



MEMORAB
STROLLER ORGANIZER

A man in a black suit and tie is seen from the back, pushing a black stroller with a light-colored canopy. He is walking on a paved path in a park with tall buildings in the background. The scene is set during the day with natural light.

Gear up, Dad up.

A new standard
for the modern family.

POINTS FOR YOU



Made to Last

Carefully handcrafted by skilled Japanese artisans, for those who value ethical and sustainable choices. High quality, durable, and made to last—a long-life design you can continue using well beyond the parenting years.



Shared by Design

Designed for modern parents who share life and parenting equally. From business meetings to everyday childcare, this bag fits seamlessly into both worlds—no labels, no roles.



A stylish bag inspired by a parent bird,
strong and soaring through the sky.

ONE DESIGN, TWO FABRICS
HAWK & NEST

HAWK



CORDURA®
Ballistic Nylon



Ballistic nylon is one of the strongest fabrics in the CORDURA® lineup, offering exceptional strength and water resistance. Widely used in outdoor gear and high-end men's business bags, this fabric was originally developed for military use as a bullet-resistant material. Its high-density construction provides outstanding durability and resistance to abrasion and tearing. Easy to maintain, it allows you to enjoy long-term use without worrying about water exposure or stains.
(100% nylon, polyurethane coating)



Double Russell Mesh

Double Russell mesh is a lightweight yet highly durable fabric known for its excellent breathability and cushioning.

Its clean and hygienic qualities have led to its use in medical and nursing care fields.

With antibacterial and deodorizing treatment, as well as non-formaldehyde processing, it is a gentle material that can be used with confidence.

This product uses Tough Loop, a Japanese-made variety of Double Russell mesh that is thicker and more evenly structured than standard versions commonly distributed overseas.

The result is a special fabric with a strong presence and refined quality.
(100% polyester)



NEST

OPTION

A clean pouch inspired by a small life,
free and full of possibilities.



HATCHLING



When paired with NEST, which has a gentle and soft impression, it creates a pairing that feels like a baby bird resting safely and comfortably in a fluffy nest.

When paired with HAWK, made from the same material as the pouch and featuring a bold, powerful presence, it evokes a pairing full of adventure and bond—like a parent bird and its chick soaring freely through the sky.

Each combination offers its own unique story and experience to enjoy.



USABILITY

Mix and match the optional accessories for multiple usage styles.



Stroller



Hand-carry



Shoulder Bag



Shoulder Pouch



Handle Pouch



In the Car



Pet Stroller



Shopping Cart

DESIGN DETAILS



Smart Side Pockets



Top Zipper Closure



Side Access Design



Integrated Handle

The integrated belt design doubles as a handle, allowing you to carry it quickly and effortlessly. With no extra handles added, the silhouette remains clean and streamlined.



Drawcord Attachment



The side drawcord allows towels or a child's jacket to be easily secured.
※ Available exclusively on the NEST double-russell bag.

Inside, there are two side pockets, ideal for bottles, tumblers, or water bottles—and even useful as a waste pocket. The top zipper securely closes to conceal the contents, keeping the organizer looking clean and refined. Side access allows you to reach inside easily, making it perfect for items you need quickly, such as your smartphone.

CONNECTED

**Engineered to fit premium strollers beautifully.
It doesn't compromise the design—it enhances it.**

Bugaboo



Nuna



Stokke



Cybex



Connects with
Inglesina, Elodie, AirBuggy, Joolz,
and other strollers.

WIDE VARIATIONS

Model	Material	Color	Size(W x H x D)	Weight	Features	Country of Origin
 HAWK	CORDURA® Ballistic Nylon (100% nylon, polyurethane coating)	KHAKI NAVY BLACK	32.5 x 24.5 x 9.5 cm	367g	Side Pockets, Top Zipper Closure, Side Access, Integrated Handle	Made in Japan
 NEST	Toughloop® Double Russell Mesh (100% polyester)	ORANGE KHAKI NAVY	32.5 x 24.5 x 9.5 cm	254g	Side Pockets, Top Zipper Closure, Side Access, Integrated Handle, Drawcord Attachment	Made in Japan

Care: No regular maintenance is required. If needed, gently wipe with a tightly wrung damp cloth and allow to dry in a shaded, well-ventilated area.

ACCESSORIES



	Item	Material	Color	Size	Compatibility	Notes	Country of Origin
	HATCHLING Pouch	CORDURA® Ballistic Nylon	KHAKI NAVY BLACK	14.5 x 21 cm	HAWK / NEST	Perfectly sized for wet wipes	Made in Japan
	Shoulder Belt	Nylon	KHAKI NAVY BLACK WHITE	Adjustable	ALL MEMORAB Bags	Detachable	Made in Japan
	Stroller Hook	Aluminum / Nylon	BLACK	One Size	Strollers / Pet Strollers / Shopping Carts	Set of two	Made in Japan

MEMORAB

MEMORAB is a parents' bag brand founded by two mothers with backgrounds in the arts.

初めての
ひよこクラブ

Featured in leading parenting magazine
"Hajimete no Hiyoko Club"



Received high praise from international buyers
at the "17th International Baby & Kids EXPO"

横浜
COLLECTION
2025

Selected as one of 50 female entrepreneurs
for "Yokohama Collection 2025"

Product Inquiries

WWW.MEMORAB.JP

bofo Inc.

contact@memorab.jp