



V.I.P. LUGGAGE, nasik

ANAND ASINKAR

PRODUCT DESIGN

SUMMER TRAINING



- ABOUT VIP
- ORIENTATION
- PROJECT BRIEF
- PLANNING
- RESEARCH
- TERMINOLOGY
- MARKET STUDY
- COLLECTION
- CLASSISM & INSPIRATION BOARD
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- LUGGAGE
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- ACKNOWLEDGEMENT



The establishment of VIP, Asia's #1 luggage manufacturer, in 1971 heralded the birth of modern luggage in India. VIP launched India's first hard suitcase the same year. Since then, the company has grown, not just in size, nor in the wide range of product offerings for every travel need, but also in the geographical breadth of our operations.

Today, VIP Luggage enjoys an overwhelming 97% brand awareness among India's 950 million people. Over the years, the name VIP has become a trust mark among travelers, safeguarding their belongings wherever their journey may take them. Its popularity is apparent from the fact that 10,000 direct dealers and several thousand more indirect dealers stock VIP luggage in India alone.

Overseas, sophisticated retailers such as London's Selfridges and the House of Fraser stock VIP luggage. The company's reach extends across the globe, to the United States, Germany, Spain, Italy and other countries.

Four factories produce nearly five million pieces a year, making VIP the second largest producer of luggage in the world. The state-of-the-art VIP Design Lab at Nasik is constantly working towards product improvement. VIPs innovations have earned them numerous international patents and design registrations.

VIP is committed to giving their customers products that have passed the most stringent tests of quality control. The efforts have earned each of their factories ISO certification.

The plants are fitted with advanced pollution control equipment, reflecting our concern for the environment and our position as a respected member of the local community.



INJECTION MOULDING

LUGGAGE ASSEMBLY

QUALITY ASSURANCE

TOOL ROOM

Jolt test

Swing test

Hinge test

Castor wheel test

On belt

Pull handle

Vibration test

Subzero test

Drop test

Steam test

Heat test

Flex fabric



PRODUCT BRIEF

Redesign of existing RIVIERA range

- Riviera is existing range of soft luggage for popular market in tan and gold combination in classic look.
- Company is looking for a fresh look of the same range

Scope of work

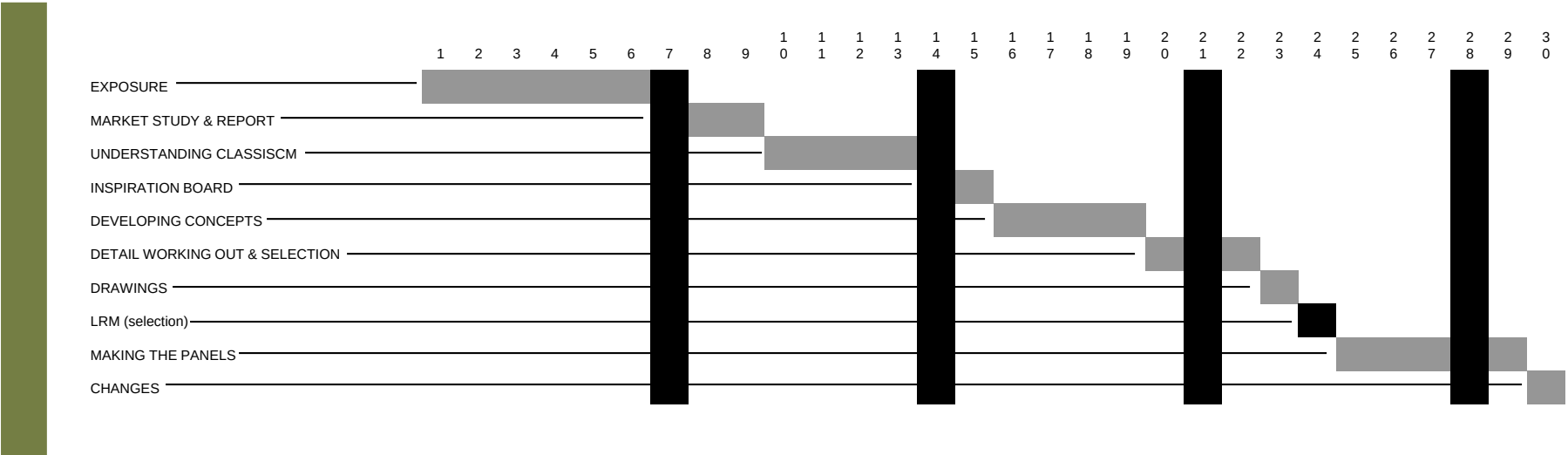
- Study the existing Riviera range, understanding the way it is made, the basic look, materials and number of SKUs.
- Redefine a new look in tan and gold.



PROJECT BRIEF



SCHEDULE FOR THE MONTH

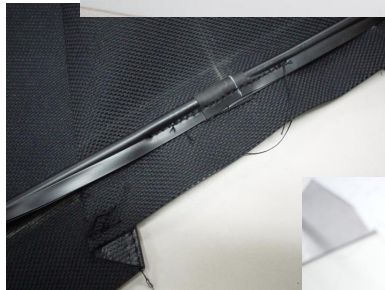


- RESEARCHING THROUGH MAGAZINES
- KNOWING OTHER BRANDS
- STUDING DIFFERENT DESIGNS AND UNDERSTANDING AND STUDYING
- COLLECTION OF SAMPLES FROM WORKSHOP
- LIST OF MATERIALS



RESEARCH





- HANDLE
- FABRIC
- LINING
- TRIMMINGS
- LOGO
- SLIDERS
- BEADING
- WEBBING
- ZIP
- LUGS (supports at bottom)
- PULLING SYSTEM
- WHEELING SYSTEM
- FASTENERS
- LOCK
- SIDE HANDLE ASSLY
- POUCH
- CRCA FRAME
- TROLLY (strolly)

TERMINOLOGY



AIM OF MARKET STUDY

- Knowing the marketing departments perspective
- Understanding the local market and the demand

IMPORTANT POINTS

- Reason for launching the product
- Criteria for selecting the segment
- Demand
- Availability of the product
- Percentage of sale
- Reliability
- Reason for the consumer to select the range
- Awareness about styling
- Top listed products
- Other manufacturers in the same category



MARKETING FEEDBACK

- Important criteria is to maintain the price of the product
- To give a conservative and safe design
- Refreshed look and an evolution
- Sale: suitcases 1900 and strolleys 2500 per month
- Availability: the whole range not available more of suitcases and strolleys
- Users criteria: less aware about styling but look for colour, space and safety
- Local market is the biggest competition since cheaper in both suitcases and strolley

VIP DEALERS (multiple brands)

- What looks sell more
- What do the customers ask for
- What features do they ask for
- Different companies in the same category
- Hardware performance
- Colour, fabric, styling and utility
- Sale of the luggage

MARKET STUDY



DEALER SURVEY

- Customers need a variety of choice for selecting luggage
- They demand for cheaper range and therefore opt for VIP
- soft luggage mostly VIP
- Since larger sizes go in cargo, outer pockets should have locking
- VIP stands second in sale, first being local brands
- About 20% customers are brand aware
- Less variation in colour
- More richer looks with colours like beige, grays and black
- Volumous look required
- Colour variation is important

