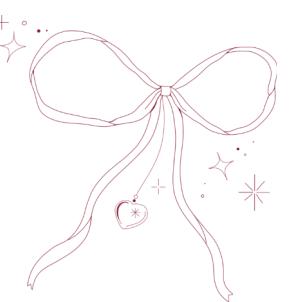


Design Brief



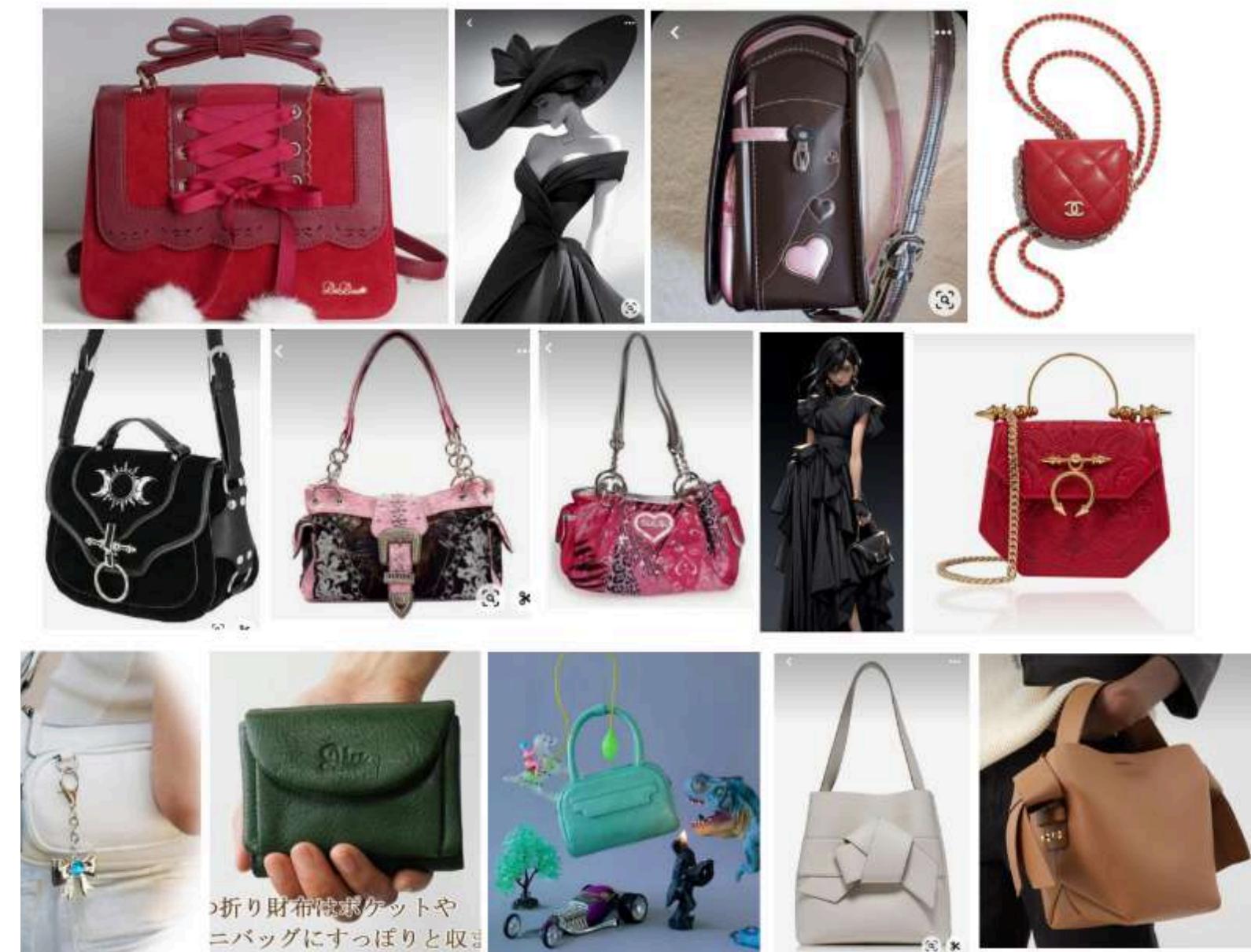
HIDESIGN

Kawaii Meets Coquette

Japan's culture of cute – Kawaii meets the French art of flirtatiousness. While the Kawaii culture can go all the way from the runaway success of Hello Kitty to "gothic Lolita", a coquette is always romantic, always playful, always teasing to attract the attention of the male.

We want you to find the modern, Asian girl, always original, and explore what it means to be an Asian coquette. For this collection, find a balance between this flirtatiousness and cuteness with Hidesign values - staying natural and sustainable with fine craftsmanship, while always being innovative. So stay away from following the European coquette and discover the Asian glamorous coquette.

We would like to see a small collection of 3 bags and 1 wallet using leather as shown to you. You are free to design the metal fittings, the colours and shapes. The images and mood board shared below is to stimulate your creativity and not to copy. Let your imagination free!





Kawaii

cuteness

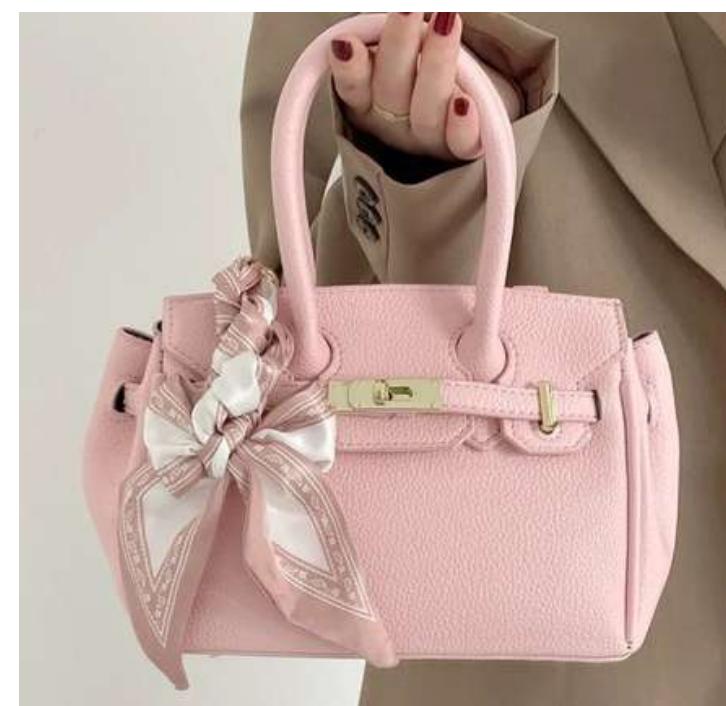
Kawaii is the culture of cuteness in Japan. It can refer to items, humans, and non-humans that are charming, vulnerable, shy, and childlike.



Gothic Lolita

dark romance and boldness

a style of Lolita that is primarily influenced by victorian-inspired Goth styles.

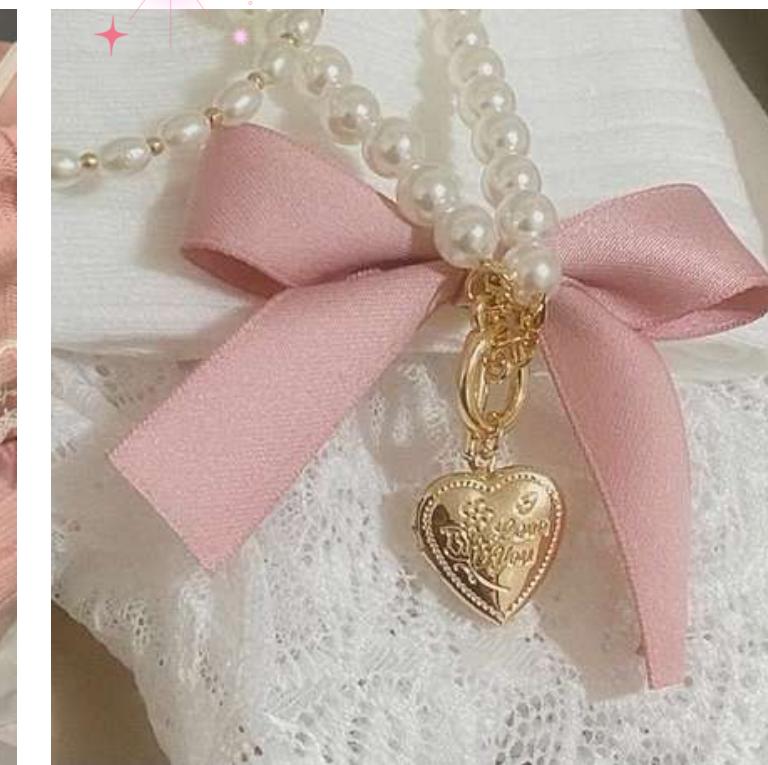
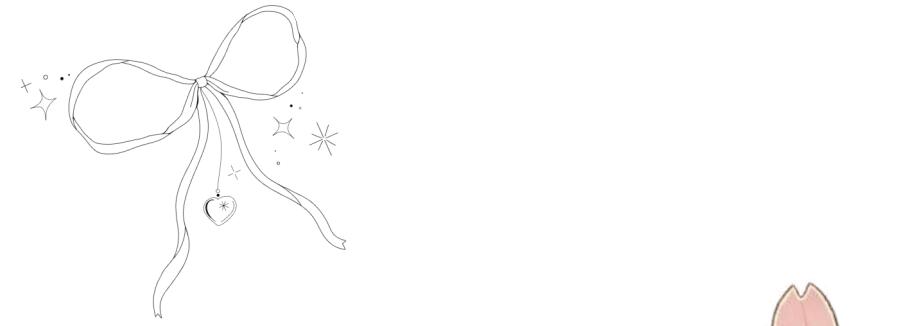


Coquette

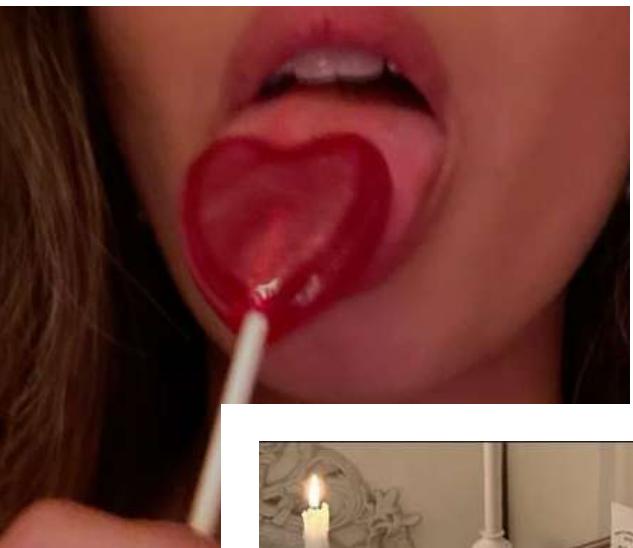
flirtatious woman.

a woman who endeavors without sincere affection to gain the attention and admiration.

