

DESIGN BRIEF

Make a range for Baggit

To design a range tailored for urban women shaping the future, for Baggit. With sleek cuts and strong aesthetics, these bags serve as style testimony for those leaving their mark. Reflecting modern sophistication and timeless elegance, the collection is designed to appeal to a diverse audience.

INSPIRATION BOARD.



Seahorse



Bone structure



Skin texture



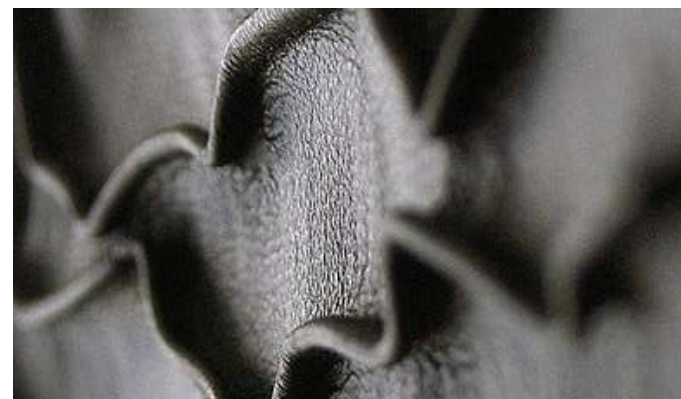
Tail



Ruffles



LOOK BOARD.



TARGET AUDIENCE.

- **Age Group:** Primarily urban women aged 20 to 45 years old.
- **Annual Income:** Varied, ranging from middle to upper-middle income brackets.
- **Shopping Habits:** Prefer convenient shopping experiences, including online and brick-and-mortar stores; value quality over quantity and are willing to invest in timeless pieces.
- **Psychographics:** Fashion-forward individuals with a keen eye for quality and elegance; lead busy, multifaceted lives, balancing career aspirations with personal passions; seek accessories that reflect their dynamic lifestyle and desire to make a statement.
- **Demographics:** Diverse mix encompassing housewives and working-class women; spread across various socioeconomic backgrounds, reflecting modern sophistication and timeless appeal.
- **Lifestyle:** Lead busy, multifaceted lives, balancing career aspirations with personal passions; active social lives, engaged in various activities from work to leisure, seeking accessories that complement their dynamic lifestyle and make a statement.

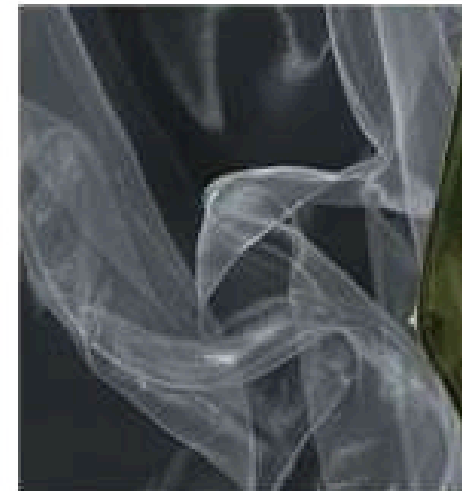


STYLE BOARD.