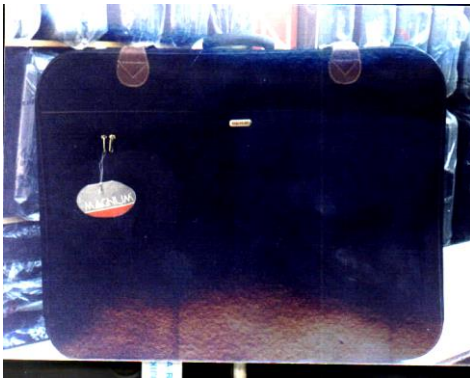


MARKET STUDY



CONCLUSION

- A refresh look for the bag
- Give a conservative and safe design
- Outer pockets necessary with locking
- More colour alternatives
- Basic fabric to be retained with use of tan and gold



MARKET STUDY



PRODUCT MAP

	Premium	Popular	Economy
Post Modern	Subtle		
Modern	Taurus, Pegasus, Oxford	Wanderlust, Wave	
Sans classic	Manhattan		
Classic	Atlantis, Regalia, Jade	Riviera, Europa	Lehar



MARKET STUDY



SKU



TOTE



SACHEL



SUITCASE



STROLLEY

THE COLLECTION



CLASSIC

rhythmic

Time honored

simple

symmetrical

vintage

