



Est. 2010
Bells Beach

Proud B Corp
since 2015

Backed by a
3-year warranty

Designed in
Australia



Product Range



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Why We Love Bellroy

Australian-based brand

A home grown Australian-based brand from Bells Beach and Fitzroy - Bell-Roy - which began from humble beginnings around a table in 2010.

Certified B Corp business

As a certified B Corporation, Bellroy is committed to creating a world where people, animals, and the planet can co-exist harmoniously.

Fostering a More Sustainable System

Actively addressing current challenges that pose a threat to the environment. Bellroy takes responsibility, setting an example in making a positive impact on our planet.



Why Choose Bellroy

Thoughtfully Designed

Bellroy select their materials based on a balance of functionality, durability and their ability to age gracefully.

Products you'll Love for as Long as Possible

Bellroy products are hard-wearing and the designs are classic, so that they stay in use for years, and out of the landfill

Recycled and Responsible Materials

Through up-cycling materials that have already had a useful life, Bellroy is committed to making their products more environmentally sustainable.



A certified B Corp Business that is leading the charge towards a brighter, more sustainable future. Using business for good, making products that last whilst setting an example for other companies to follow in making a positive impact on our planet.

The Tech Range

From daily commutes to remote work setups, these products are built to simplify your tech life.

With clever storage, durable materials, and a refined aesthetic, these accessories help you stay effortlessly prepared, wherever the day takes you.

BR1001

50% Recycled Polyester
Bellroy Tech Kit



BR1003

40% Recycled Polyester, 20% Recycled Nylon
Bellroy Wonder Kit



BR1002

90% Recycled Polyester
Bellroy 16" Laptop Caddy



BR1011

60% Recycled Polyester
Bellroy Laptop Sleeve 16"





BR1004

80% Recycled Polyester

Bellroy Transit Workpack 20L



BR1005

75% Recycled Nylon

Bellroy Lite Travel Pack 30L





BR1012

70% Recycled Polyester

Bellroy Classic Rolltop 26L



BR1006

75% Recycled Polyester

Bellroy Via Backpack 20L



BR1013

75% Recycled Polyester

Bellroy Classic Backpack 20L





BR1008

100% Recycled Nylon
Bellroy Market Tote



BR1007

80% Recycled Nylon
Bellroy Lite Duffel





Carry Smart, Move Freely

Whether you're navigating daily commutes, setting up a mobile workspace, or heading out for weekend adventures, these bags are designed to keep you organised without slowing you down.

BR1009

75% Recycled Nylon
Bellroy Lite Belt Bag



BR1010

55% Recycled Nylon
Bellroy Lite Cooler Caddy 10L

From quick grab and go essentials to insulated carry options, Bellroy pieces blend function with flexibility for life on the move.