Working Women



Casual but formal



Ruffles



Chic

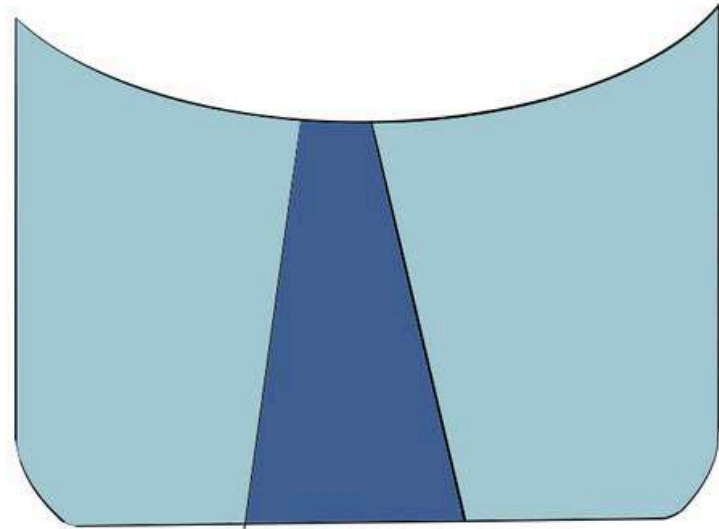
FINAL SKETCH

BAGGIT PRESENTS

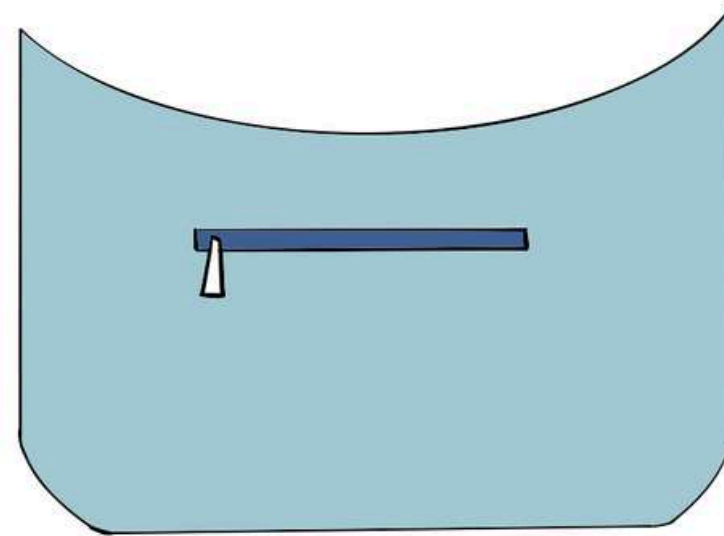
SLING



ELEMENTS



FRONT



BACK



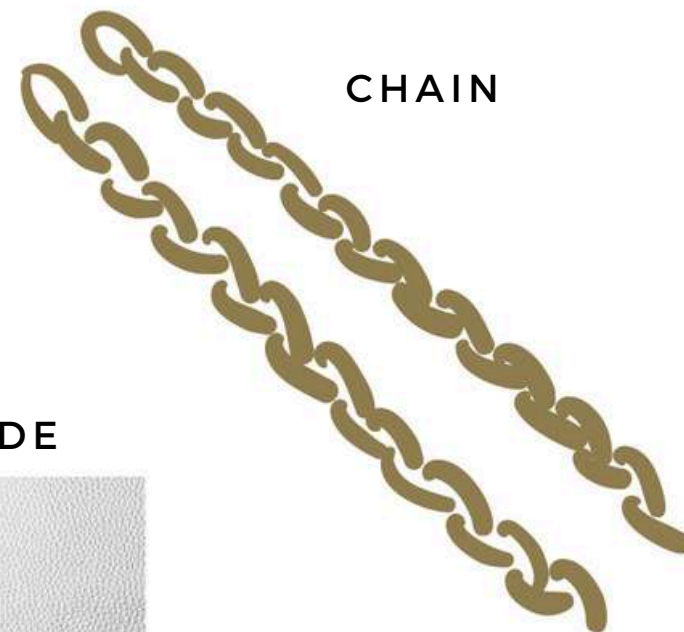
SIDE PANELS