harmonious

delicate

systematic

intricate

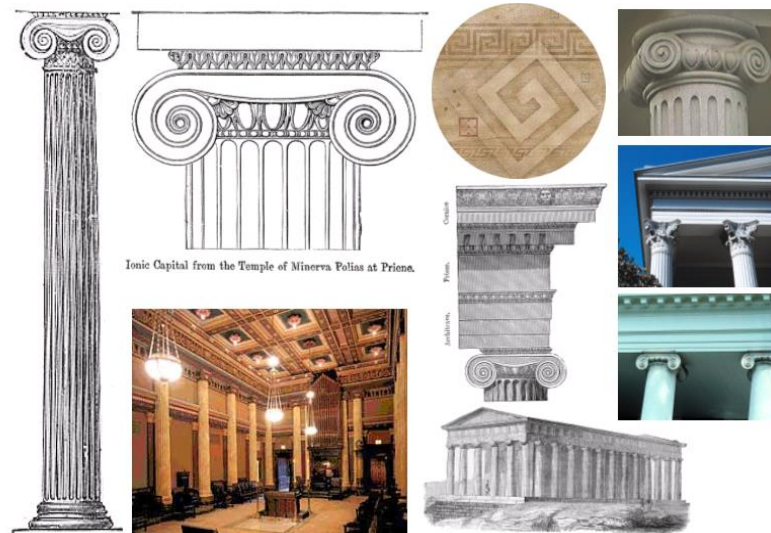
fine

old

order

delicate





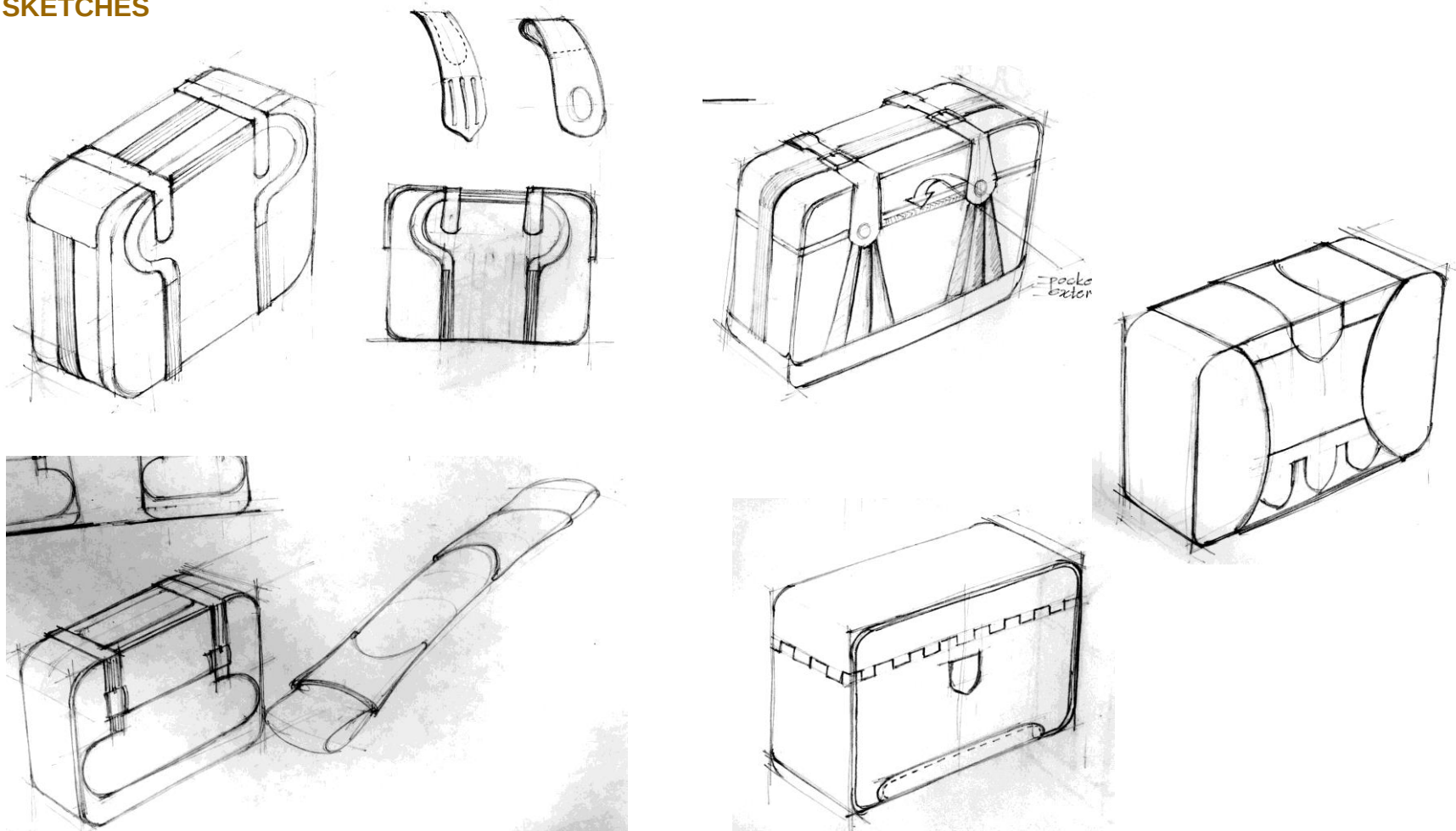
GREEK STYLE



INSPIRATION BOARD



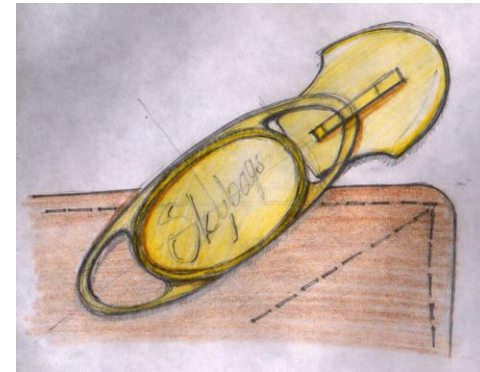
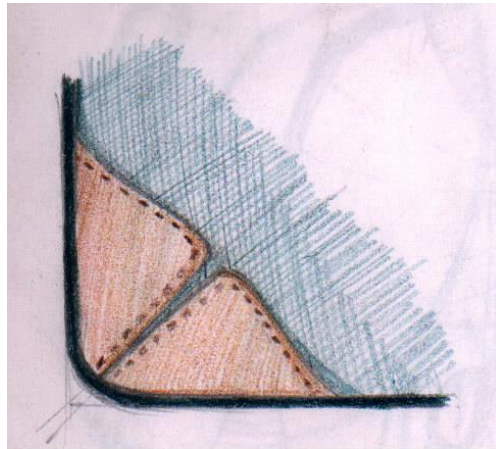
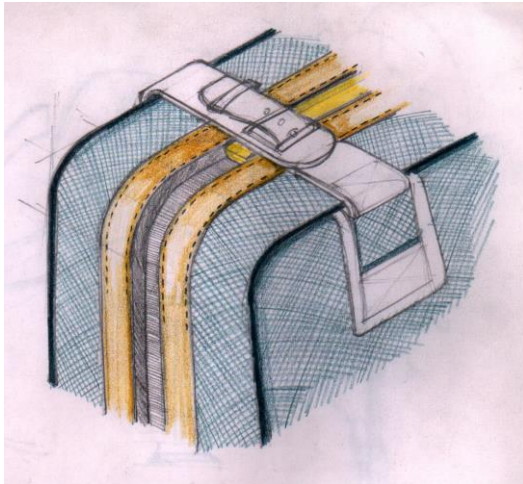
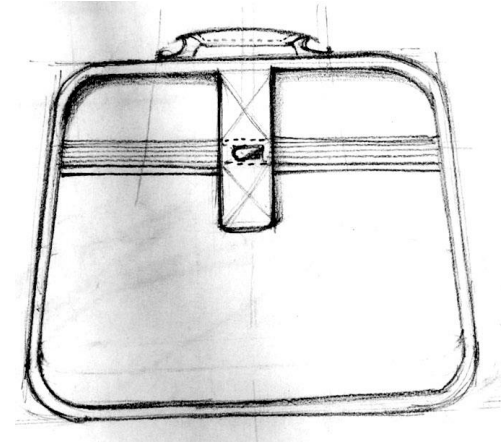
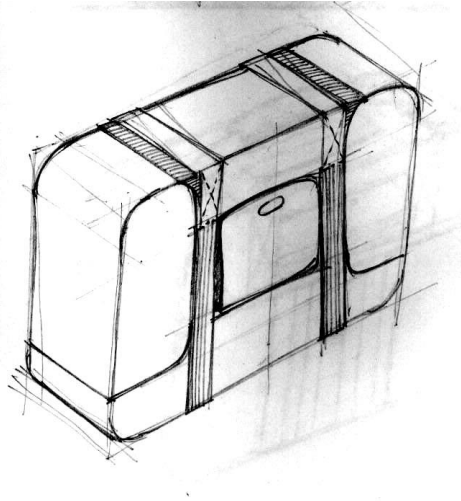
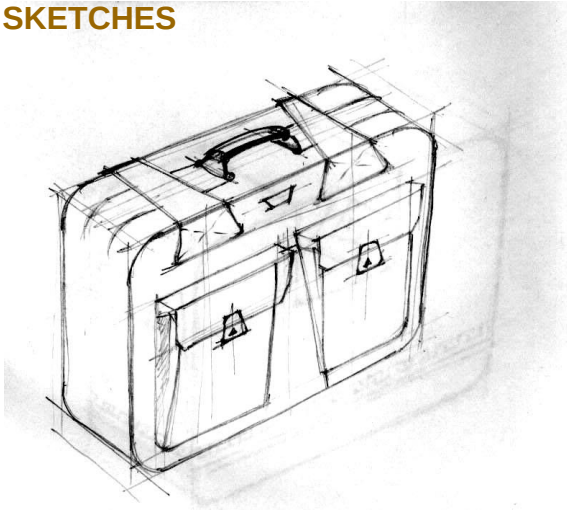
SKETCHES



CONCEPTS



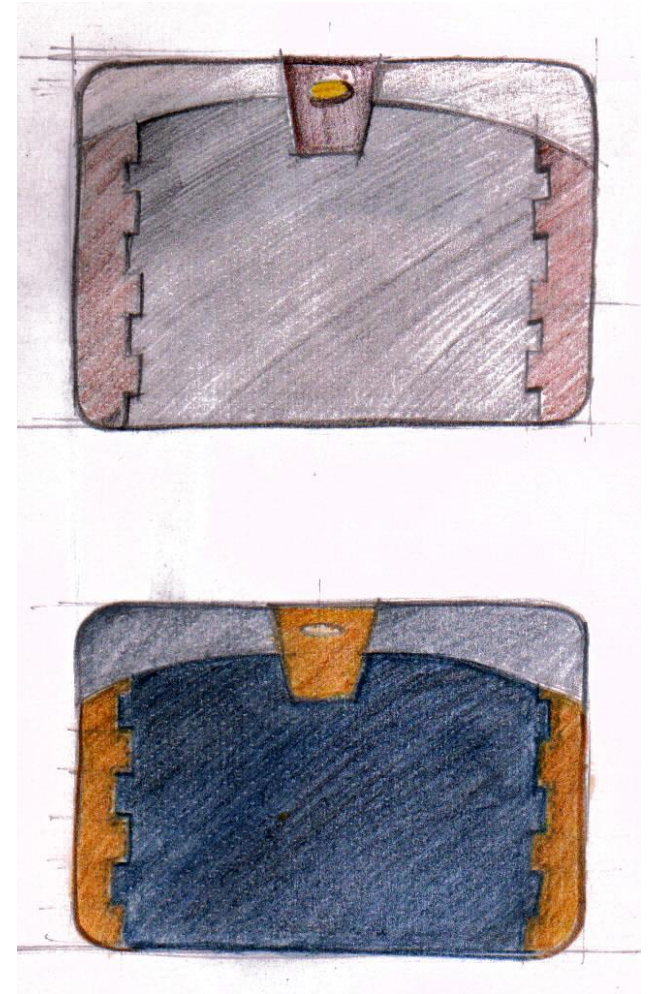
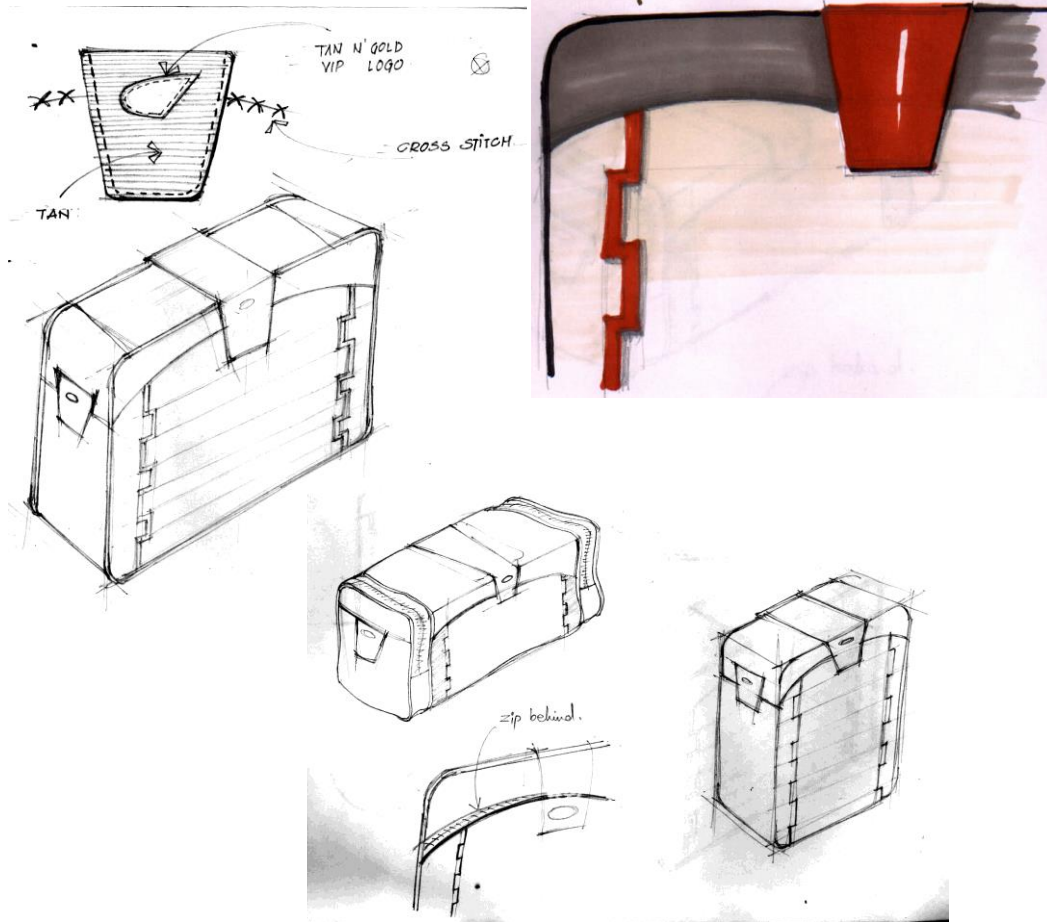
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CONCEPTS



