



# HANDBAG IN BAMBOO AND LEATHER

Guide  
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# ► Presentation Format

Aim of the project

Handbags

Knowing the material : bamboo and leather.  
Case studies : Amar Kutir and Dharavi

User study

Market and trend study

Product Brief

Ideation and concept generation

Concept development and Final design



The project aims at designing a lifestyle accessory : a handbag in Bamboo and leather, for ladies. The intended use of the bag is for weddings, social gatherings, parties etc.



## Why Handbag ? ?

1. Classification of various types of products  
(Considering the material - Bamboo and its appropriateness with respect to those products)
2. Current market trend
3. User interviews -  
(Know their requirement and opinion about Bamboo product)



Product classification: Personal Products

Professional Products

Family Products

Public Products

Religious Products

## Personal Products

Foot ware

Jewellery

Electronic gadgets :

Mobiles, Laptops, PDA,

Walk mans, I-pods,

MP3 players etc

Goggles, Spectacles

Pens, Watches,

Cigarette lighters

Jewellery box

Stationary

Handbags, Purses



Jewellery

Pens

Stationary

Handbags

## Professional Products

Visiting card holder  
File rack  
Table clock  
Paper weight  
Mobile phone holder  
Organizer  
Paper cutter  
Note books /diaries  
/sketch books



Pen holder/stand visiting  
card holder  
File rack  
Table clock, paper weight  
Mobile phone holder

## Family Products

Salt and pepper shaker  
Bowels, cutlery  
Napkin holder, table runner  
Mugs, cups and saucers,  
Tea Kettles  
Laundry baskets  
Paper towel holders  
Soap Dispenser  
Soap Dish,  
Toothbrush holder  
Tissue paper box holder  
Flower vase  
Lamps  
Decorative items - sculptures  
Paintings  
Candle holder Dry flowers



Napkin holder, table runner  
Flower vase  
Lamps  
Candle holder  
Dry flowers/Decorative sticks  
Containers

## Religious Products

Lamps/ diyas  
Candle holder  
'Agarbatti' holder  
Water container



Lamps/ diyas  
Candle holder  
'Agarbatti' holder

## 2. Current Market Bungalow Eight

Focus on exclusive designer accessories. Catering to a niche market



Contemporary art and craft

### Contemporary art and craft

(Products with craft focus. 'natural material products have good demand. Also bamboo and cane handbags would be good since very few products are there in market')



The Bombay Store

### The Culture Shop and The Bombay Store

(Products with craft focus - handbags in Bamboo and cloth - imported from Thailand and sold at Rs.800 - having a good demand)



Fabindia

Fabindia  
(Well known Indian Brand in clothing : ventured in natural food products : also sell handbags in Bamboo (Rs 400), leather+cloth)

## Hidesign

(High quality designer leather handbags: focused on formal usage - Rs 1500 - 6000 'Salsa' : younger customer - Rs 900-3000)



Hidesign

## Magppie and Art-di-nox

(Steel and Ceramics Kitchen accessories and accessories for Home decor)



Magppie



### 3. User Interviews

- a. Looking for something unique. Craft based products - different than other - satisfy the requirement
- b. Handmade paper notebooks, pen stand etc - popular gift products
- c. Like handbags in jute or cane - look elegant. Can be matched with ethnic as well as western attire
- d. 'Not many products are available in Bamboo - would love to buy baskets if available'



## Conclusion

Bamboo handbags would be the most appropriate product because -

- a. Good potential since there is demand but not available in the market
- b. Shelf life is less - demand constant design input
- c. Combining with leather - richness of bamboo along with leather - enhance the product.
- d. Beauty of weaves with natural dying - definitely unique when market is saturated with denim, leather and synthetic materials
- e. Chemical treatment - developed at IDC - prevent fungus attack, making it long lasting - can be positioned for a niche market.



## Defining the target user and occasion of use

- a. Types of Bags and their relation with the user

Purpose / occasion of use

Attire with which it is to be used

Personal choices and liking, fashion trends

- b. Current happenings in fashion world.