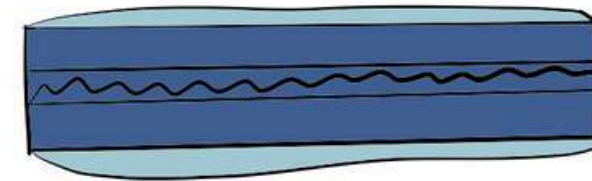
D-RING



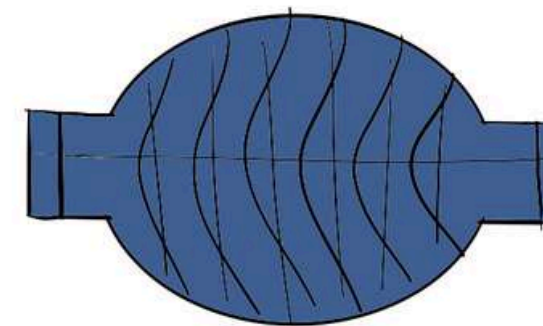
SUEDE



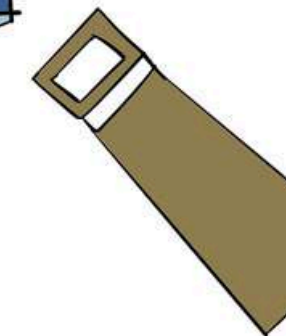
CHAIN



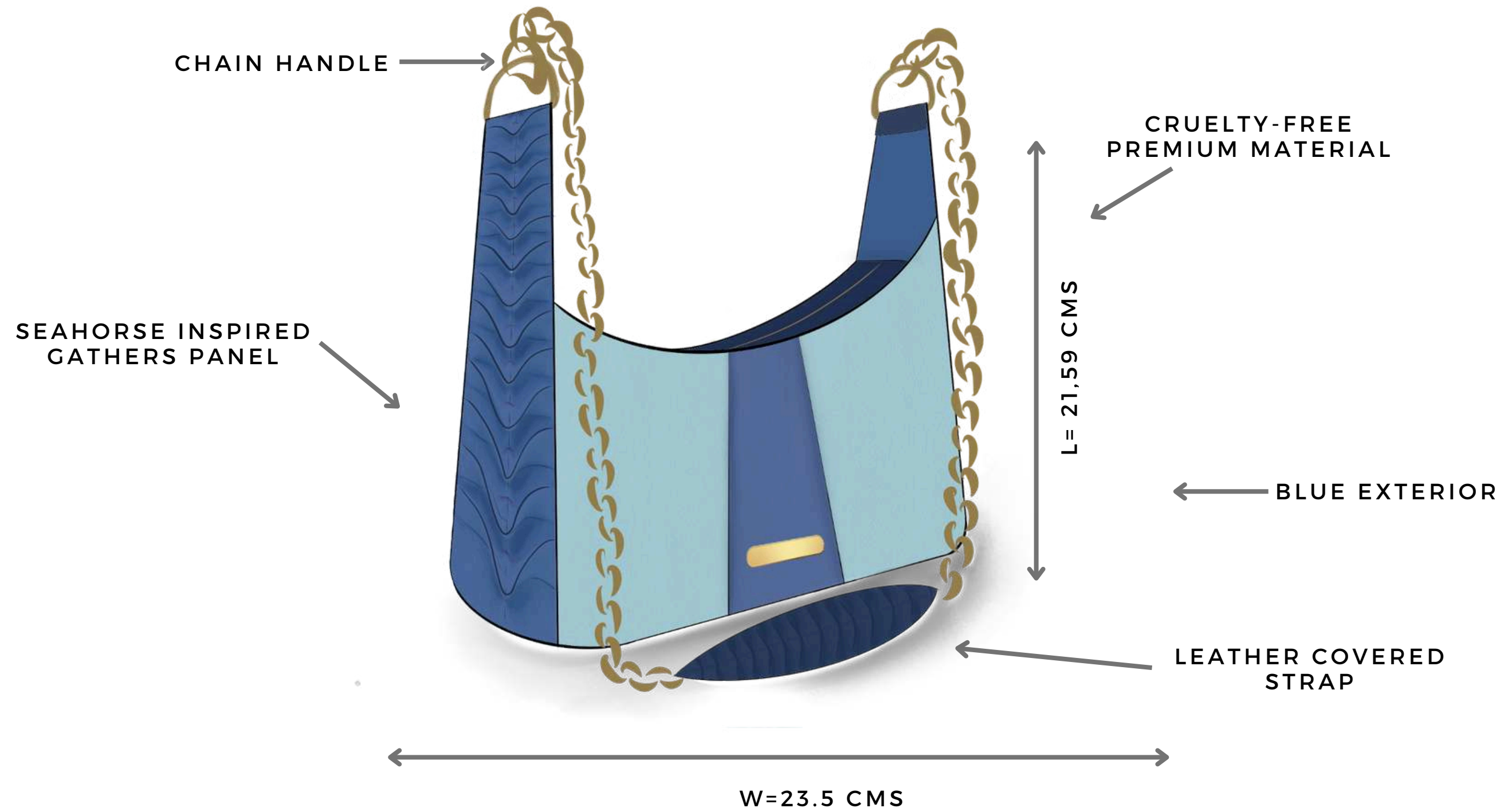
TOP



TOP STRAP



PULLER

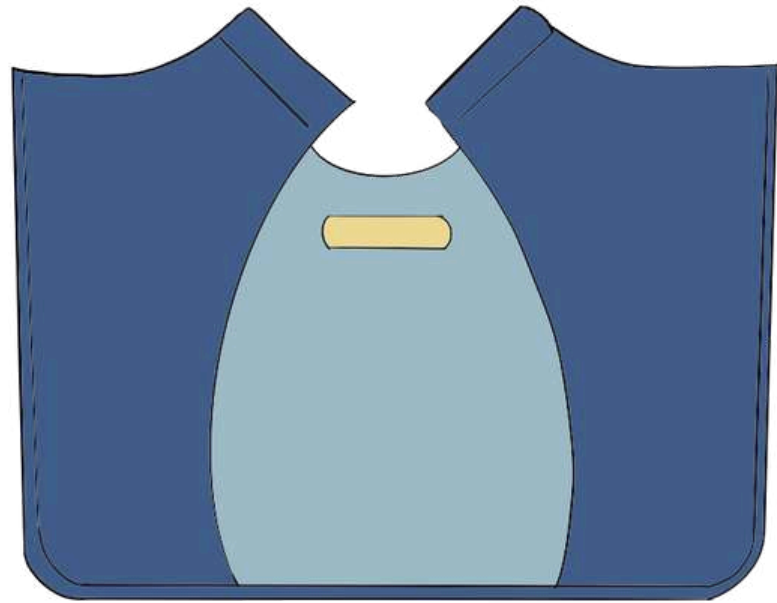


BAGGIT PRESENTS

