.

So you can shop your style - sustainably!

TEAM ROKA xx

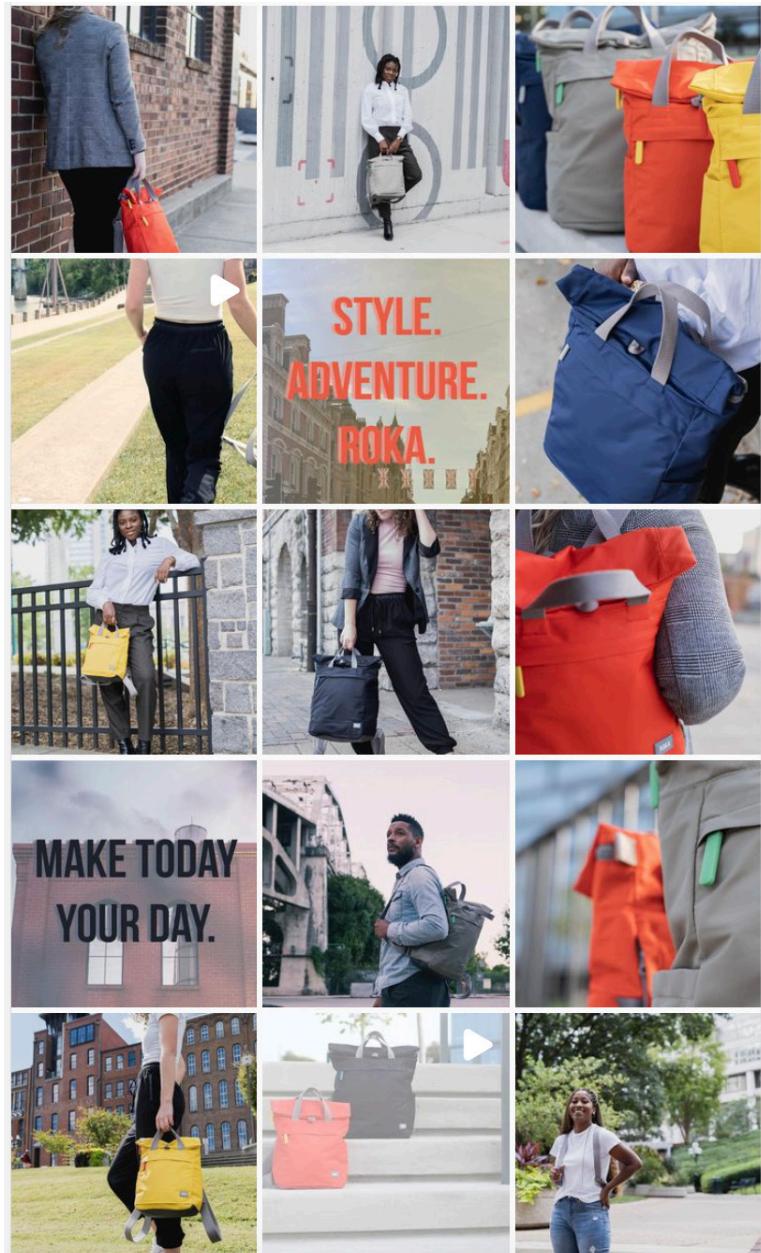
ROKALONDON.COM



24.9% Open Rate

4.86% Click-through Rate

# CAMDEN CAMPAIGN: SOCIAL MEDIA



ROKA roka\_london

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Heart Comment Share



Liked by tdscoytt and 159 others

roka\_london Rubber pulls, roll top, & pockets, pockets, pockets! #TheCamden

ROKA roka\_london

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Heart Comment Share



Liked by jonfennn and 160 others

roka\_london Adding colour and smiles to any day 😊 #TheCamden

View all 9 comments

# CAMDEN CAMPAIGN: WEB CONTENT

## ROKA

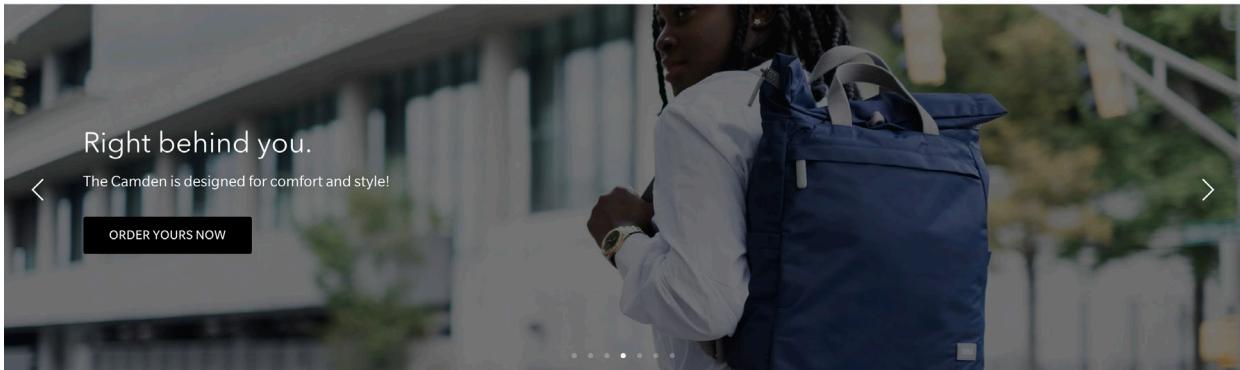
OUR BAGS ▾ COLLECTIONS ▾ ABOUT ROKA ▾ CONTACT US



Right behind you.

The Camden is designed for comfort and style!

ORDER YOURS NOW



## ROKA

OUR BAGS ▾ COLLECTIONS ▾ ABOUT ROKA ▾ CONTACT US



The Camden.

Roka's Premium, Limited Edition Backpack

SHOP CAMDEN NOW

Designed For Life On The Go

Take a closer look at Roka's bold, new addition.  
We've redesigned and upgraded all of the Roka components you know and love - check it out!

Branding

All of the Roka branding has been upgraded! On the front panel and back, you'll find rubber Roka logos and branding - durable & bold!



Inside

We've added matching interior colour as well as more storage space! Our traditional zip pulls have been replaced with contrasting, rubber pulls to add ease of use and a bold new look!

FIND YOUR FAVORITE

## ROKA

Home > Camden > Camden Custard



Camden Custard

☆☆☆☆☆ No reviews

£ 59.95 GBP

Size —

Small

Quantity —

1

ADD TO CART

Buy with Google Pay

More payment options

Description

Roka's Limited Edition, Premium Bag.

Say hello to Roka's bold, new bag - the Camden! All of the classic Roka elements you love upgraded.

With rubber Roka branding and contrasting colour pulls, this bag is eye catching as it's functional. As always, this bag is durable and lightweight to help carry anything and everything you need!

But we know it's what inside that counts, that's why this bag has matching interior colour as well as side pockets and a secret pocket along the back panel!

We've kept the same sleek, Roka look you love as well as the padded laptop pocket, secure zip pocket inside and enough space for notebooks, an extra sweater and more this size is ideal for staying on the move!

**Small**

The Small Camden is the best and safest way to keep track of all your daily needs - cell phone, keys, wallet, and more! With a padded tablet sleeve, side pockets, and two secure zip pockets - one inside and one on the back panel - this little bag has all the space you need!