Theme- Kawaii Coquette



Mood Board



Flirtatious



honeyed words



Little Miss Delulu



Centre of attention



*pretty face
pretty heart
pretty soul
pretty girl*



dolly bambi eyes



Sweet reverie



Key Elements



Pearls



Lacy patterns



Small Charms



Lots of bows



Use of Pink & White

Fur

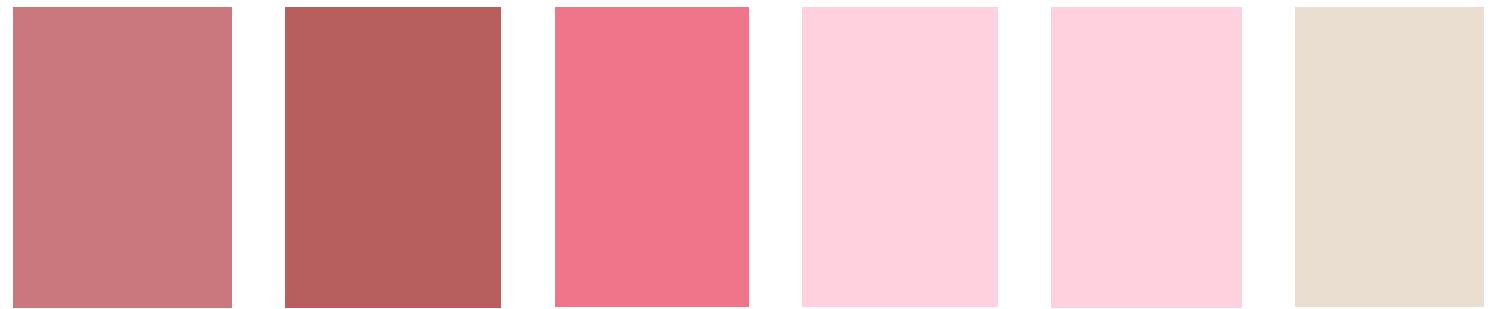


Heart Details



Stamps





SWEET REVERIE

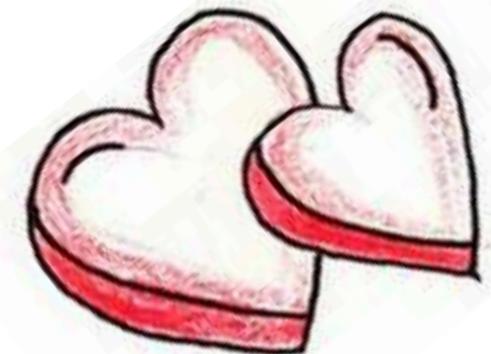
Concept note

The concept defines a **girl** who strives to be the best version of themselves and is centre of attention with doe eyes and lacy little dresses. She lives in her fantasy land in which everything is soft and **PINK** and she is everyone's dreamgirl. The kind of material used- pearls, laces, fur; talk fluently about the softness & fliratiousness offered in the theme.

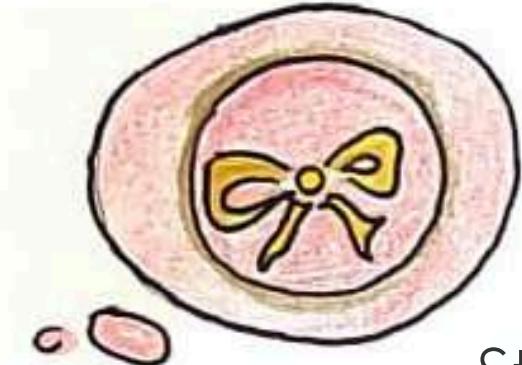
Keywords- Cute, girly, flirty, soft, lace dresses, bows, dreamy, fantasy.