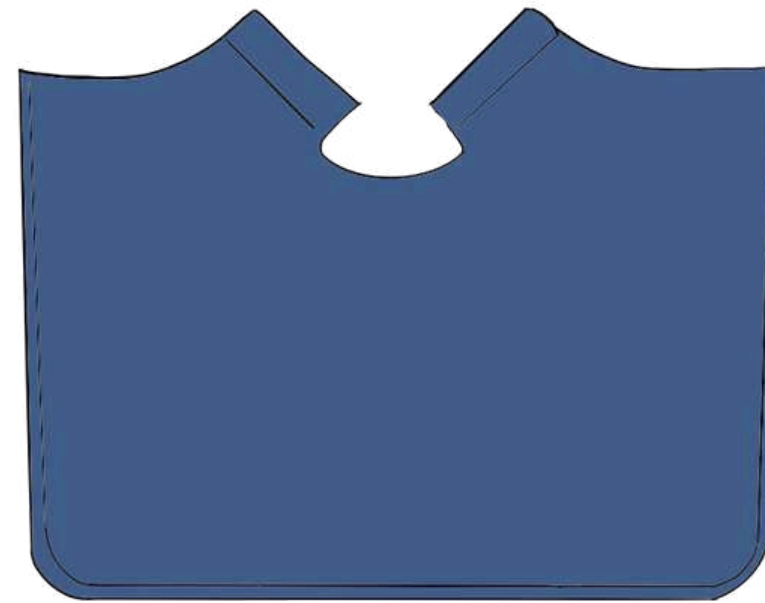
TOTE



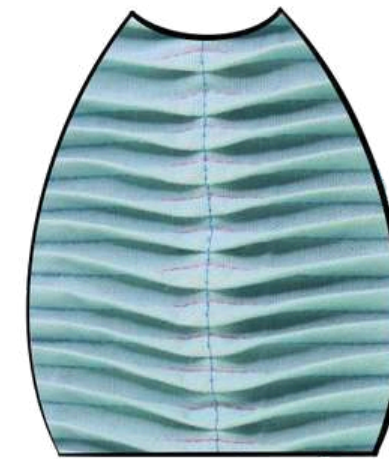
ELEMENTS



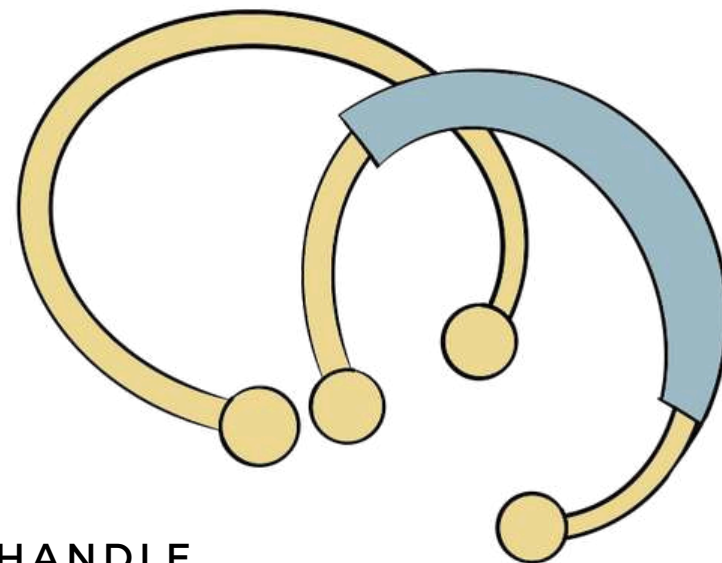
FRONT



BACK



FRONT PANEL

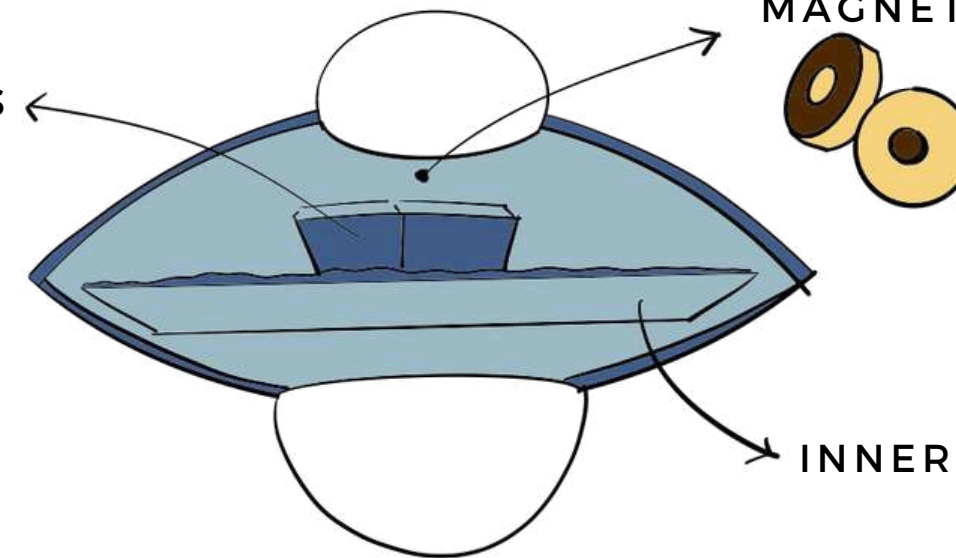


TOP HANDLE



SUEDE

PHONE
POCKETS

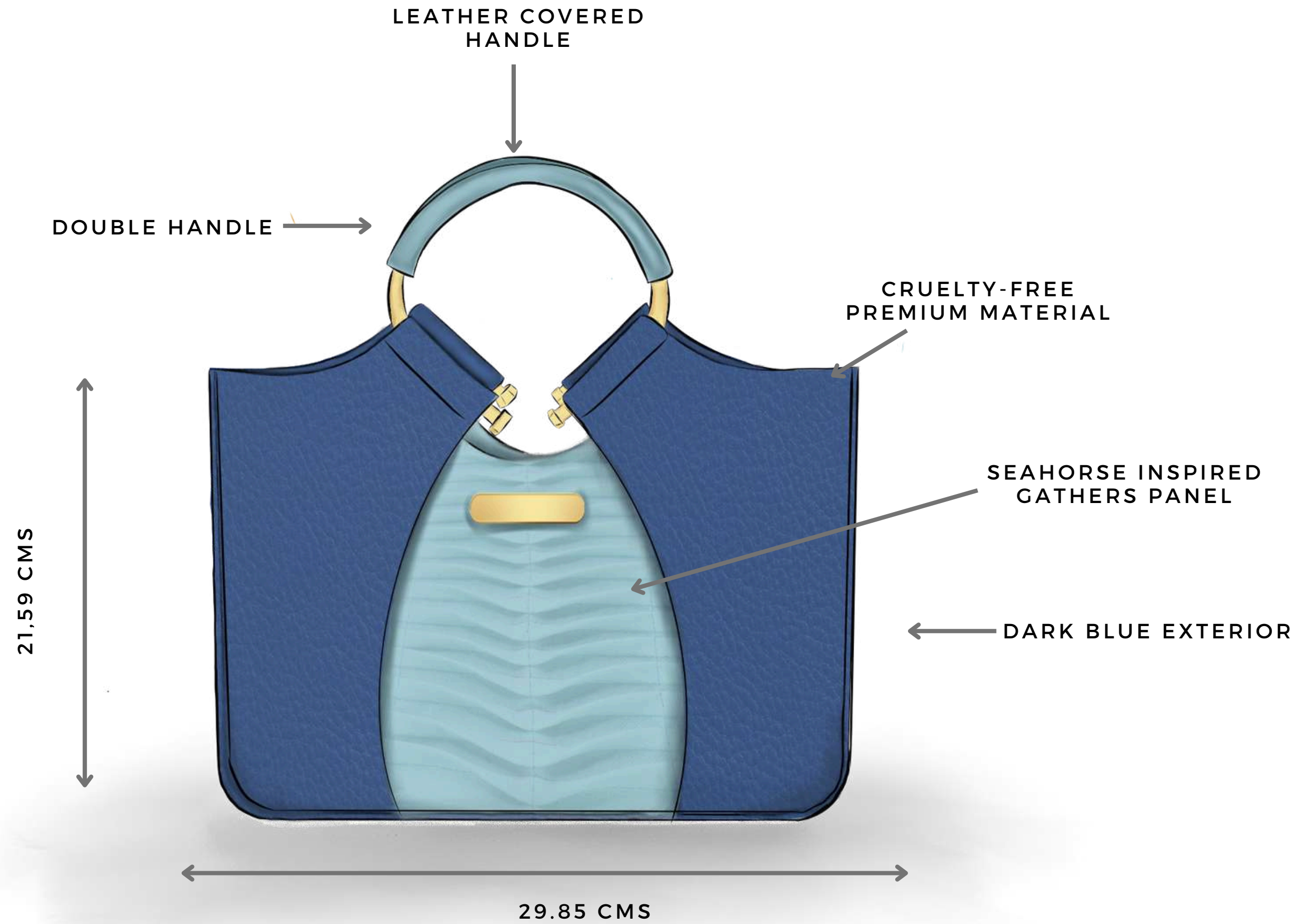