- c. Studying various designer brands in Handbags



## Classification of Bags

- a. Way/ Pattern of Use  
Hand held and Shoulder Hung
- b. Occasion of Use  
Party , Casual and Formal
- c. Formal aspects  
Totes, Hobo, Messenger, Baguette,  
Clutch, Duffle

## Types of bags ----- Way/ pattern of use : how it is used

Handheld

Shoulder hung

Held in palm



Small



Held at elbow



Medium



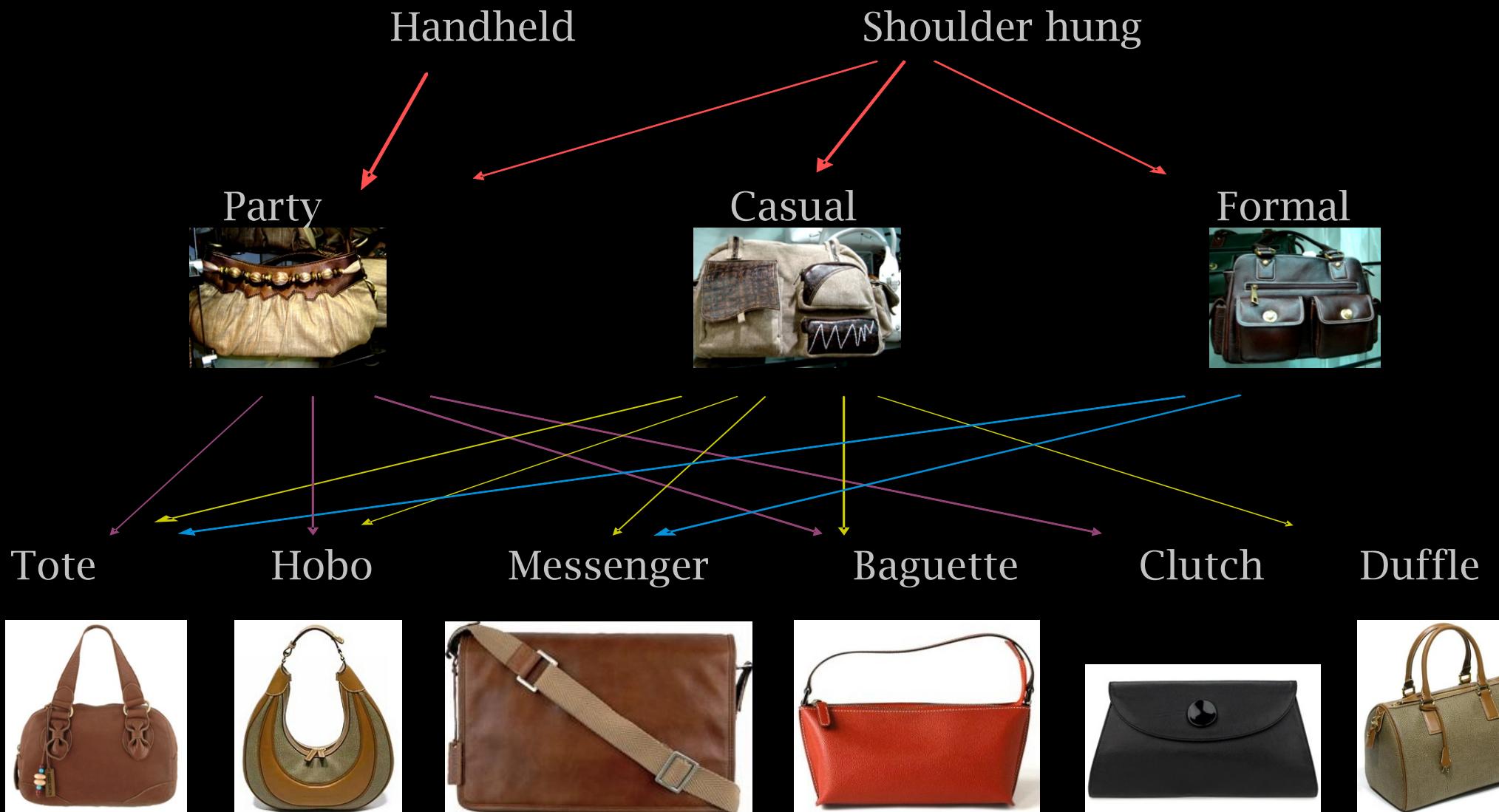
Held in hand



Large



# Types of bags



Helped in understanding areas of possibilities - advantages offered by Bamboo and leather - fully utilized