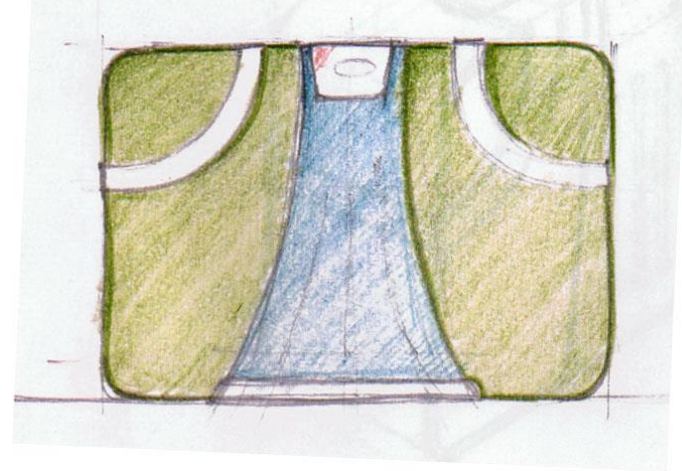
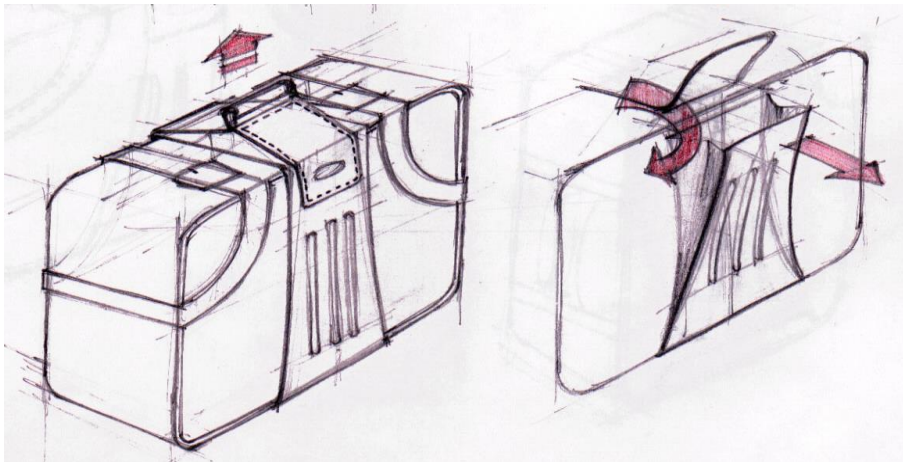
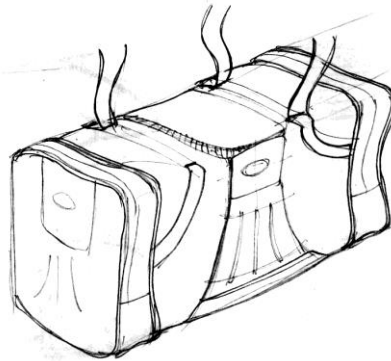
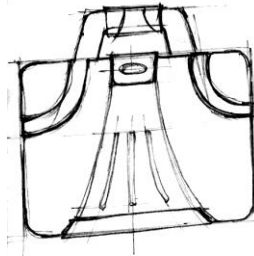
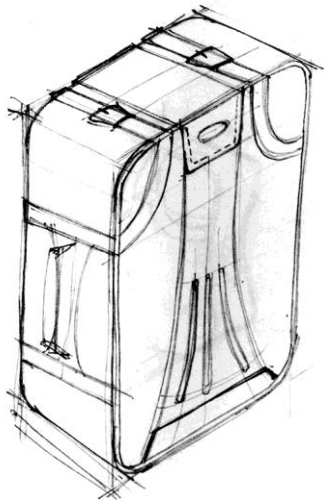
CONCEPT 1