Elements



Hearts



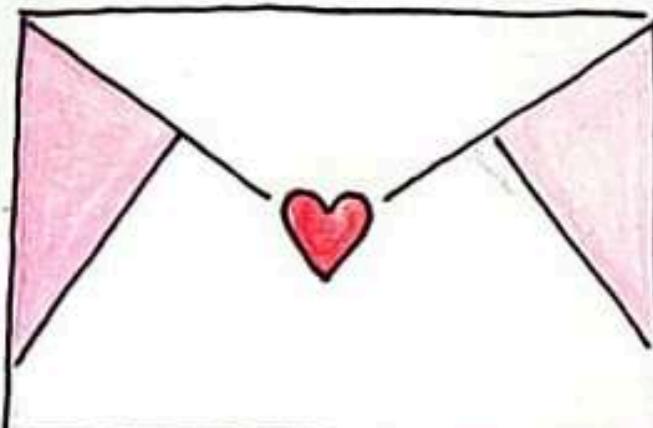
Stamps



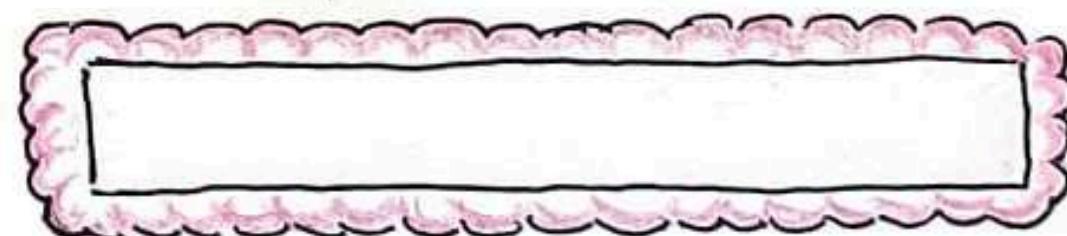
Pearls



Buttons
with lacing



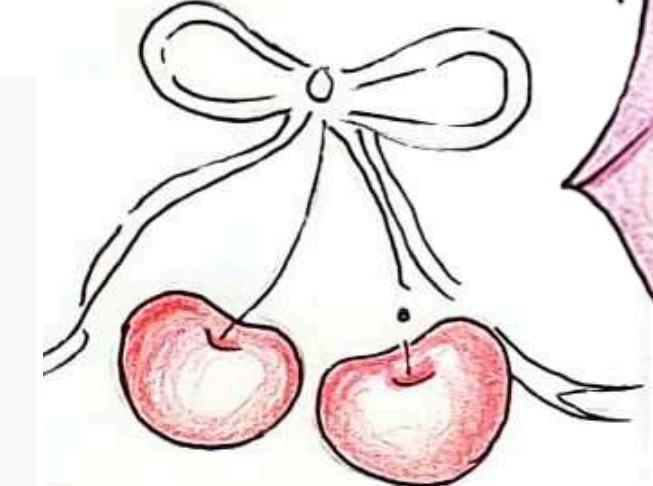
Love Letter



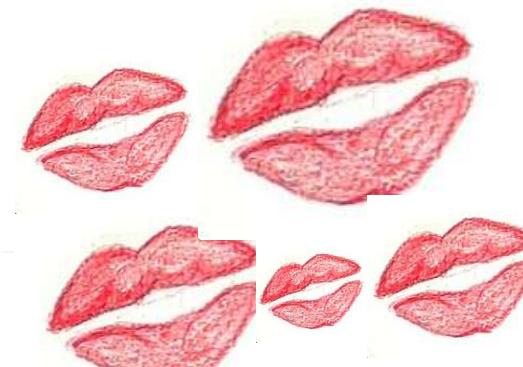
Laces



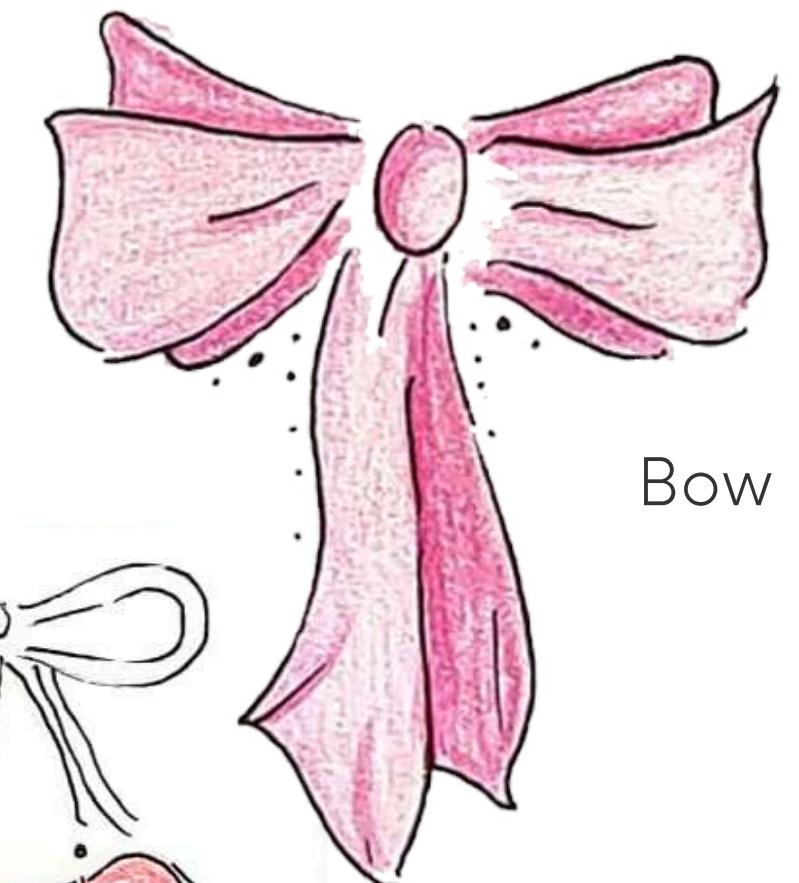
Interlacing



Cherries

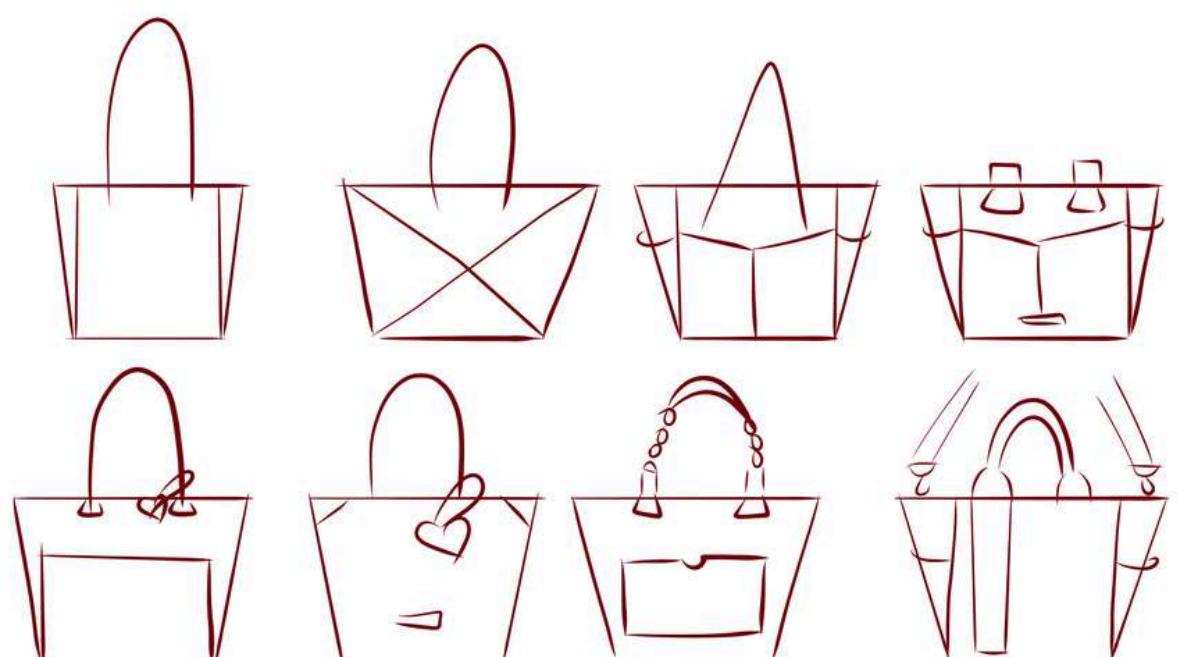
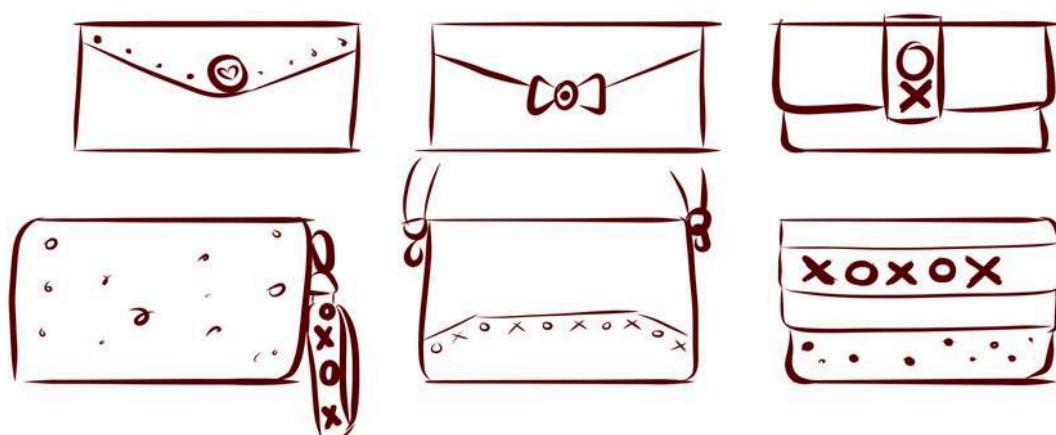
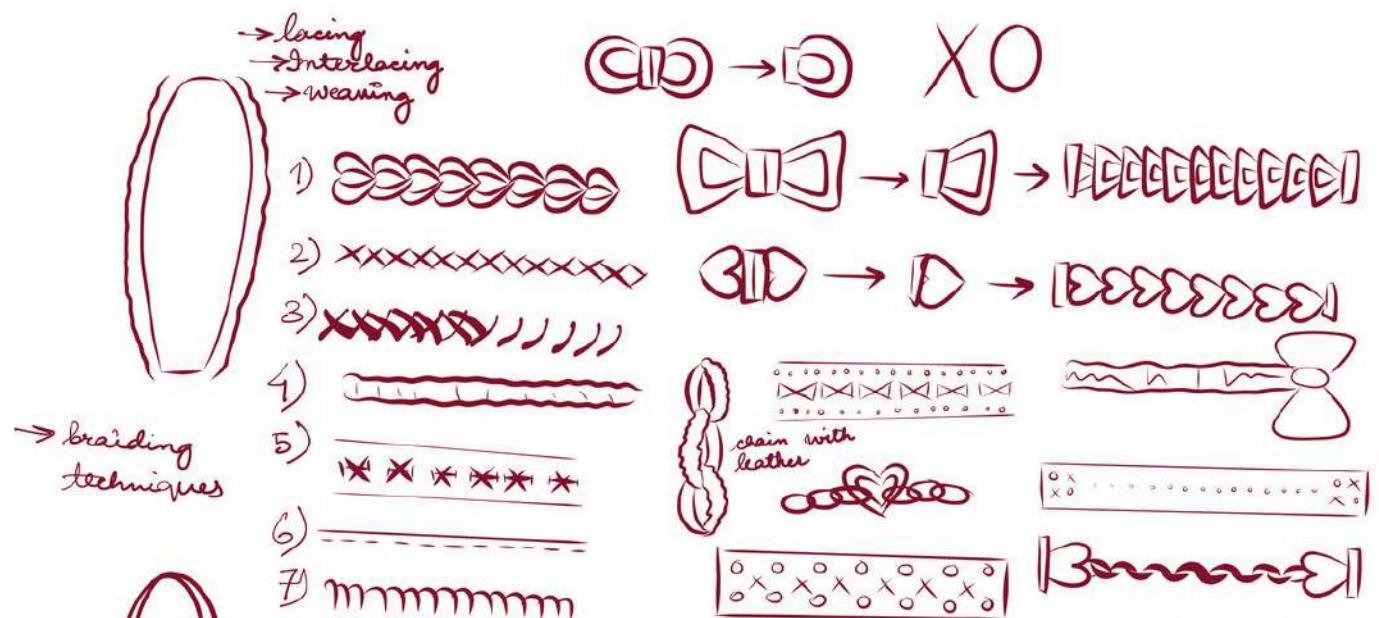
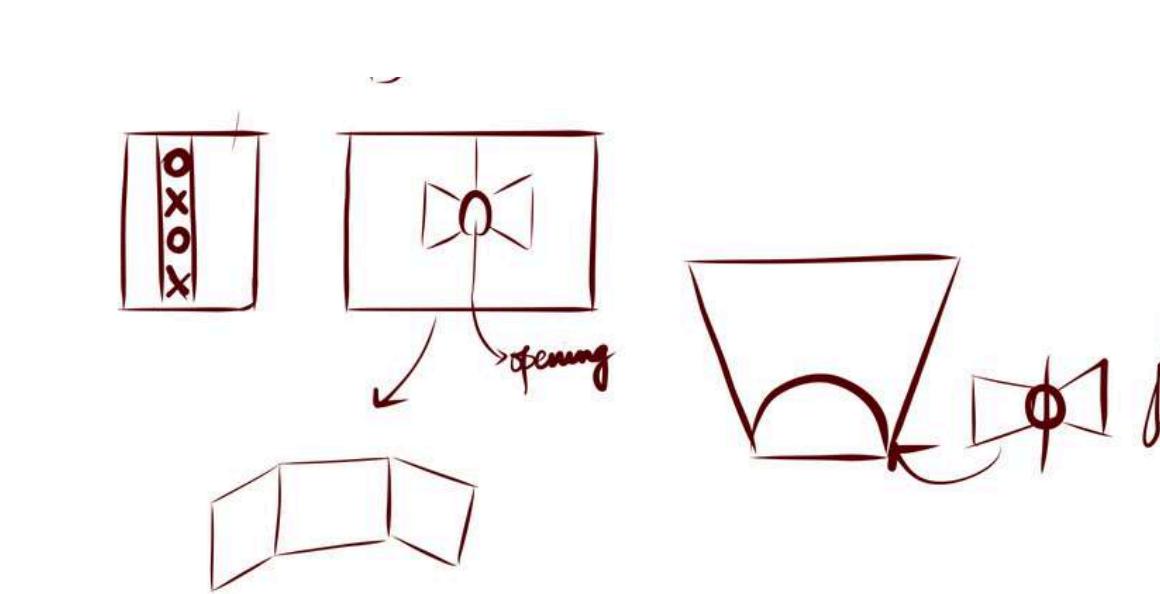
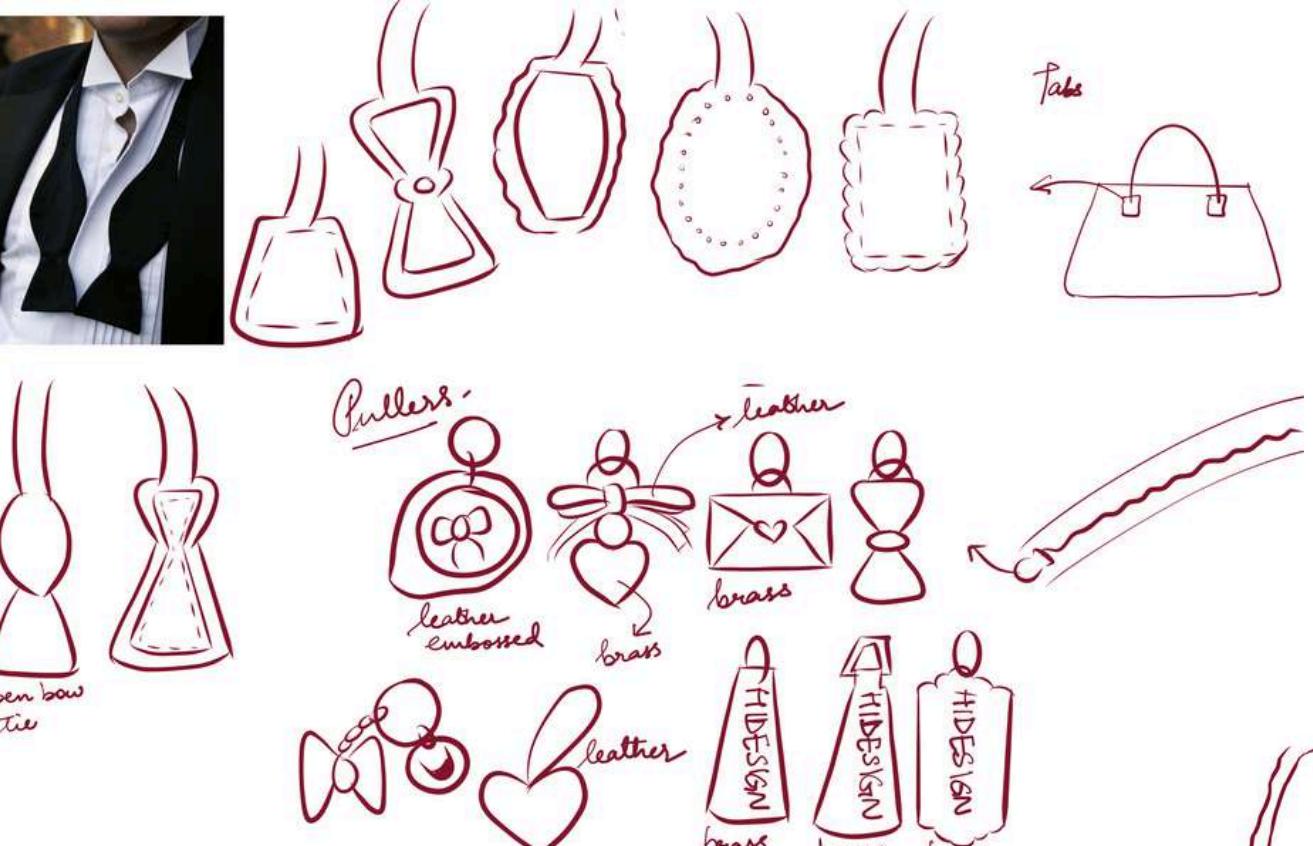
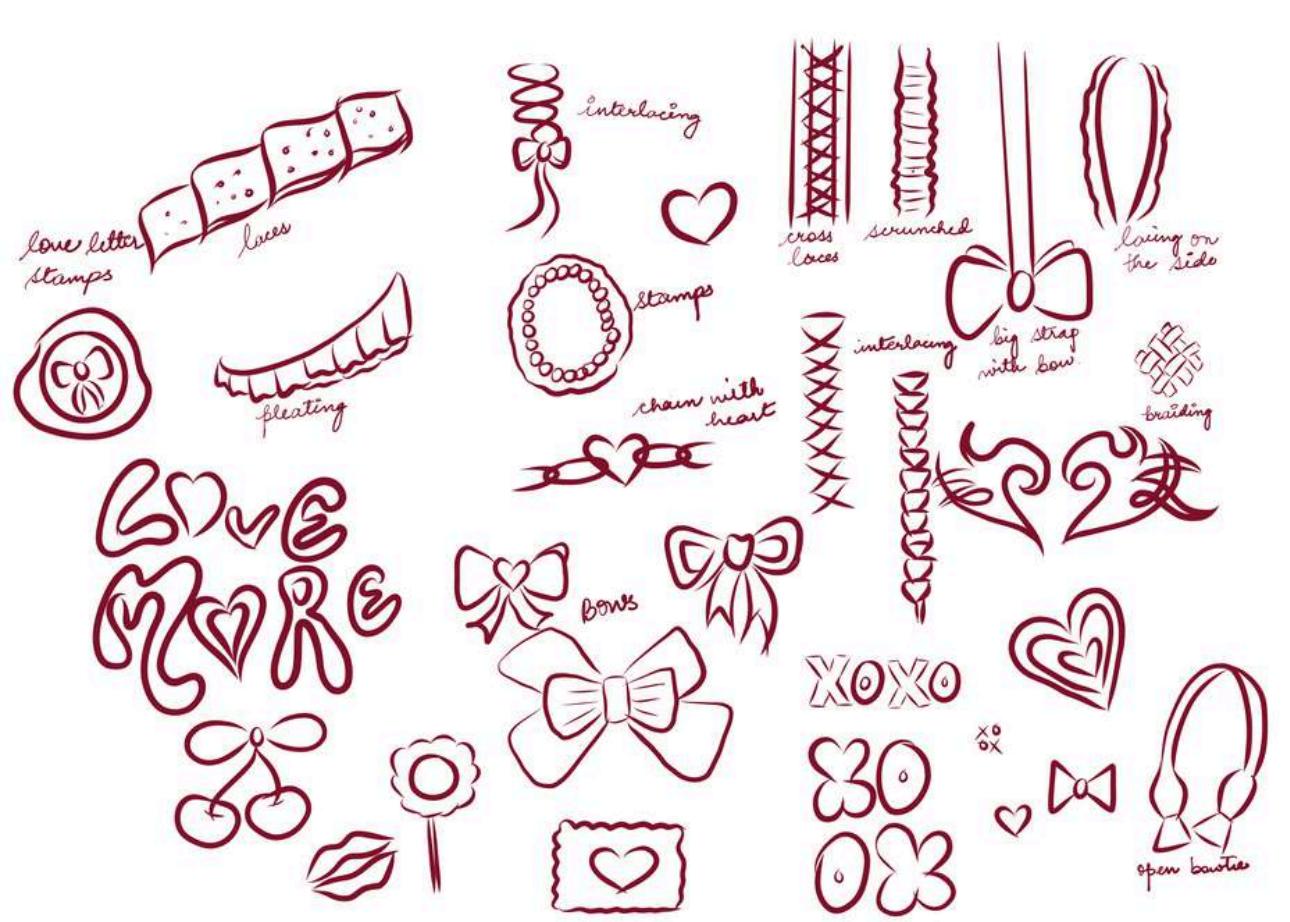