TOP VIEW

MAGNETIC CLOSURE

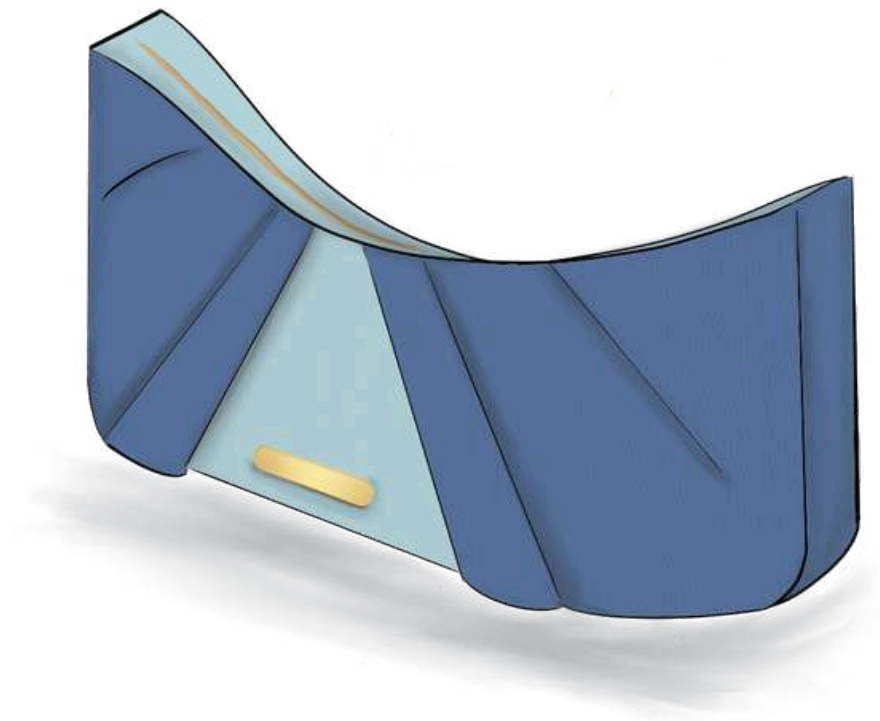


INNER POCKET

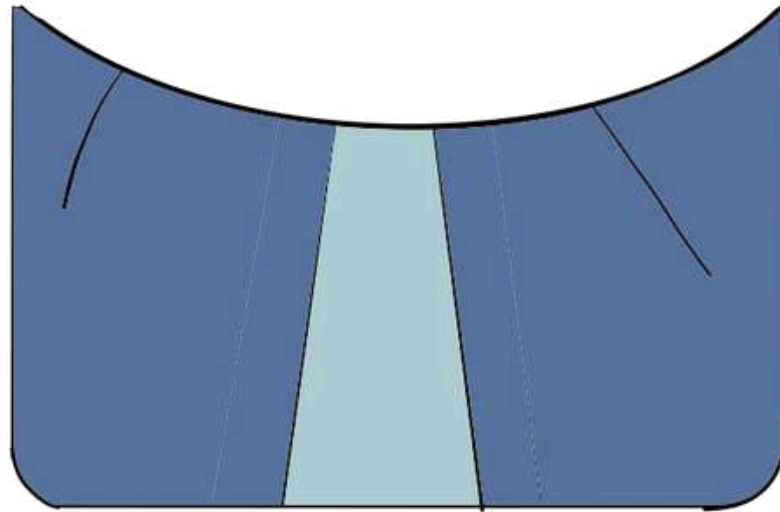


BAGGIT PRESENTS

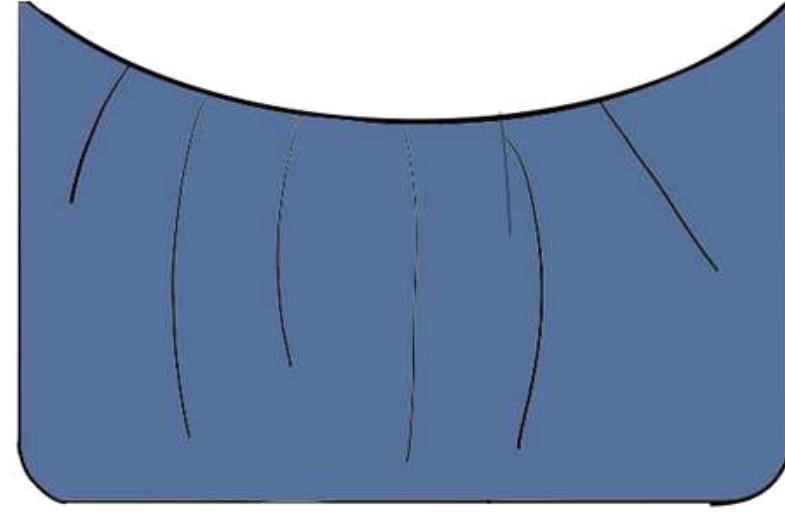
CLUTCH



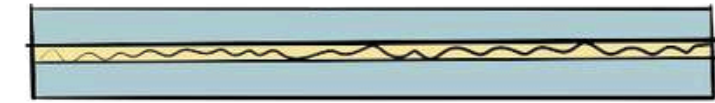
ELEMENTS



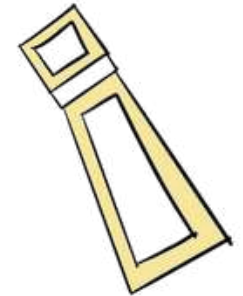