CONCEPTS SELECTED



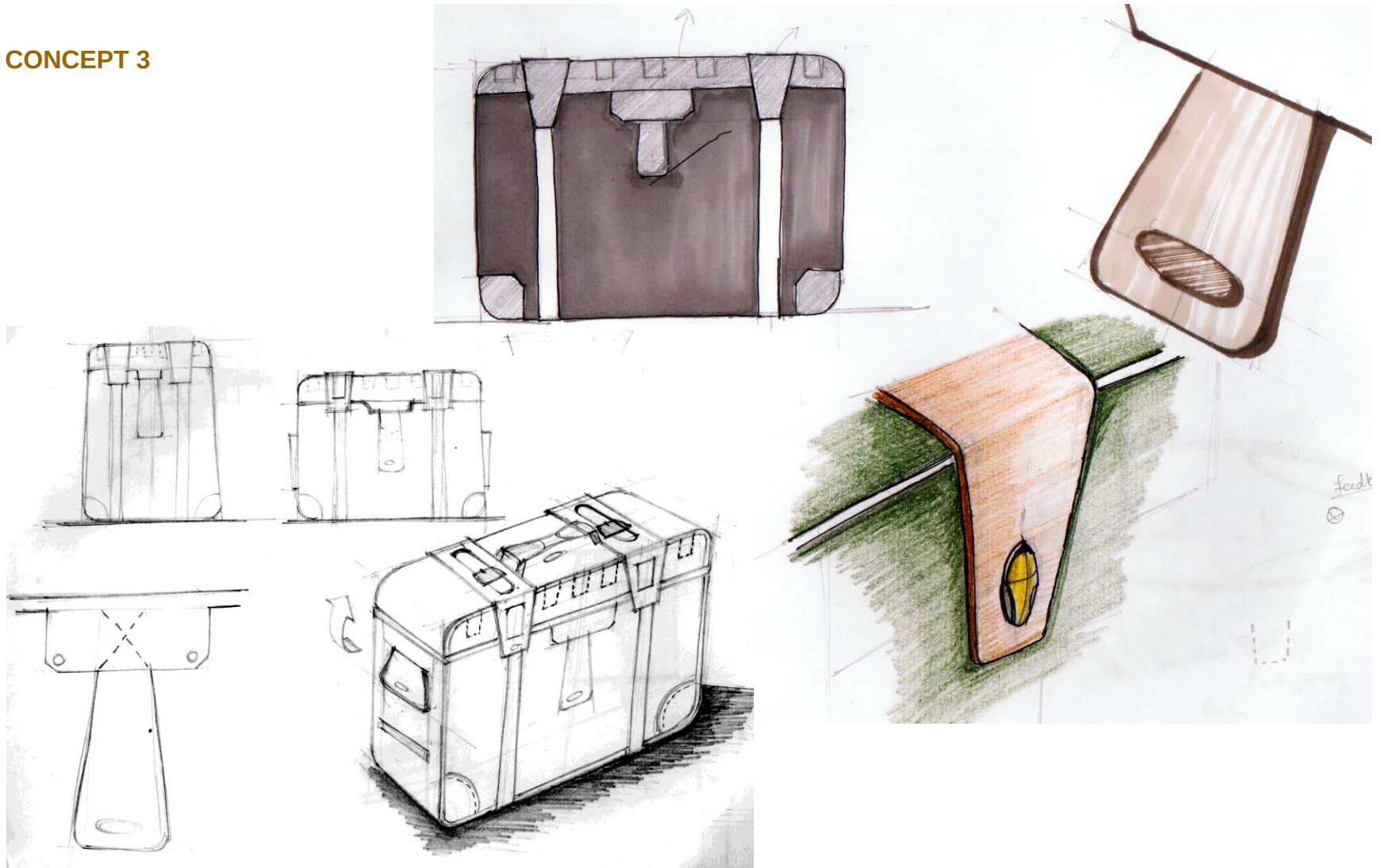
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CONCEPTS SELECTED



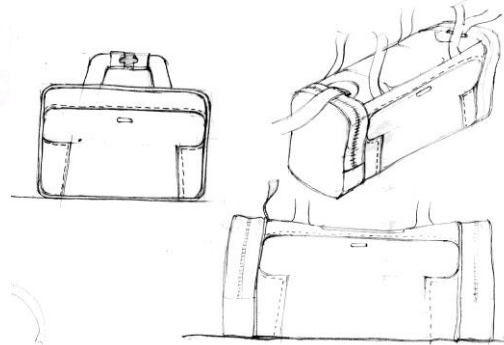
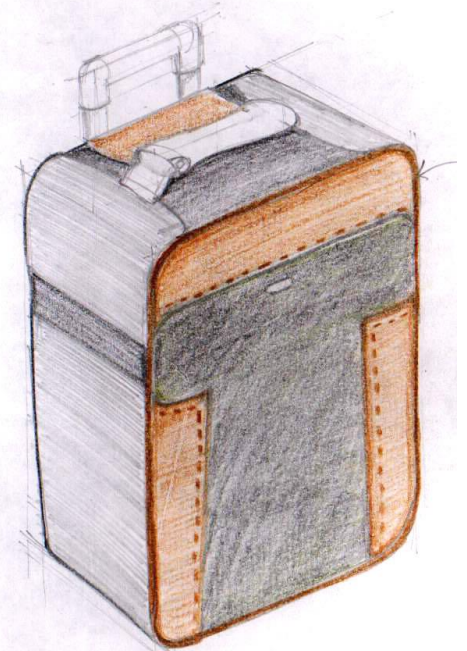
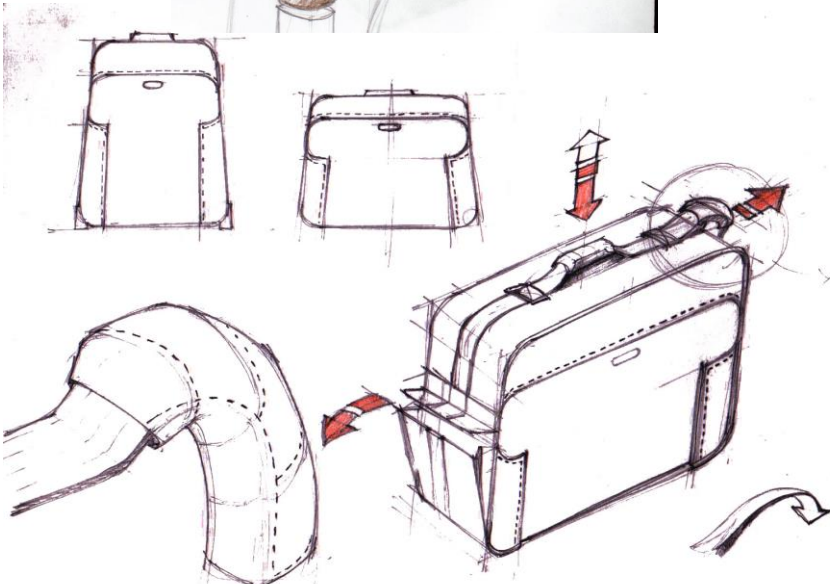
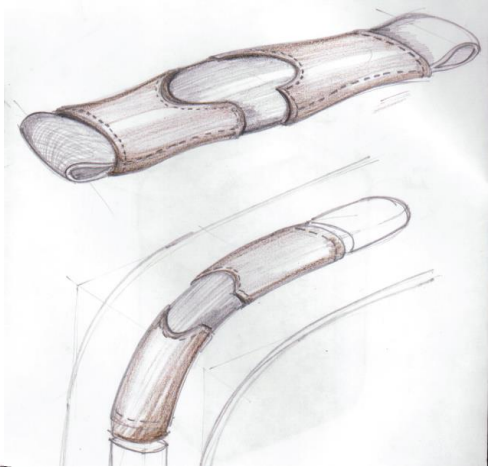
CONCEPT 3