XOXO



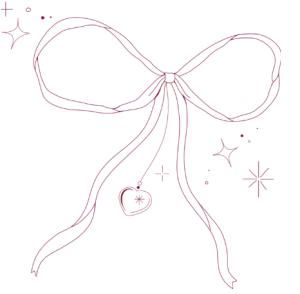
Bow





Ideations

Thought behind

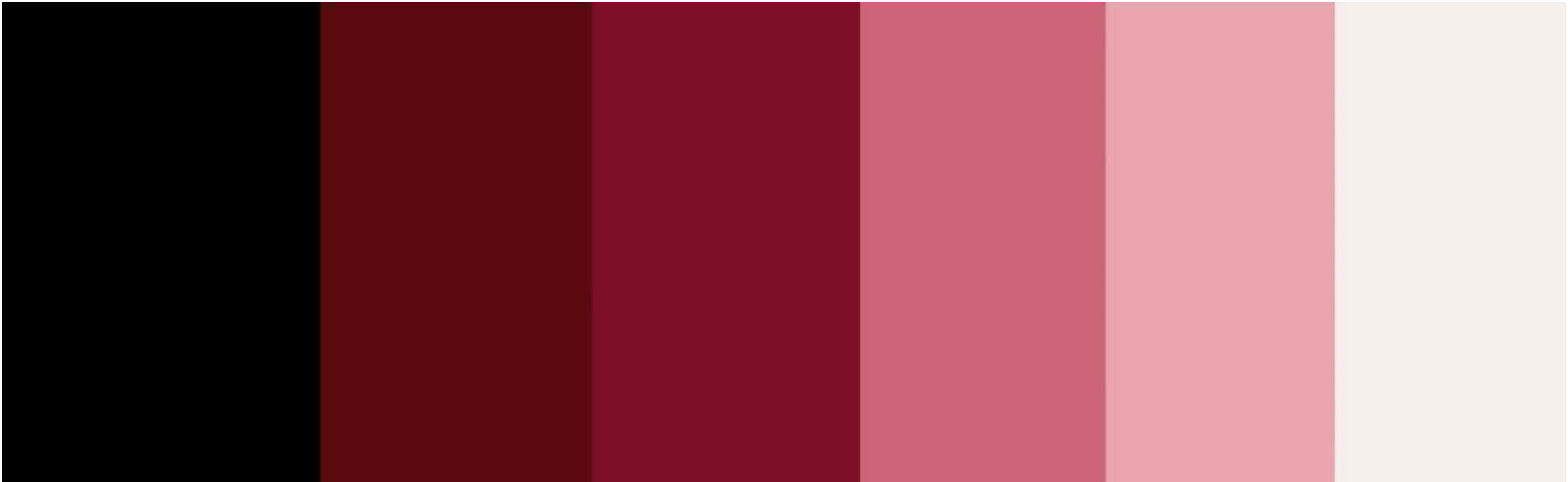


When we think of a Hidesign bag, we envision basic silhouettes that are versatile for everyday use, yet exude a classic elegance, characterized by their signature brass fittings.

In designing the Kawaii-Coquette collection, I maintained simple yet chic silhouettes to stay true to the brand's identity. I also experimented extensively with brass fittings, ensuring that each bag unmistakably speaks "Hidesign" even without the logo.

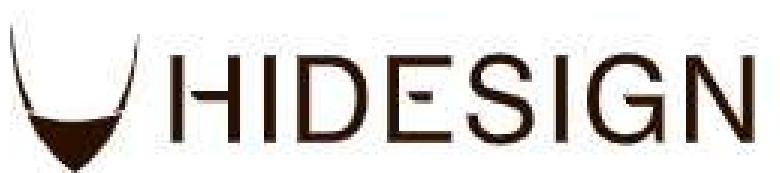
This collection blends the playful charm of Kawaii culture with timeless coquette style, creating pieces that are both uniquely fashionable and distinctly Hidesign.

Color Palette



Sweet Reverie

for



xo

Collection by-
Memansa Bajpai

Tote Bag



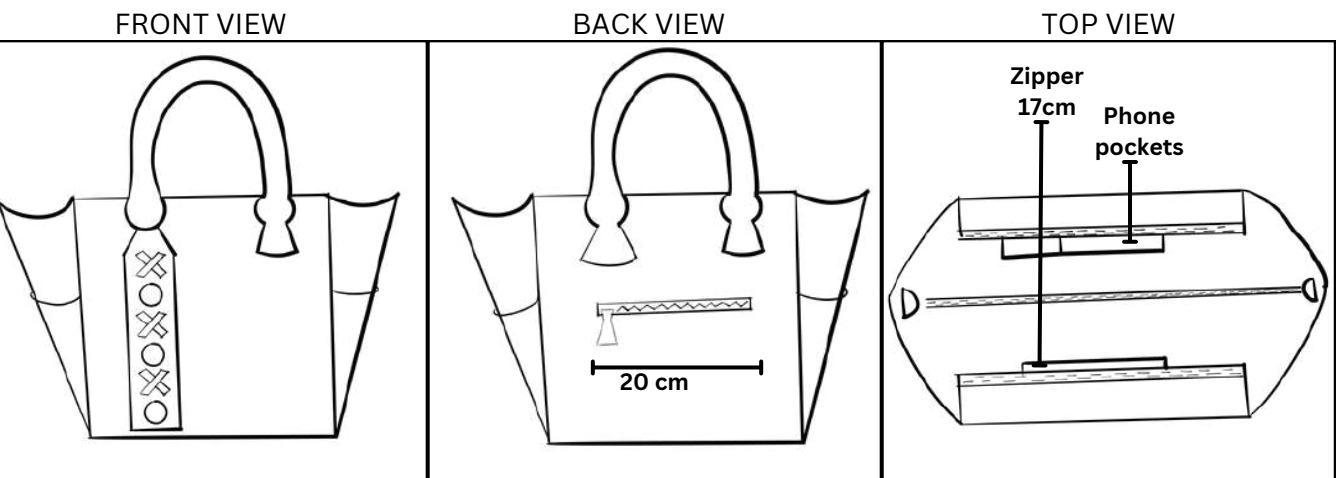
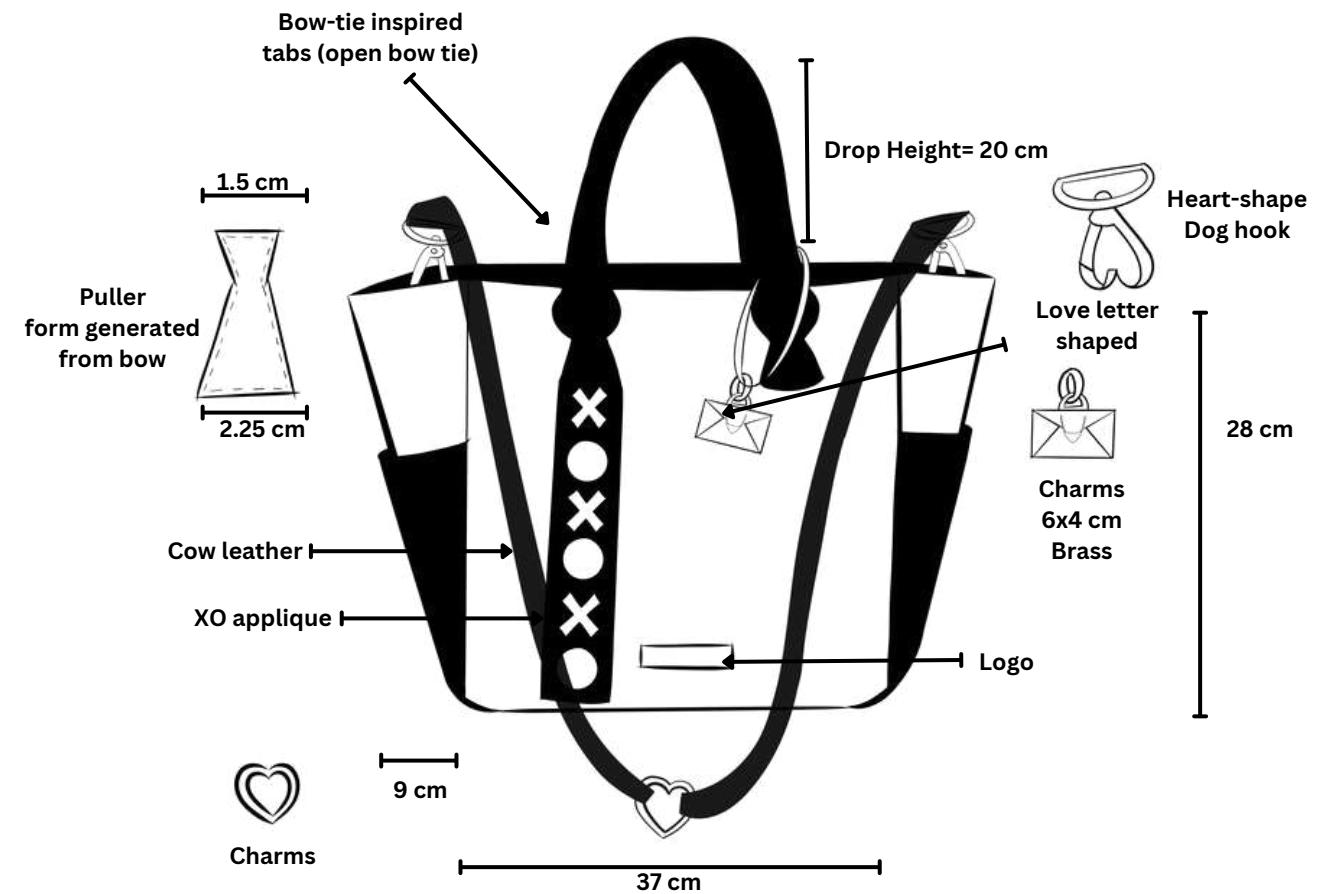
Design department
PRODUCT SPECIFICATION SHEET

HIDESIGN

STYLE NO.: 01
LEATHER: Cow leather
COLOUR: Pink and black
LINING: Black Cotton
THREAD: Matching

FITTINGS: Antique Brass
SIZE: LxHxW 37 x 28 x13 cm
DATE OF ISSUE:
DELIVERY DATE:
RANGE:

Tech Pack



DESIGNER

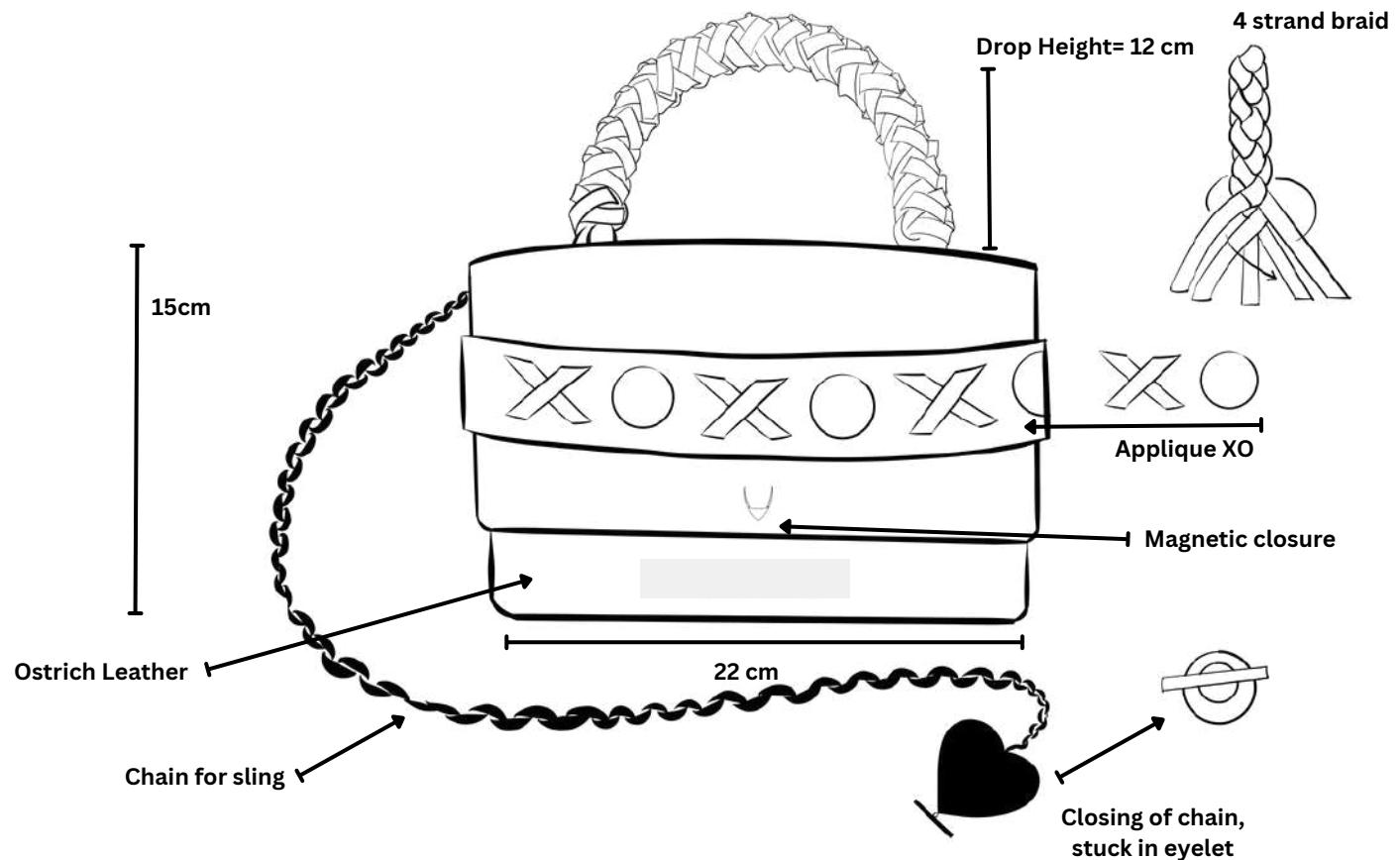
PATTERN MASTER

SAMPLING IN CHARGE

Sling Bag



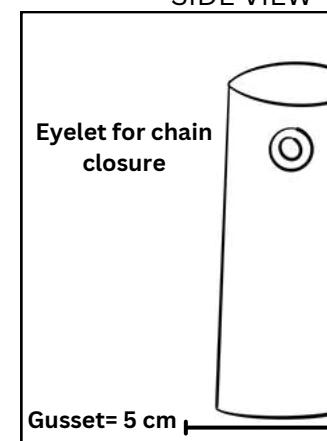
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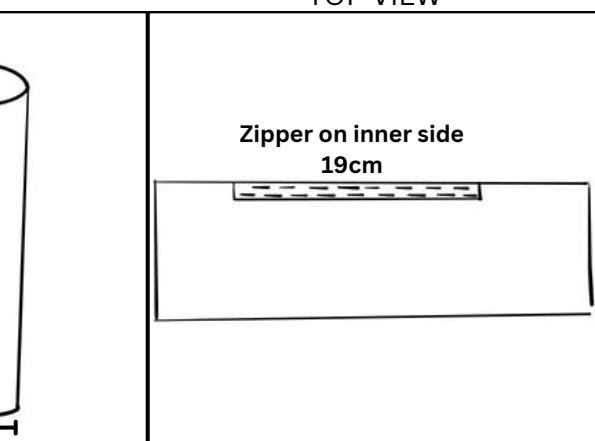
BACK VIEW

XO
HIDESIGN
Ostrich Leather on back

SIDE VIEW



TOP VIEW



DESIGNER

PATTERN MASTER

SAMPLING IN CHARGE

Backpack



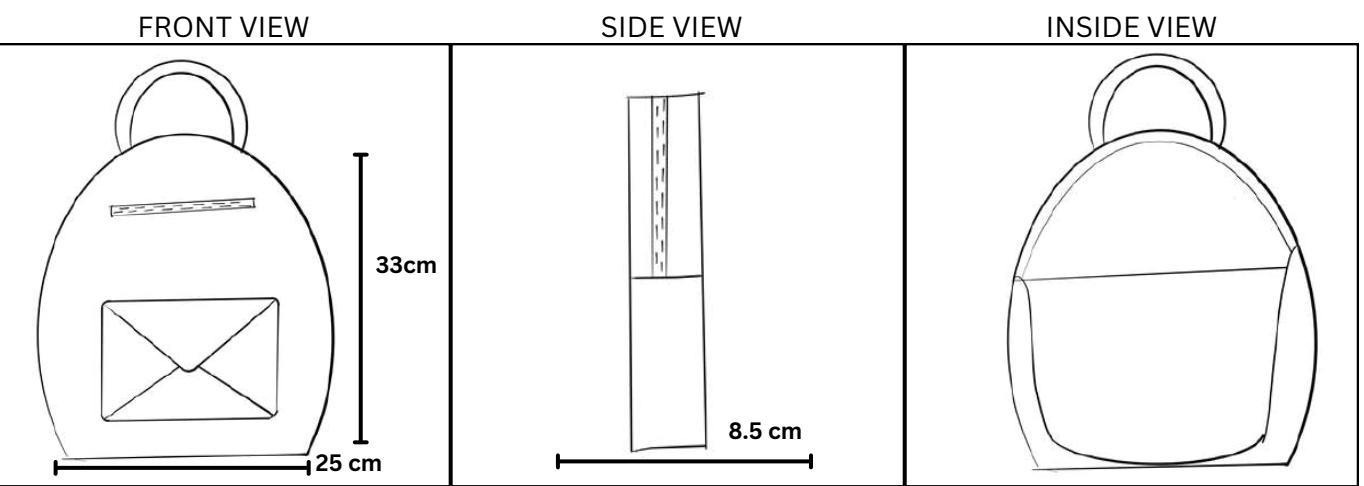
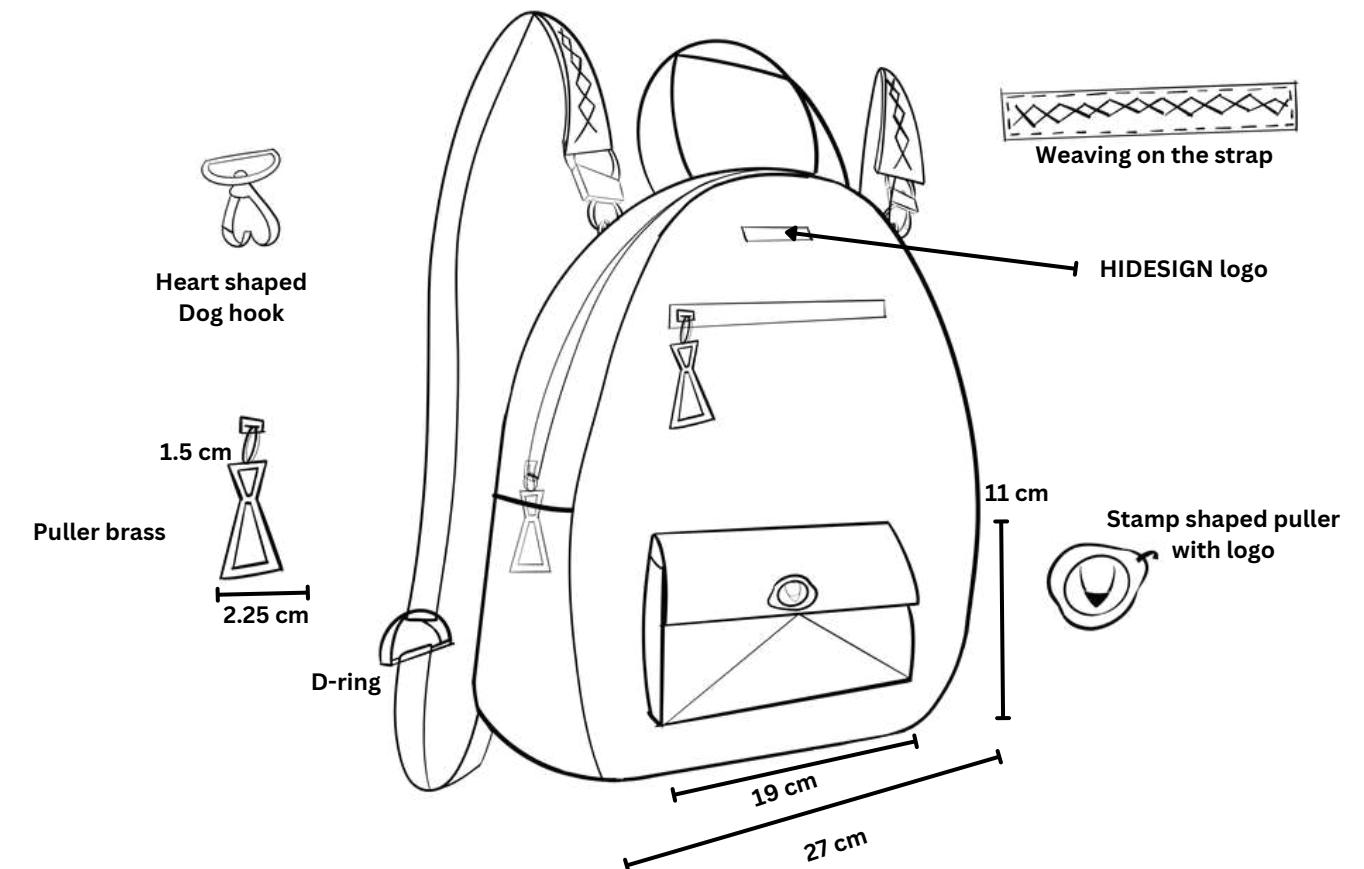
Tech Pack

Design department
PRODUCT SPECIFICATION SHEET

 HIDESIGN

STYLE NO.: 03
LEATHER: Cow & ostrich leather
COLOUR: Beige & Maroon
LINING: Maroon Cotton
THREAD: Matching

FITTINGS Antique Brass
SIZE: LxHxW 27 x 33 X 8.5cm
DATE OF ISSUE:
DELIVERY DATE:
RANGE:



DESIGNER

PATTERN MASTER

SAMPLING IN CHARGE

Shoulder Bag



Design department
PRODUCT SPECIFICATION SHEET

HIDESIGN

LEATHER: Ostrich
COLOUR: Black
LINING: Cotton black

THREAD: Matching

STYLE NO.: 04

FITTINGS: Antique Brass

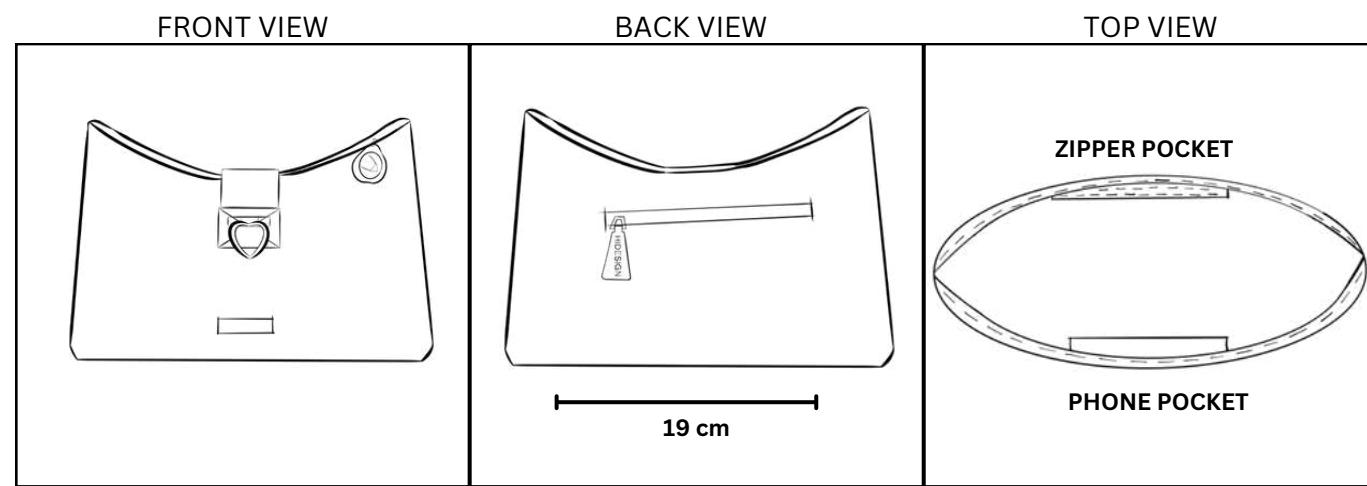
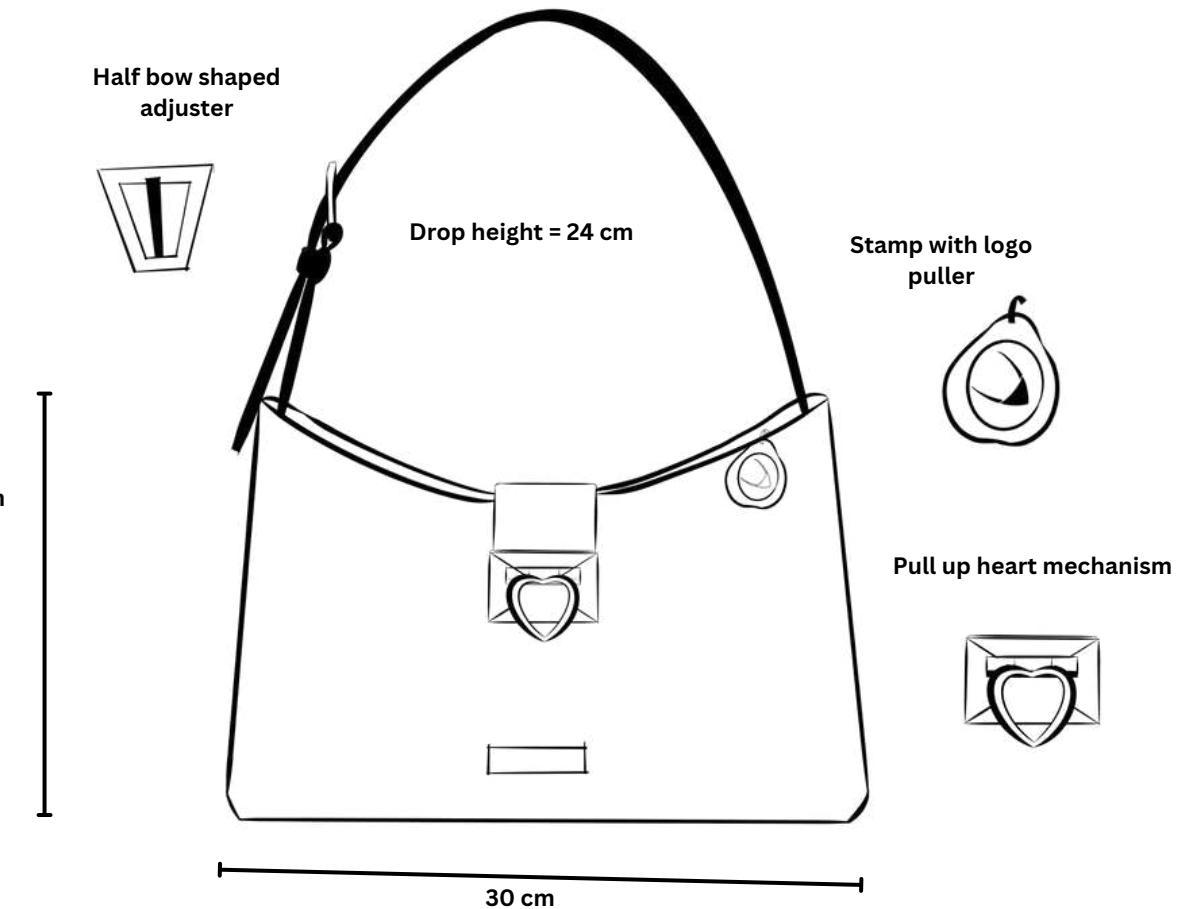
SIZE: LxHxW 30 x 16 x 9 cm

DATE OF ISSUE:

DELIVERY DATE:

RANGE:

Tech Pack



DESIGNER

PATTERN MASTER

SAMPLING IN CHARGE

Shoulder Bag



Design department
PRODUCT SPECIFICATION SHEET



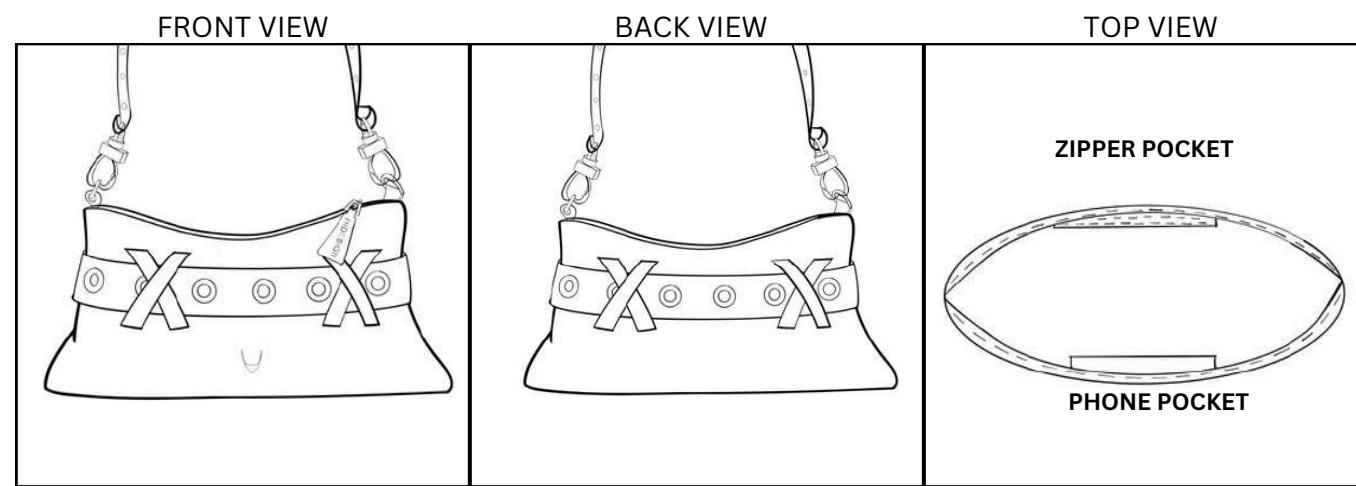
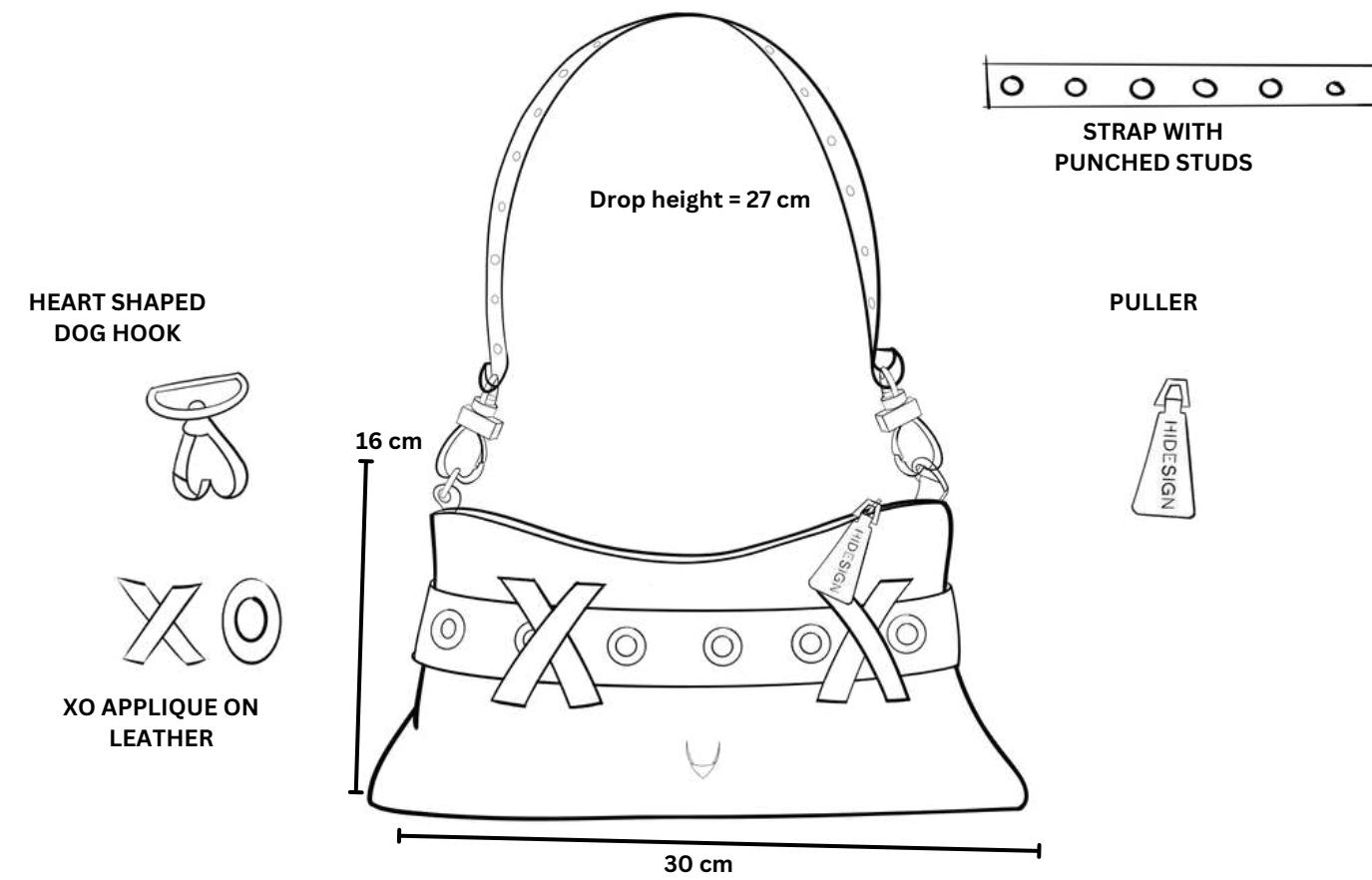
LEATHER : Sheep
COLOUR : Maroon and pink
LINING : Cotton Fabric
THREAD : Matching

STYLE NO.: 05

FITTINGS : Antique Brass

SIZE : LxHxW 30 x 16 cm
DATE OF ISSUE :
DELIVERY DATE :
RANGE :

