

Design Brief

To design a stylish and versatile party/evening handbag that appeals to women who are outgoing and party-freaks. The handbag should be designed to complement their fashion-forward and trend-conscious lifestyles while offering practicality and value for money. Sketch and come up with a prototype for the same.

Client board

Age group : People in their 20s, mainly 20–28

Annual Income : 10L–15L

Social Status : Upper income group

Interests : Fashion, music, films, social networking, magazines, indulged in clubbing and partying

Shopping habits

- Makes occasion-specific purchases
- Looks for things that offer a good balance between price and quality.
- Staying updated with current fashion trends.

Lifestyle : Fashion conscious woman who gets to work well dressed, business oriented and aims at building an individual personality.



MOOD

It is a *BLING BLING* party night where you have been invited by your friend. Outfit is decided and so are the accessories, you are going to be the attention stealer, you are the centre of the night.

GLIMMER

THE ONLY PARTY BAG YOU NEED