• Each small bag measures: 24cm x 10cm x 35cm. Capacity is about 8.16 litres.

**Medium**

The Camden Medium is sure to be your new favourite everyday essential! With a padded compartment for your laptop or tablet, side bottle pockets, a secret back panel pocket, a zip pocket inside and enough space for notebooks, an extra sweater and more this size is ideal for staying on the move.

• Each medium bag measures: 30cm x 13cm x 44cm. Capacity is about 17.16 litres.

**What's what?**

At Roka, we take pride in our brand and our products. Here's a look at what this bag is truly made of:

- Outer material: weather resistant matte nylon (triple coated)
- Base material: weather resistant canvas (triple coated)
- Living material: matte nylon
- Hardware: galvanised, smoked, branded metal
- Straps: cotton webbing

All of our products are vegan.

**Details, details, details.**

Inside each Roka bag is a lightly padded laptop pocket, a small personal pocket, and padding to add comfort to the back when carried.

**Take care**

While Roka bags are washable, usually a simple wet sponge does the job. The materials used are designed to be durable and weather resistant. And the straps will become softer and more comfortable with each use.

Share this:



Camden Features



Material

All durable and lightweight as ever, these Roka backpacks have an outer material that is twice as strong than the Roka bags have had before! Below we've added weather-resistant, extra durable, padded canvas to protect from ground damage and add extra support.

Pockets

The Camden comes with nine pockets so your belongings will be organised as well as accessible. Inside you'll find a front panel pocket, two side bottle pockets, and a hidden, back panel pocket. Inside you'll find a padded laptop or tablet sleeve as well as a separate zip pocket.

Straps

Our cotton-webbing straps are designed to form to your body over time for maximum comfort. Our straps are 1.5" wide and adjustable fit are ideal for back-carrying. Two wide-loop top handles give an additional carrying option.

# CAMDEN CAMPAIGN: LONG FORM EMAILS

Wholesale

## ROKA

BANTRY CANFIELD FINCHLEY PADDINGTON  
Introducing Camden: Our Limited Edition, Premium Bag

Premium rubber branding and zip pulls, side bottle pockets, secret back panel pocket, matching interior and more set these bags apart!

[CONTACT YOUR AGENT NOW](#)

Take a closer look!