FRONT



BACK



ZIPPER CLOSURE

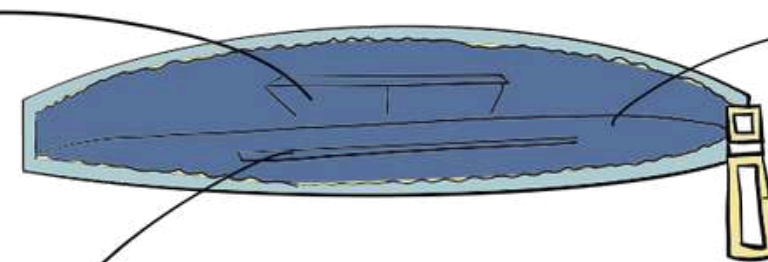


PULLER

SUEDE



PHONE
POCKETS

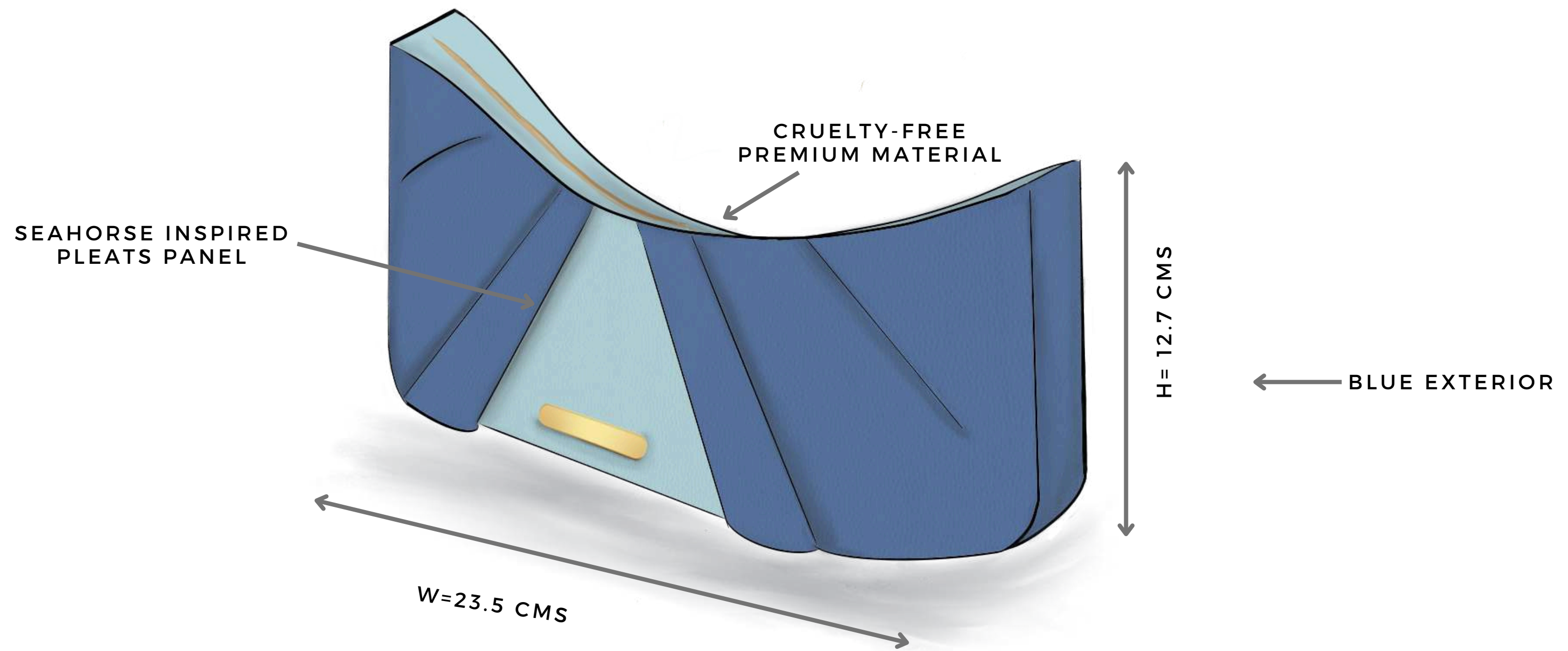


TOP VIEW

INNER POCKET

ZIPPER CLOSURE

INNER POCKET

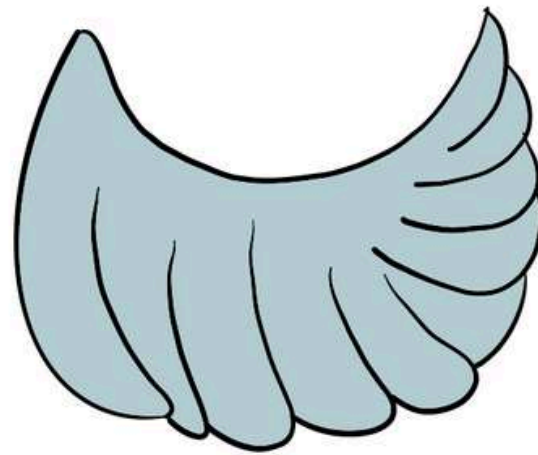


BAGGIT PRESENTS