CONCEPTS SELECTED



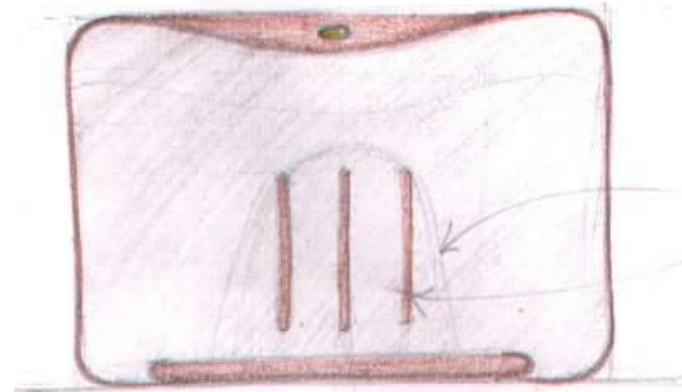
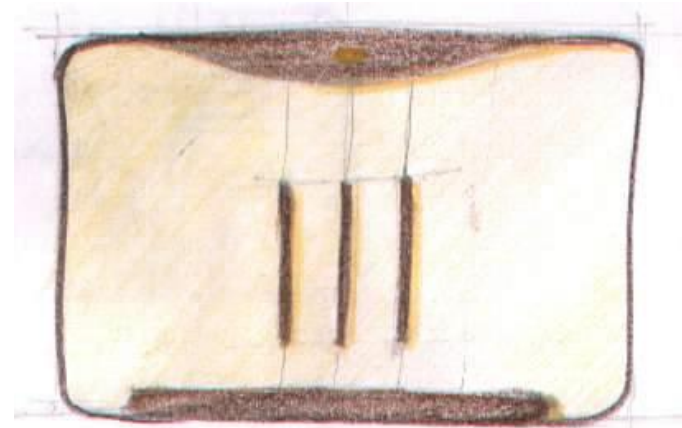
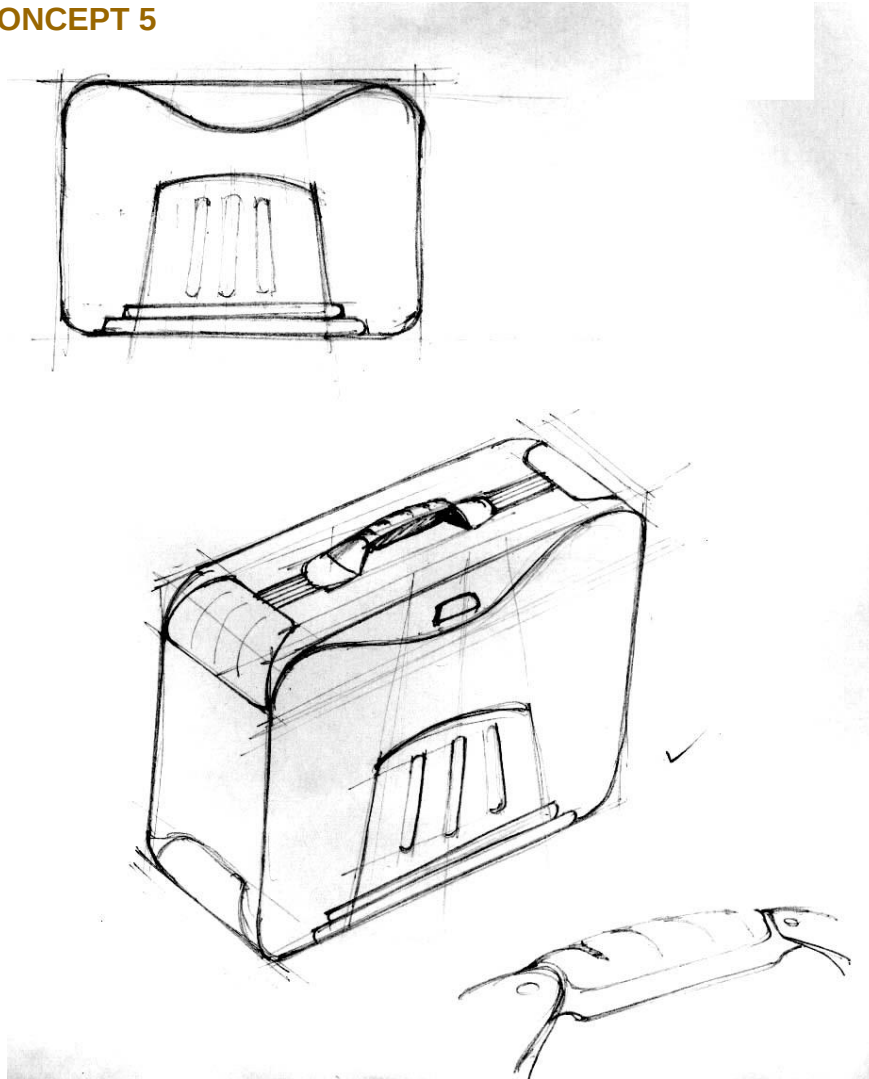
CONCEPT 4



CONCEPTS SELECTED



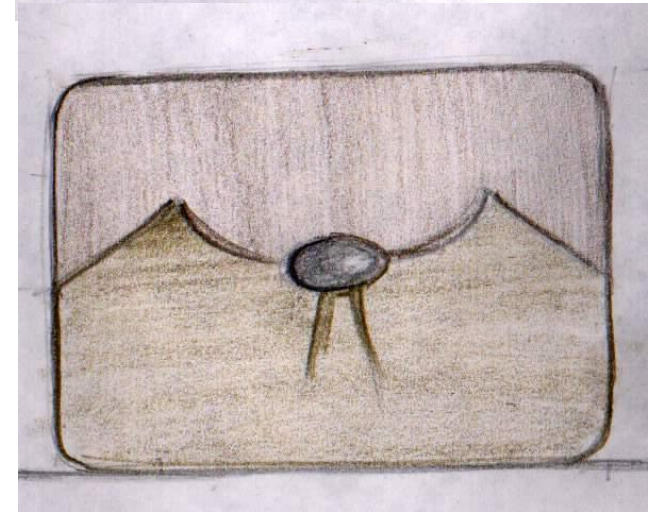
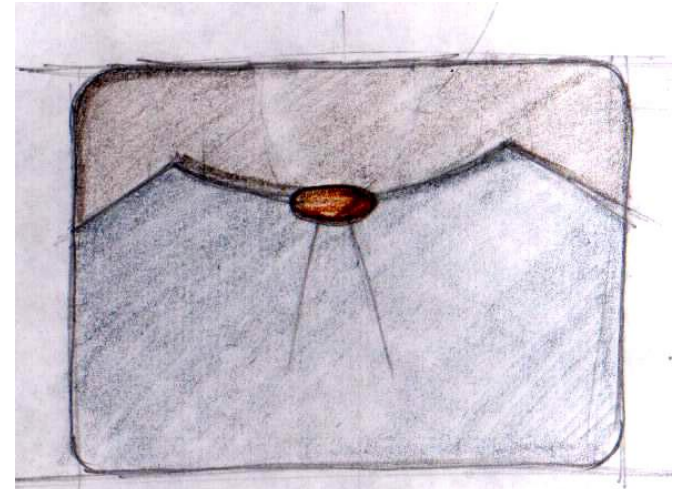
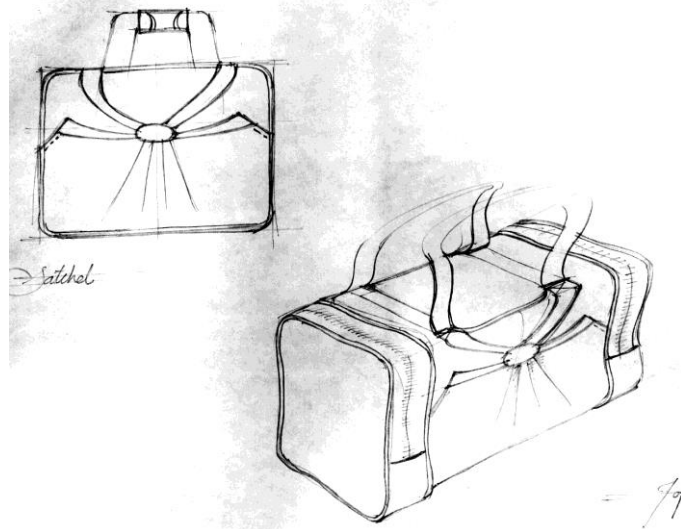
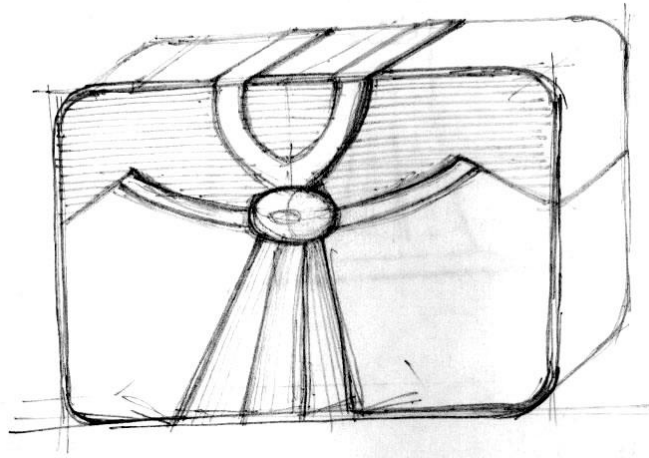
CONCEPT 5