# Image Board



HERMES' KELLY



JUDITH LEIBER



FENDI



GUCCI



LOUIS VUITTON



DIOR

## Image Board

Bamboo handbags : Thailand based  
brand : Lalida



# Image Board

## Bamboo handbags : India





## Image Board

### Bamboo handbags : India





## Knowing the materials - Bamboo

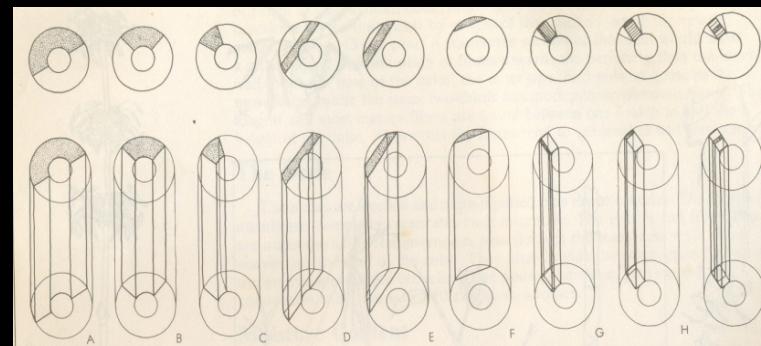
- tropical and subtropical perennials grass and over hundred identified species found in India

- Full bamboo - construction, furniture, structural purpose

- Various cross sections - woven forms, baskets, hats, containers etc

- Chemical treatment woth Alum or Borax, Boric acid - prevents funfug attack

- Natural dyes - Haldi, Katha, Alta, Mangishtha, Tea, etc





## Knowing the materials - Leather

- an animal skin, made usable by tanning (treatment with chemical or other processes ).
- Tanning - preserves the skin and protects against extremes of temperature and humidity.
- could be obtained from any animal skin - cowhide, Goatskin, Sheep, Rabbit, Crocodile, Ostrich etc
- In India, mainly Cow and Sheep/ Goat skin is used
- Major centers for leather in India - Chennai, Delhi, Kanpur, Kolkata, Mumbai
- two case studies - Shantiniketan and Dharavi workshop



## Dharavi Visit

- major leather Industry in Mumbai
- finished goods +raw material retail
- manufacturing unit of Mr. Mansoor Bhai and Mr Babu Bhai
- he owns four small units : karkhana: each dedicated to one product
- two skilled people : for stitching
- six people : for individual parts
- cutting : help of cardboard templates
- pasting : Speb 7 adhesive





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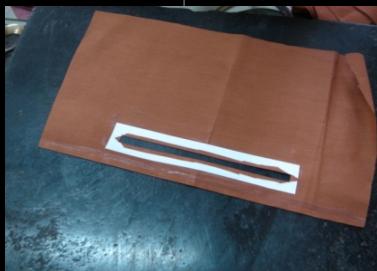


## Amar Kutir, Shantiniketan Visit

-Well known cottage Industry operating in the area of leather craft : Mr Mukhopadhyay established this.

- wide range of products - wallets, handbags, folders, containers etc.

- strategy : a product is divided in components and people dedicated for each component



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Handbag in Bamboo and Leather



## User study

- Age group : 25 -40 : working professionals : IT industry, Banking, Design field
- single user has more than one bag : occasion : attire
- this pattern was documented along with their personas : likings and choices



## User I : Ms Anuradha Ramkrishna : 30yrs : Software Professional

- ethnic/traditional,  
Contemporary/Indowestern, Western
- shops every 3/4 months : Rs 800 - 1500
- decision are liking driven: not keen  
fashion follower
- well travelled across the world
- do not like bags with more than three  
compartments
- could not find elegant bag for weddings  
and social gatherings

Shopping



Socializing : visiting relatives/ friends



Ms Anuradha Ramkrishna  
Age : 35 years

Evening parties

Going out for dinner with  
family/ friends



Social functions/weddings





User II : Ms Anushka Bhatnagar : 28 yrs :  
Graphic Designer

- ethnic/traditional,  
Contemporary/Indowestern, Western
- shops every 3/4 months : Rs 500 - 1500
- do not like soft based bags sine it  
become difficult to find things
- should be rain and sweat proof
- should be decent looking, different and  
should 'look like a designer's bag'
- has bought a bag in natural material  
(bamboo looking) for Rs 800/- : Singapore