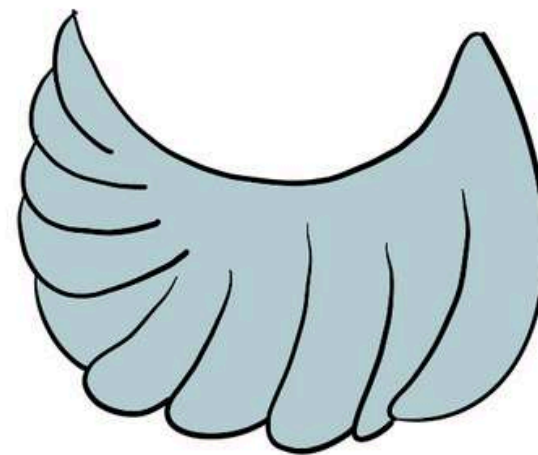
HANDBAG



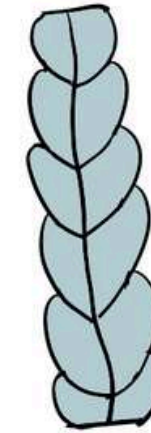
ELEMENTS



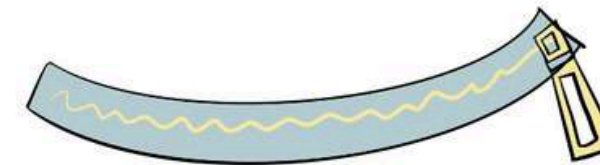
FRONT



BACK



SIDE PANEL



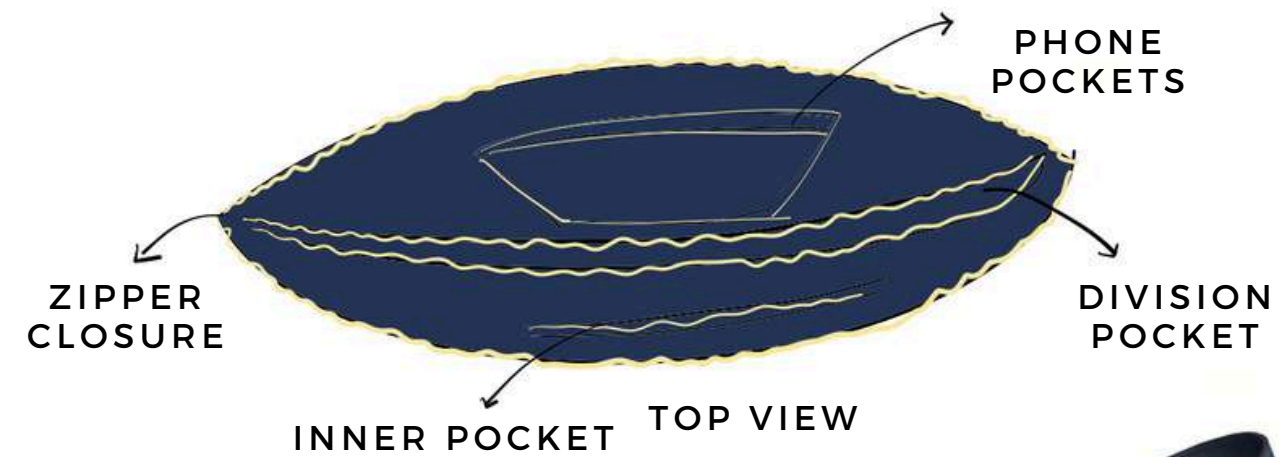
ZIPPER CLOSURE



D-RING



SYNTHETIC
LEATHER



ZIPPER