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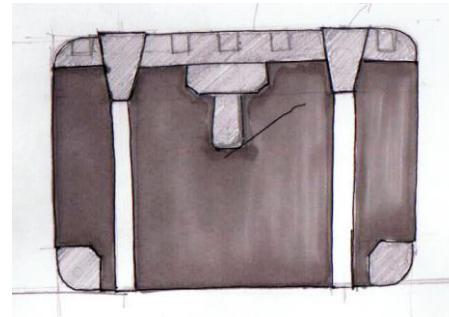
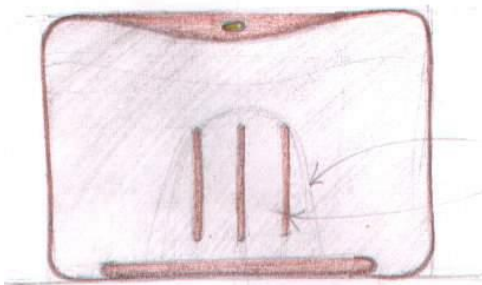
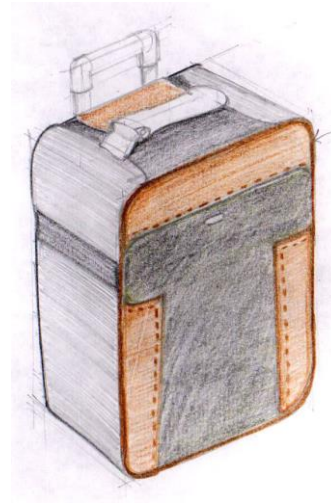
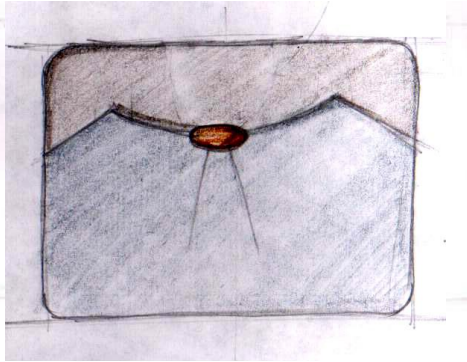