Tech Pack



DESIGNER

PATTERN MASTER

SAMPLING IN CHARGE

Wallet



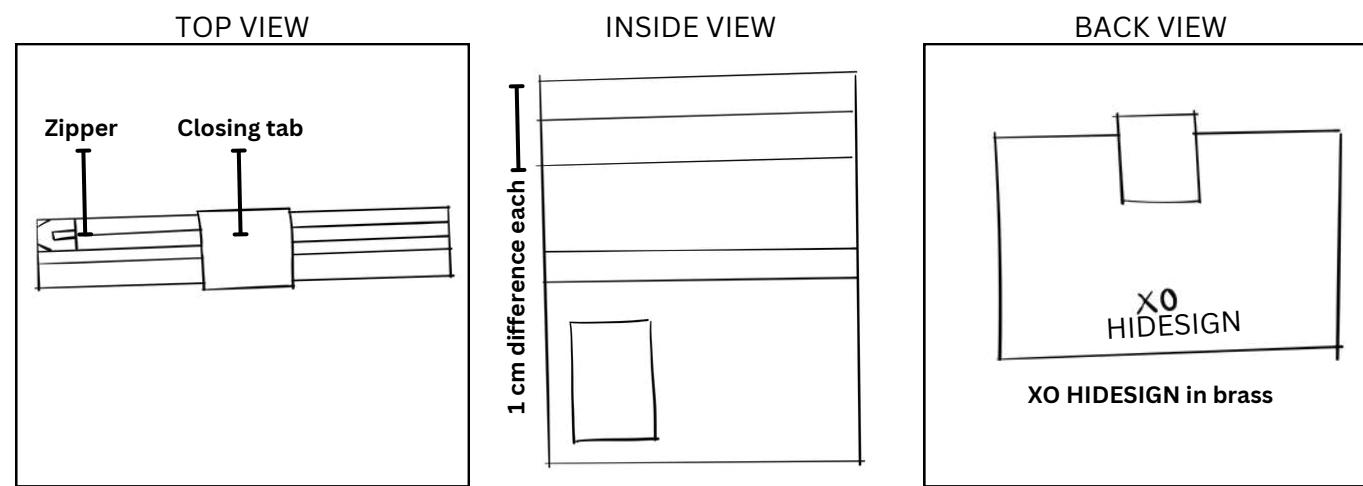
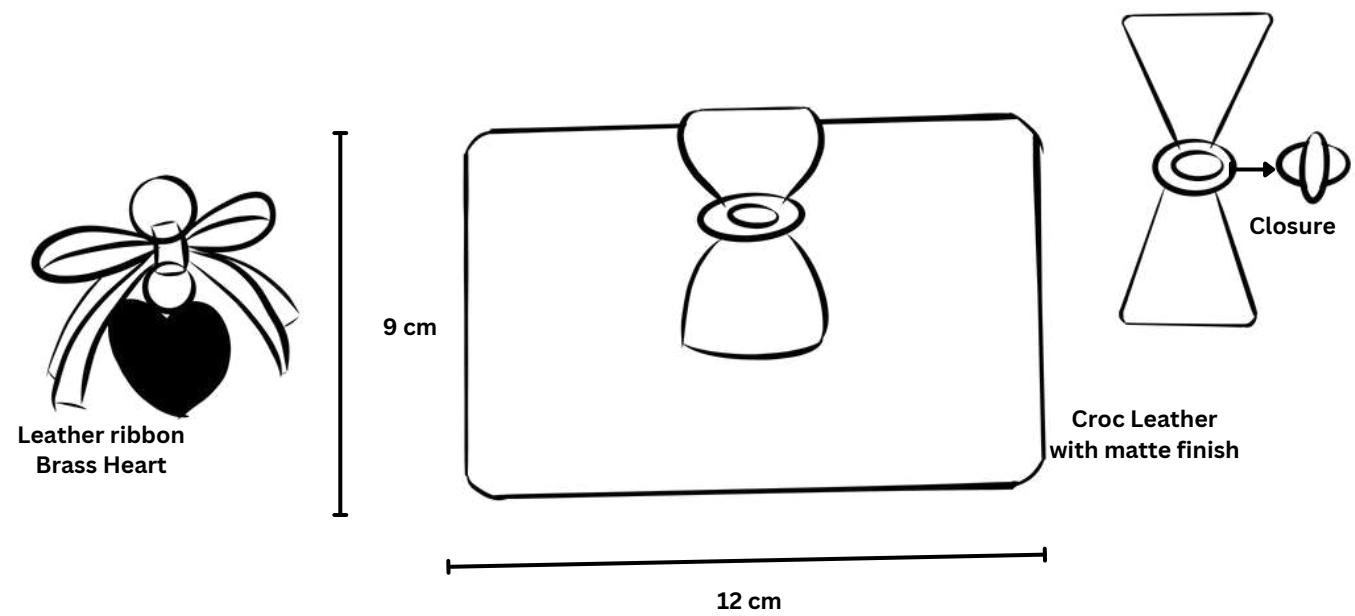
Design department
PRODUCT SPECIFICATION SHEET

 HIDESIGN

STYLE NO.: W01
LEATHER: Croc
COLOUR: Pink
LINING: Suede pink
THREAD: matching

FITTINGS: Antique brass
SIZE: LxHxW 12 x 9 cm
DATE OF ISSUE:
DELIVERY DATE:
RANGE:

Tech Pack

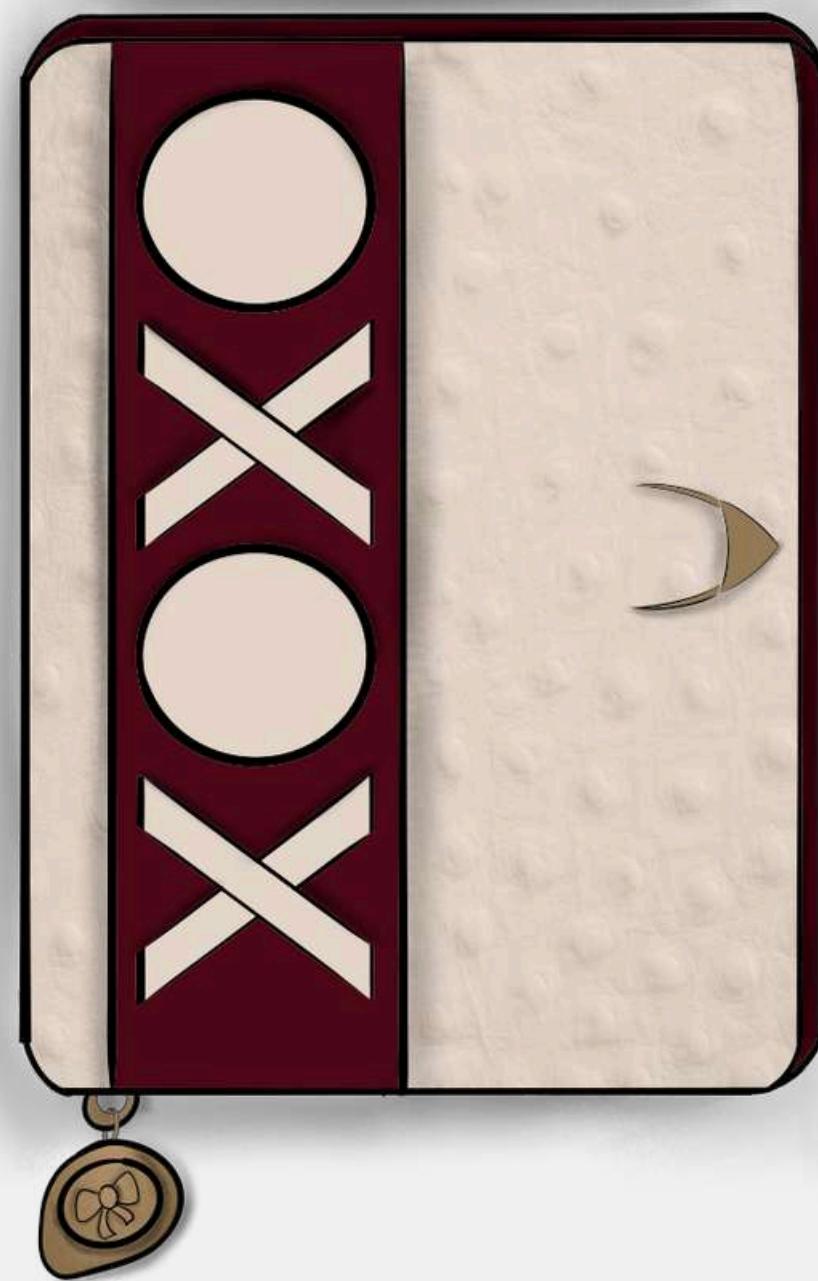


DESIGNER

PATTERN MASTER

SAMPLING IN CHARGE

Wallet



Design department
PRODUCT SPECIFICATION SHEET

HIDESIGN

LEATHER: Ostrich & goat

STYLE NO.: W02

FITTINGS: Antique Brass

COLOUR: Beige and maroon

SIZE: LxHxW 9 x 12 cms

LINING: Suede

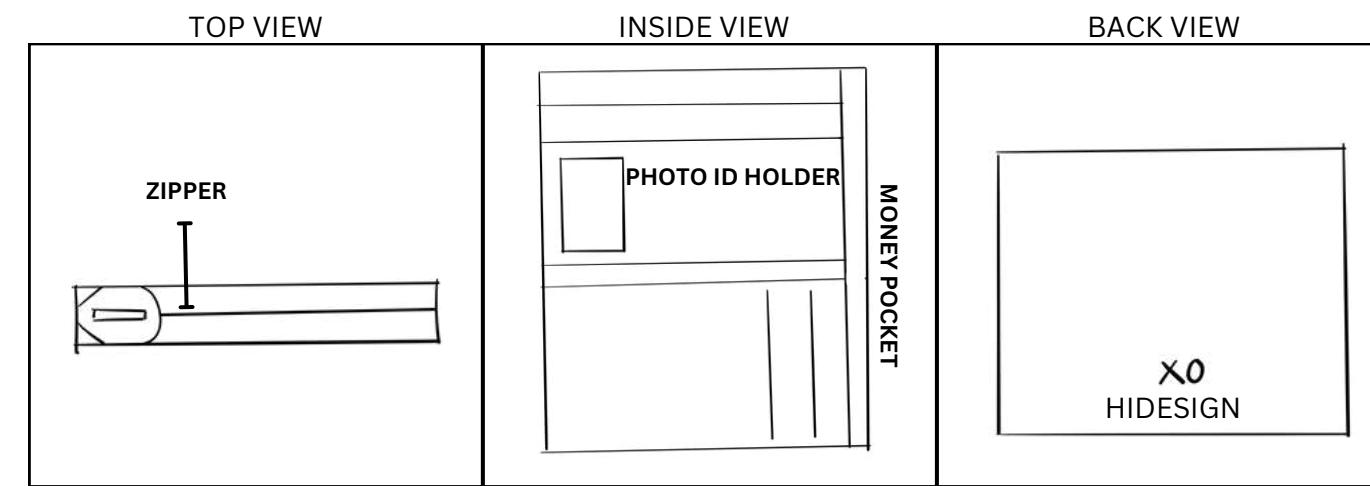
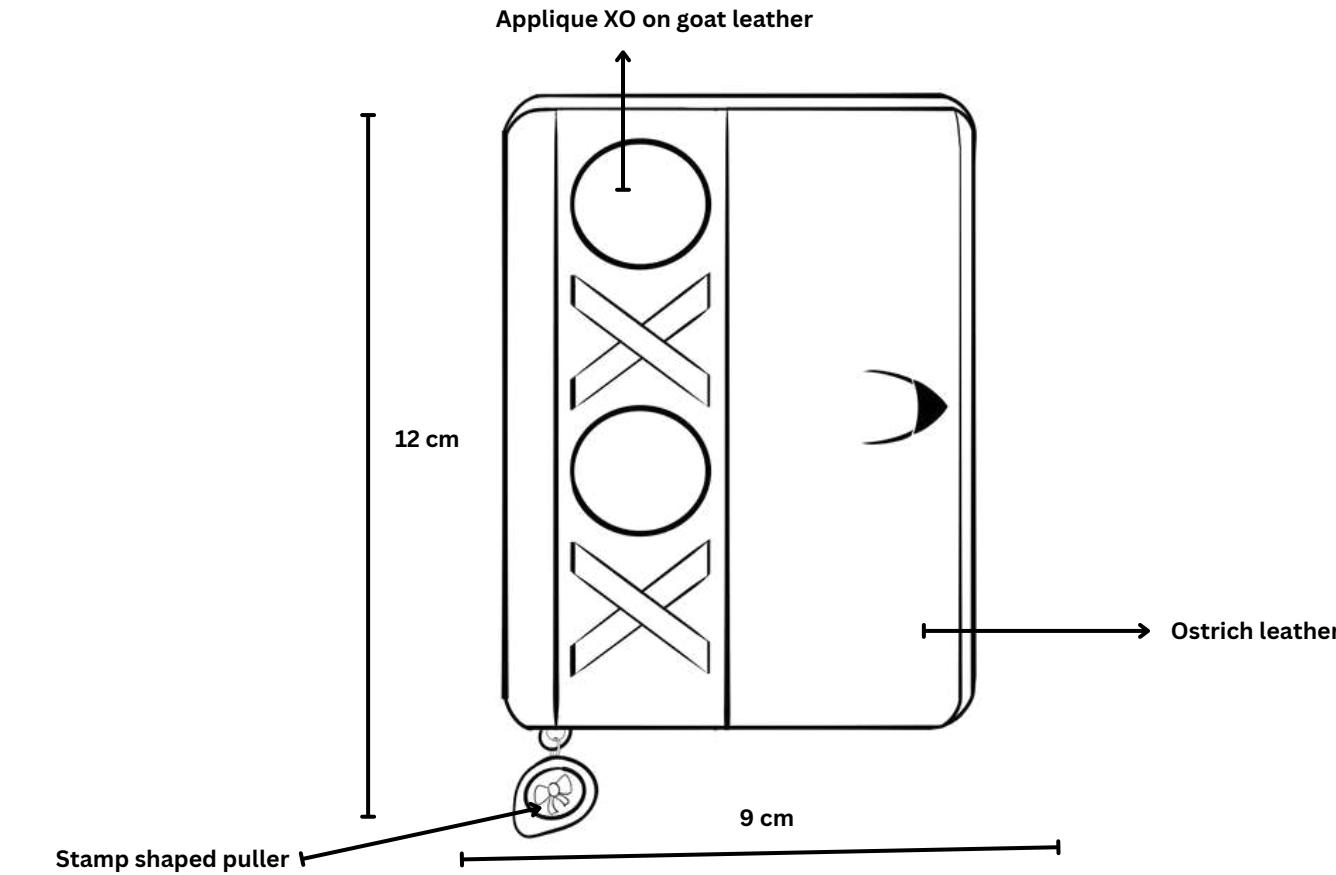
DATE OF ISSUE:

THREAD: Matching

DELIVERY DATE:

RANGE:

Tech Pack



DESIGNER

PATTERN MASTER

SAMPLING IN CHARGE

Wallet





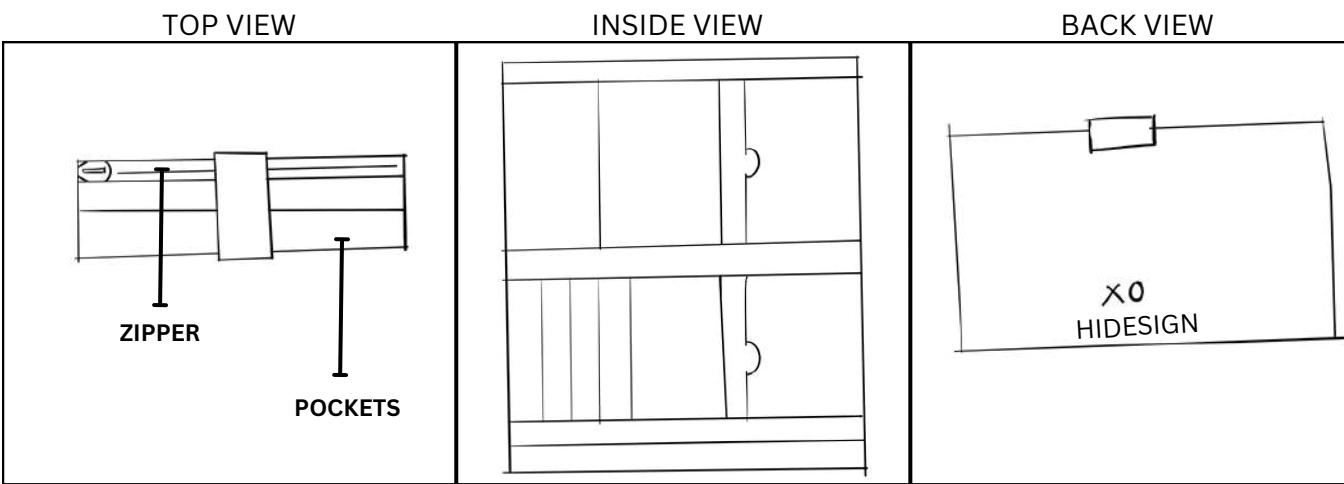
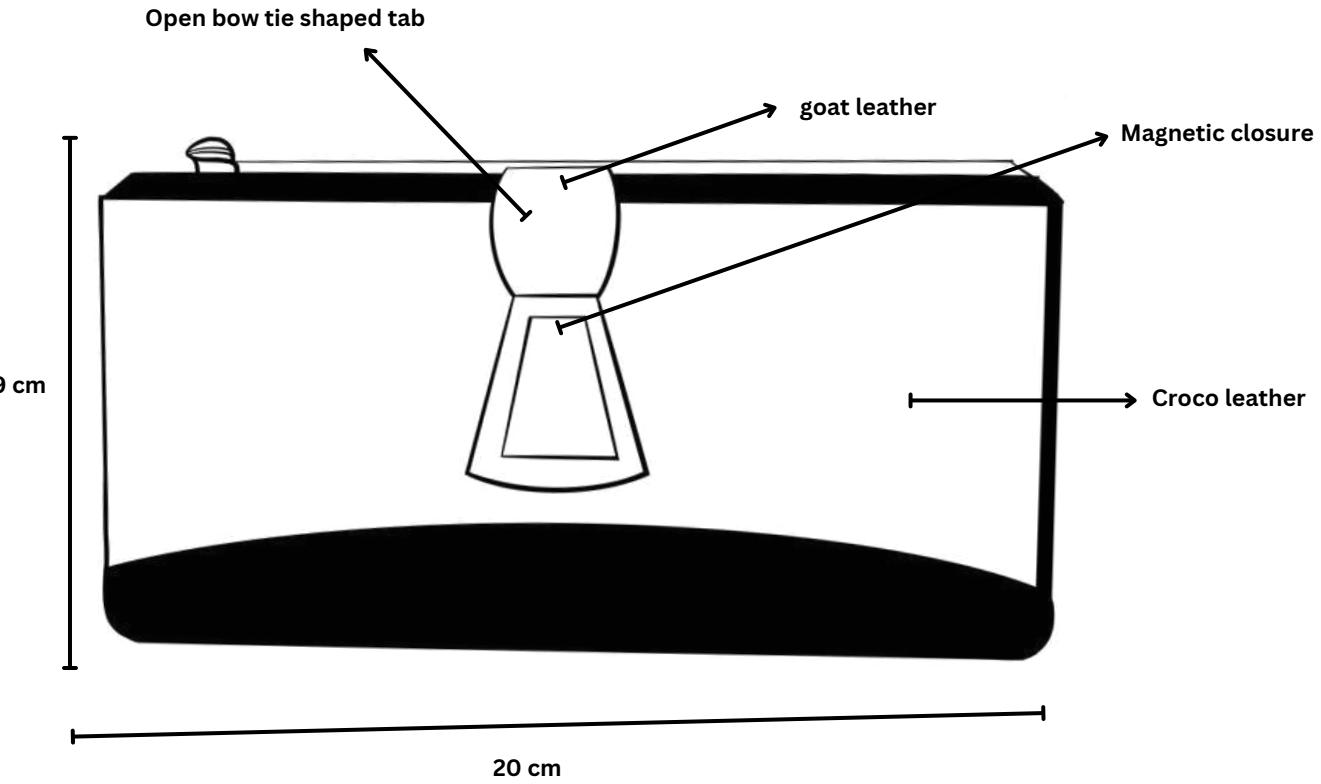
Design department
PRODUCT SPECIFICATION SHEET

HIDESIGN

STYLE NO.: W03
LEATHER: Croco and goat
COLOUR: Black and pink
LINING: Pink suede
THREAD: Matching

FITTINGS: Antique Brass
SIZE: LxHxW 20 x 9 cm
DATE OF ISSUE:
DELIVERY DATE:
RANGE:

Tech Pack



DESIGNER

PATTERN MASTER

SAMPLING IN CHARGE

Sweet Reverie

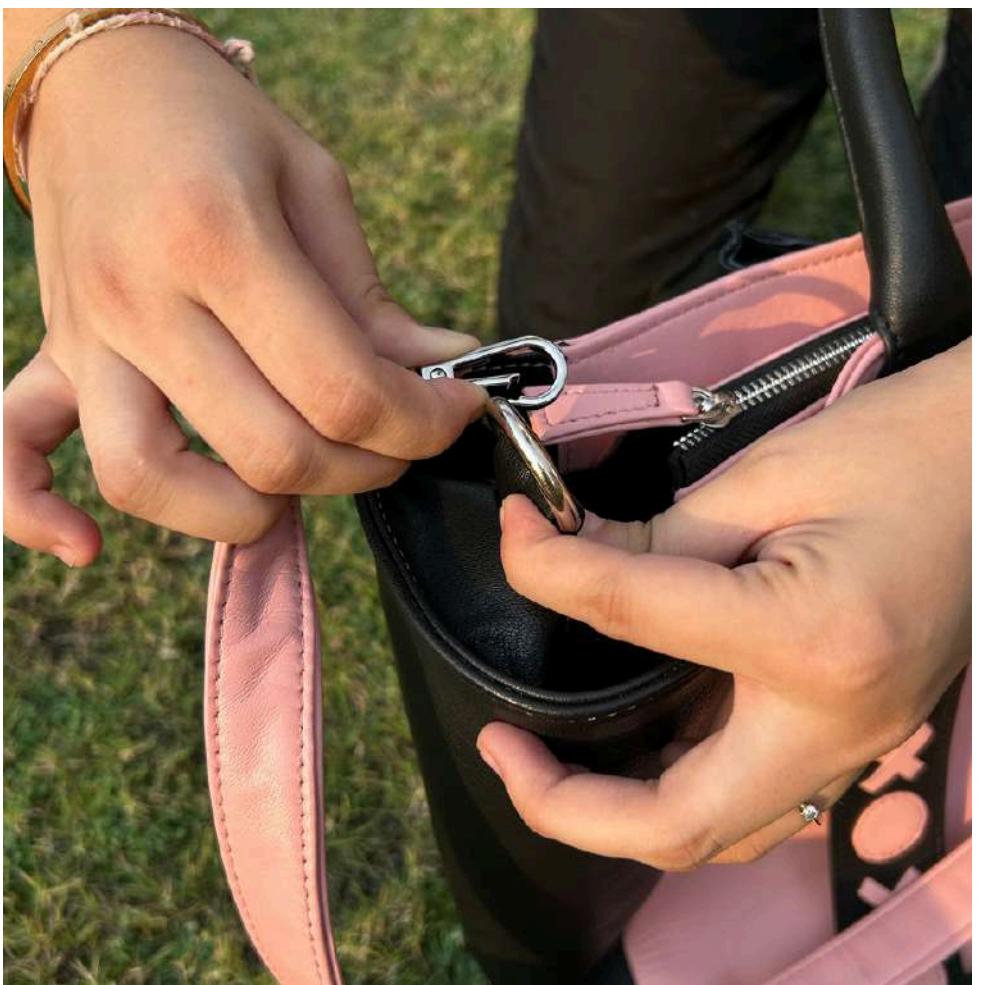


QUIET LUXURY | CLEAN BEAUTY









HIDESIGN



Thank you!

xo