CLOSURE

INNER POCKET

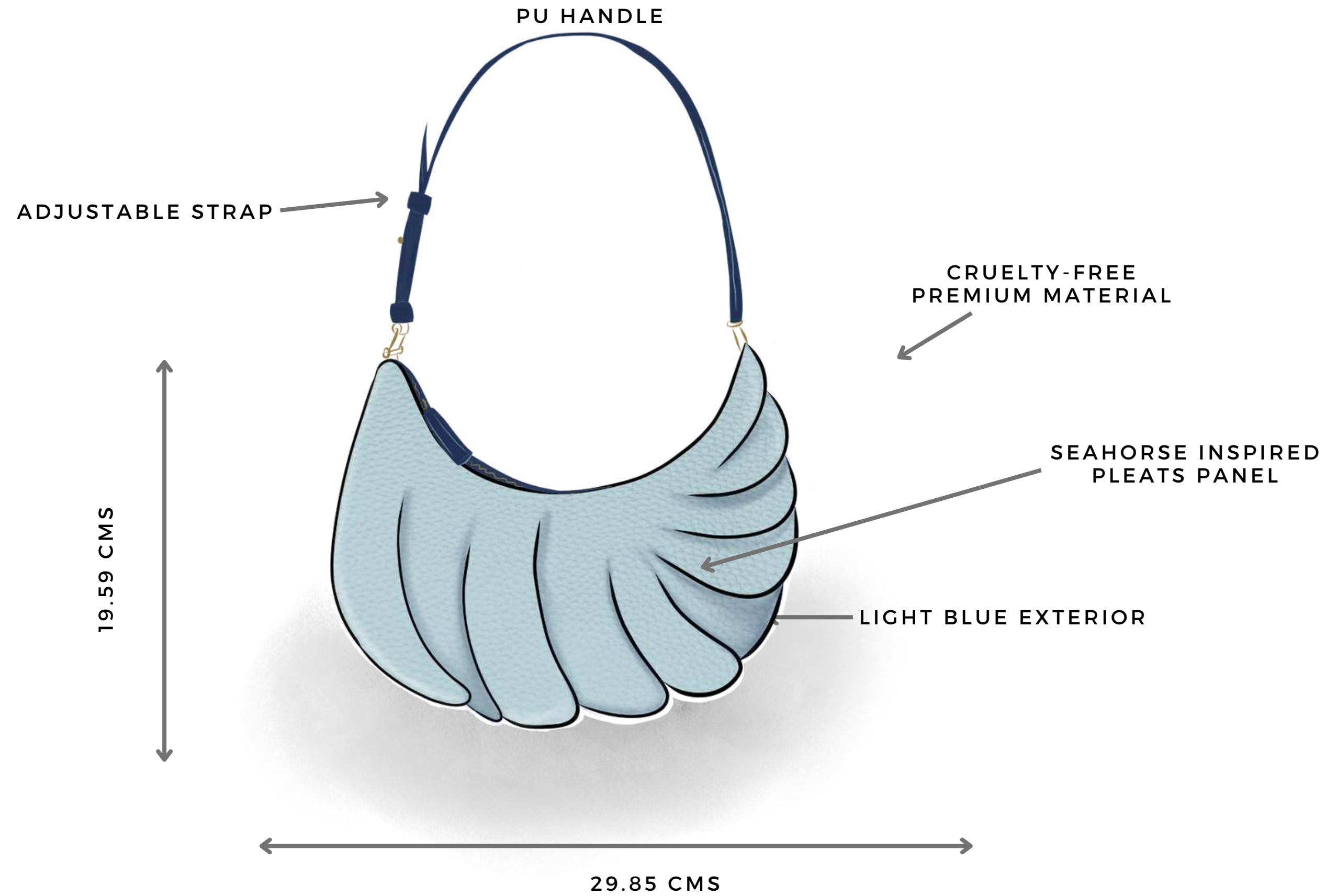
TOP VIEW

PHONE
POCKETS

DIVISION
POCKET



STRAP



PU HANDLE

ADJUSTABLE STRAP

CRUELTY-FREE
PREMIUM MATERIAL

SEAHORSE INSPIRED
PLEATS PANEL

LIGHT BLUE EXTERIOR

19.59 CMS

29.85 CMS

BAGGIT PRESENTS

TRITON