Roka Branding  
All of the classic Roka branding you know and love has been upgraded with bold, rubber to add extra style and durability!

Classic Roka Sizes  
We're offering two ideal sizes to choose from - Small and Medium. Not matter what a day has in store, these bags have enough space to hold anything and everything!

Bold Colours  
Not only are these five limited edition colours extra bold, but they're made even brighter with colourful, rubber zip pulls!

[CONTACT YOUR AGENT NOW](#)

The seasons are changing and it's the perfect time to add these durable, weather-resistant, and bold bags to your line!

**Team Roka XX**

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B2C

## ROKA

BANTRY CANFIELD FINCHLEY PADDINGTON CAMDEN  
Our Limited Edition, Premium Bag has arrived!

[SHOP NOW](#)

Designed for any day!  
Our brand new design is complete with rubber Roka branding and pulls, matching interior colour, side pockets, secret pocket, and more!

[SHOP LIMITED EDITION NOW](#)

Take a closer look!

[SHOP THE CAMDEN HERE](#)

Roka Branding  
All of the classic Roka branding you know and love has been upgraded with bold, rubber to add extra style and durability!

Details. Details. Details.  
with bold, rubber to add extra style and durability!

Roka Branding  
All of the classic Roka branding you know and love has been upgraded with bold, rubber to add extra style and durability!

[CHECK IT OUT!](#)

Don't wait - grab your Camden and be #RokaReady for any day!

**Team Roka XX**

[F](#) [G](#) [O](#)

42.66% Open Rate

9.39% Click-through Rate

28.92% Open Rate

11.74% Click-through Rate

# NEW COLOURS CAMPAIGN: SOCIAL MEDIA



ROKA roka\_london

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❤️ 🔍 📁



Liked by erdogan21 and 256 others  
roka\_london It's time to #LiveColourfully!

ROKA roka\_london

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❤️ 🔍 📁

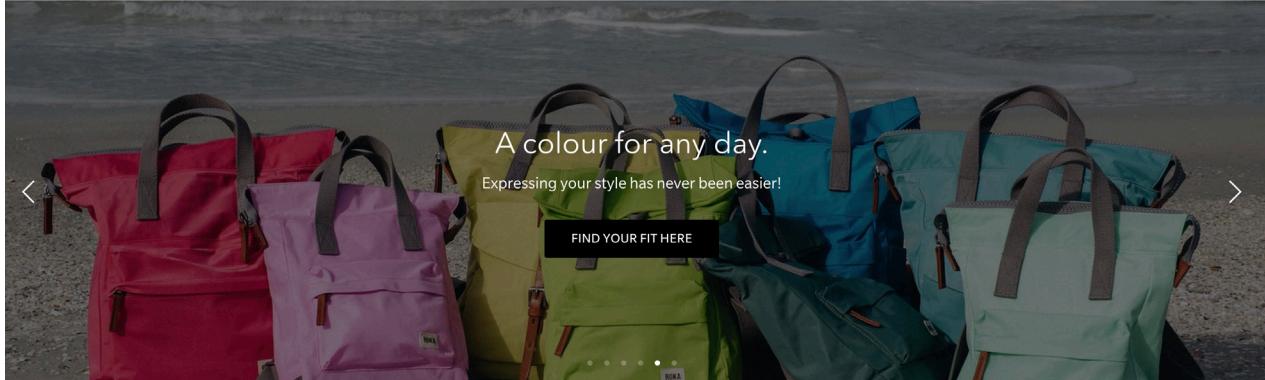


Liked by tdscoyii and 242 others  
roka\_london This new collection has got us blushing pink! #LiveColourfully  
View all 7 comments

# NEW COLOUR CAMPAIGN: WEB CONTENT

## ROKA

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## ROKA

OUR BAGS ▾ COLLECTIONS ▾ ABOUT ROKA ▾ CONTACT US



Are you #RokaReady?

We've taken the classic backpack and upgraded all of the components to create a bag that is truly different.



### Design

We kept things simple and sleek, with a big focus on functionality. Our full range of colours allows you to show off your style.

SHOP NOW



### Storage

Each Roka backpack and bag is designed for maximum storage capacity. Inside each backpack you'll find a padded laptop or tablet sleeve in addition to external and internal pockets and storage compartments.



### Security

Every Roka bag is equipped with a secure zip pocket, perfect for personal items like your wallet or cellphone. Some bags have it tucked inside for extra protection; some bags have it tucked along the back panel for easy access.



### V-Factor Straps

Strong, durable straps are carefully attached to create the Roka "V-Factor" - a design ideal for ergonomics and maximum comfort. Over the top, our wide-loop handles are easy to carry.



### Bottle Pockets

Some Roka backpacks, like the Finchley and Canfield, have expandable, side bottle pockets perfect for staying hydrated.