CONCEPT 6



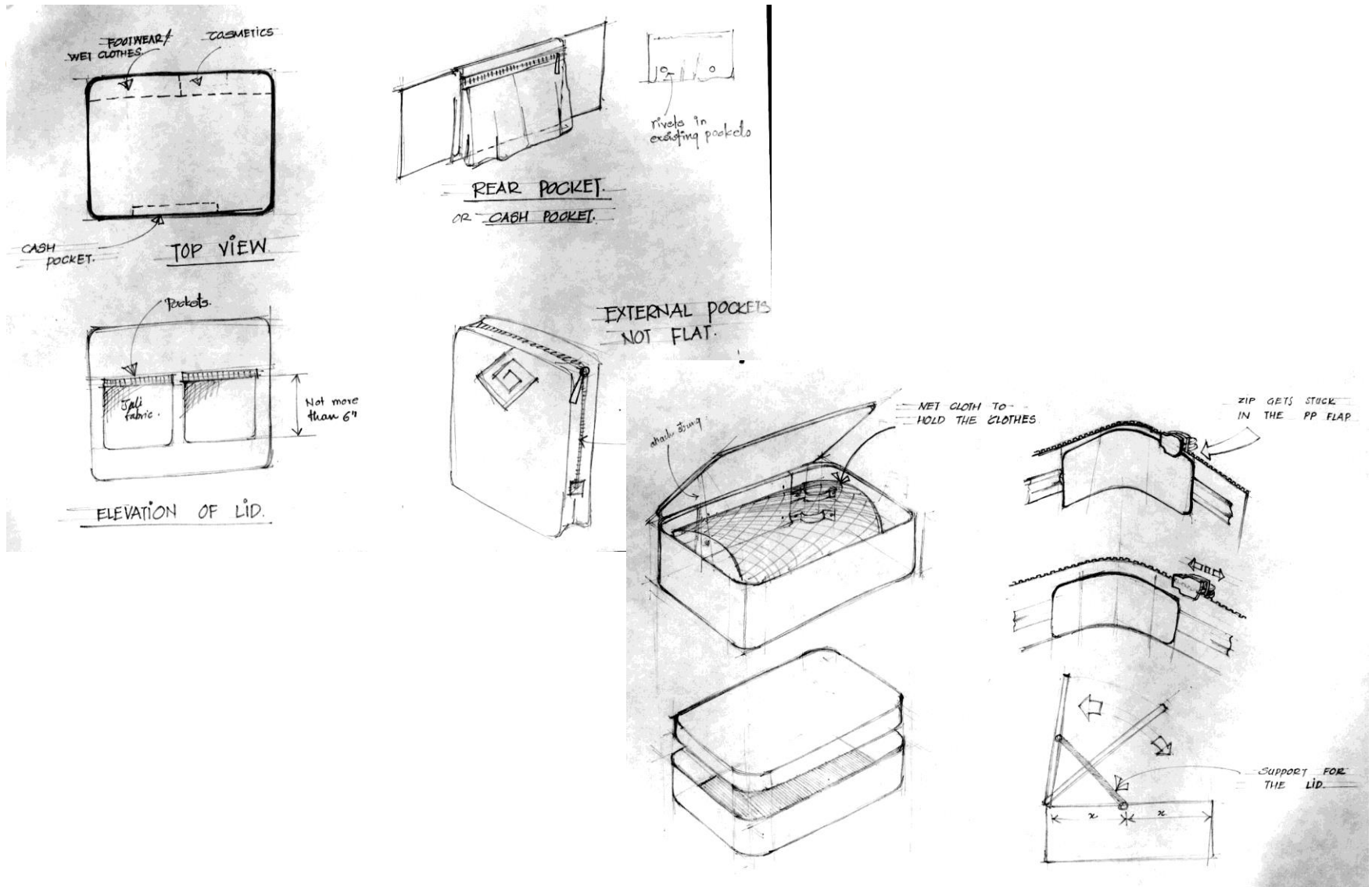
CONCEPTS SELECTED





FINAL CONCEPTS

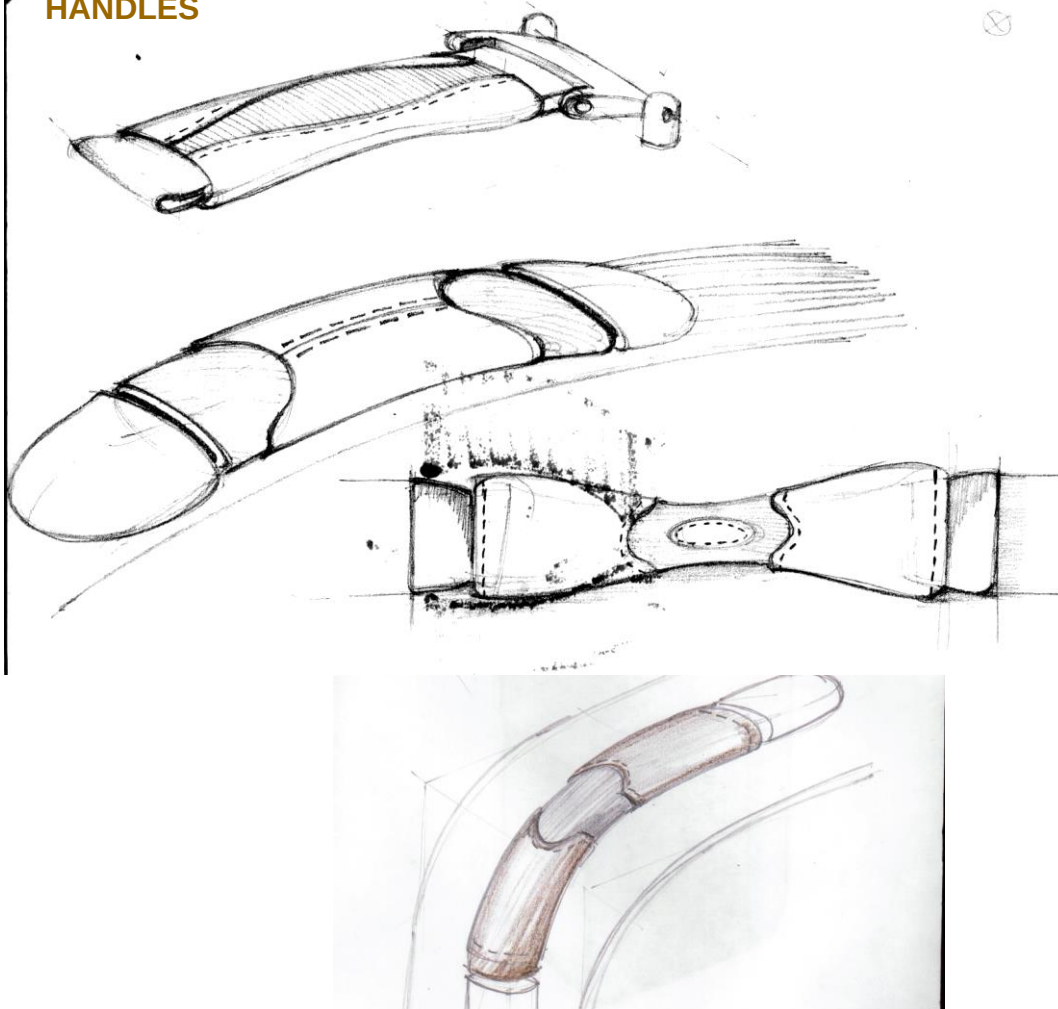




UTILITIES



HANDLES



LOGO



ACCESSORIES



PANEL 1



FINAL PANELS



PANEL 2



FINAL PANELS



PANEL 3



FINAL PANELS



PANEL 4



FINAL PANELS



PANEL 5



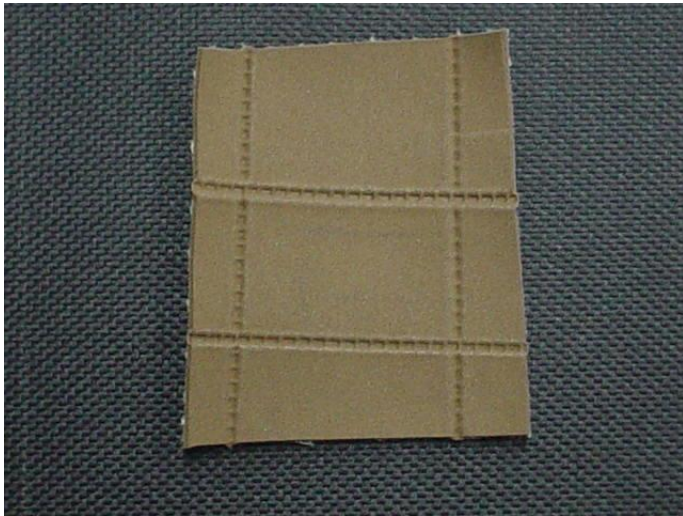
FINAL PANELS





MAKING





MAKING





SUITCASE





BAGS



The experience in VIP was very interesting. Actually one month is far less to know the intricacies of working in an industry but, this short span of time gave an insight to the actual role of designers. One of the best things about VIP is its dedicated design team. The designers are involved not only in conceptualizing the product but also in technical drawings, vendor development and also costing. Working in such an environment, the importance of team effort is also emphasized and understood. The efficient working of the team meeting sharp deadlines, commitment towards clients, vendors and business is thoroughly followed. Also keeping abreast with the new technological developments, the newest design ideas and the like are as important as being knowledgeable in manufacturing methods.

CONCLUSION



I would like to express my deep gratitude towards Mr. Sunil Kolhe(GM) for giving me the opportunity to do my summer training at **VIP industries**, Nasik.

I would also like to thank Ms. Kiran Singh(marketing HO),Mr. Deshpande(manager), Mr.K.K.Sen(designer), Mr.Wani(workshop incharge), Mr. Ajay Tiple(designer), Mr. Dhiren(designer), Rupali, Manjari, Dipika and Vajra (trainees) for their help in design process and solving my different problems.

It is because of the help of above mentioned people that I was able to complete my project on time. They not only helped me with the design process but helped me understand the working of the company.

Lastly I would like to thank all the entire staff at **VIP**, Nasik for their time, help and efforts without which the project would have been incomplete.

I am also indebted to **IDC** for their efforts in arranging my summer training.

ACKNOWLEDGEMENT