### Roll Tops

We've added roll tops to our Bantry bags. A sturdy fabric is tucked away, while magnets, even into place, allow for more space or protection - perfect for whatever you need!



### Hardware

Built to last, Roka hardware is just not available. From our chunky zips and padded materials to our vegans, leather-like straps, our goals are fashion, functionality, and, of course, quality.



### Outer Material

Roka bags are designed to be lightweight and durable, our external material is triple-coated, weather-resistant, matte nylon. Our chunky zips are easy to use and provide extra protection.

GRAB YOUR ROKA BAG HERE



### Base Material

Below we've added weather-resistant, extra durable, padded canvas to protect from ground damage and add extra support.

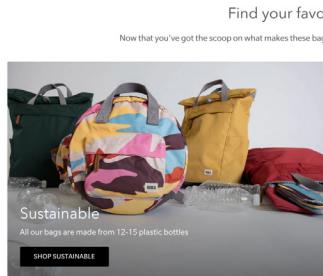
SHOP YOUR FAVOURITE



### Straps

Our cotton-webbing straps are designed to form to your body over time for maximum comfort. Our unique "V-factor" design and adjustable fit are ideal for back-carrying. Two wide-loop top handles give an additional carrying option.

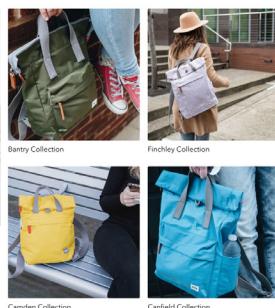
ORDER YOURS NOW



### Sustainable

All our bags are made from 12-15 plastic bottles

SHOP SUSTAINABLE



### Find your favorite Roka!

Now that you've got the scoop on what makes these bags so great, it's time to find your perfect Roka fit!

# NEW COLOURS CAMPAIGN: EMAILS

## Wholesale

**ROKA**  
ROKALONDON.COM

**Bright, Fresh & Bold**  
Roka's new colour palette is here!

**Live Colourfully with Roka London**

We have freshened up the range with some bright, new colours and some updated classics!

We can't wait to share them with you!

**ROKA**  
Roka's classic range

Black	Grey	White	Red	Blue	Green	Yellow	Pink	Teal	Khaki	Mustard	Grey	Black
Black	Grey	White	Red	Blue	Green	Yellow	Pink	Teal	Khaki	Mustard	Grey	Black
Black	Grey	White	Red	Blue	Green	Yellow	Pink	Teal	Khaki	Mustard	Grey	Black

**ROKA**  
Roka's classic range

Black	Grey	White	Red	Blue	Green	Yellow	Pink	Teal	Khaki	Mustard	Grey	Black
Black	Grey	White	Red	Blue	Green	Yellow	Pink	Teal	Khaki	Mustard	Grey	Black
Black	Grey	White	Red	Blue	Green	Yellow	Pink	Teal	Khaki	Mustard	Grey	Black

**ROKA**  
Roka's classic range

Black	Grey	White	Red	Blue	Green	Yellow	Pink	Teal	Khaki	Mustard	Grey	Black
Black	Grey	White	Red	Blue	Green	Yellow	Pink	Teal	Khaki	Mustard	Grey	Black
Black	Grey	White	Red	Blue	Green	Yellow	Pink	Teal	Khaki	Mustard	Grey	Black

**Arriving this week!**

Contact your agent today to be amongst the first to stock these exciting new colours!

Introducing our newest addition:  
**The Willesden**  
Roka's multi-functional scooter bag!

**ROKA**

Black	Grey	White	Red	Blue	Green	Yellow	Pink	Teal	Khaki	Mustard	Grey	Black
Black	Grey	White	Red	Blue	Green	Yellow	Pink	Teal	Khaki	Mustard	Grey	Black

**Team Roka xx**

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48.5% Open Rate

N/A Click-through Rate

## B2C

**ROKA**  
ROKALONDON.COM

Introducing our new colour palette.  
**Live Colourfully by Roka London**

**Bright, Fresh, Bold & Free Shipping!**

We have added some bright new colours to our range!

\*Free shipping from Tuesday 08/01 to midnight Sunday 12/01 with promo code: **LIVECOLOURFULLY**

**SHOP NOW**

Introducing our newest addition:  
**The Willesden**  
Roka's multi-functional scooter bag!

Dressbody, weather-resistant, spacious and ready to take on any adventure - get yours now!

**SHOP NOW**

From our classic styles in bright new colours to our new crossbody bag - we're so excited to share this bold collection with you!

Which is your favourite?  
**#LiveColourfully**

**SHOP NOW**

**Team Roka xx**

\*Free shipping available 08/01-12/01. Only applies to standard shipping, UK only, one use per customer.

[View Details](#)

36.41% Open Rate

13.96% Click-through Rate