Shopping



Work / formal meetings



Ms Anushka  
Bhatnagar  
Age : 29 years

Parties



Social functions/  
weddings





User III : Ms Madhavi Sane : 36 yrs :  
Banker

- ethnic/traditional
- shops every 3/4 months : Rs 500 - 1000
- likes bags in natural material like leather, cotton, jute
- no party bags are available in decent colours since she does not like 'those jazzy bags' available currently.
- like stiff handbags that does not lose its shape
- earth colours : 'suits my age'

Shopping/going out



Work / formal meetings



Mrs Madhavi Sane  
Age : 40 years

Socializing : visiting relatives/  
friends



Social functions/  
weddings





## Conclusion

- non availability of bags for social gatherings, wedding : age group : 35-40  
They demand handbags that are elegant, non glittery, but still look rich  
(Gap in market : available products : glass /acrylic beads, shining and glittering embellishment : Rs 500 - 3000/-)

- design professional : bold and different handbags : to speak about their profession : like natural materials- jute cane etc.
- users :exposed to global influences: strong sense of tradition, culture : blend of ethnic+ western



## Design opportunity

- a. Ladies who do not want to use glittering and shimmering party bags available currently: more subtle and elegant party bags
- b. Design professional : ready to experiment with new material : want their handbag to speak about their profession.

## Market Study : ESBEDA, In Touch Price range : 1000-3000/-

- absence of plain, flat surface
- use of fine and intricate elements like crystals, pearls
- bright colours like yellow, blue, copper
- those who do not want to use these bags: go for good , simple leather bags.
- Mr Kapil : speculating what will sell is most difficult : make 200 pieces initially



## Trend Study : Lakme India Fashion Week 2006



Large totes in metallic colours such as dull silver





Woven base combined with fabric : gives very informal look





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## Product Brief

The main objective of the project is to develop a lifestyle accessory - a handbag

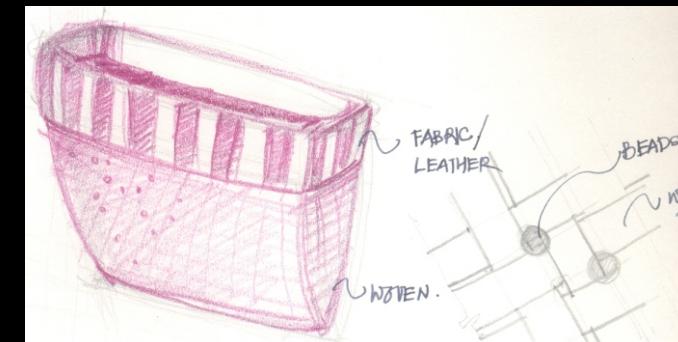
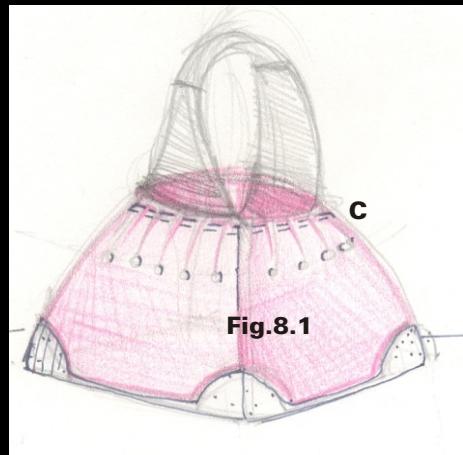
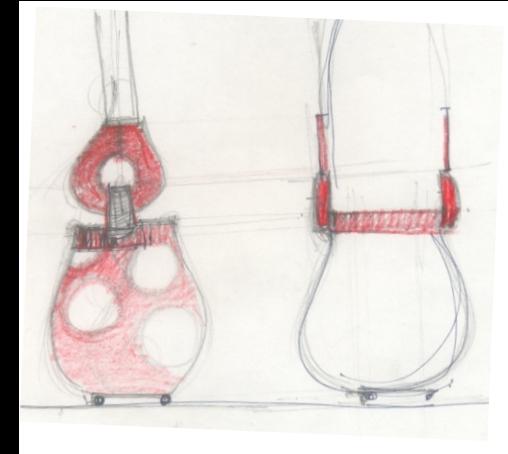
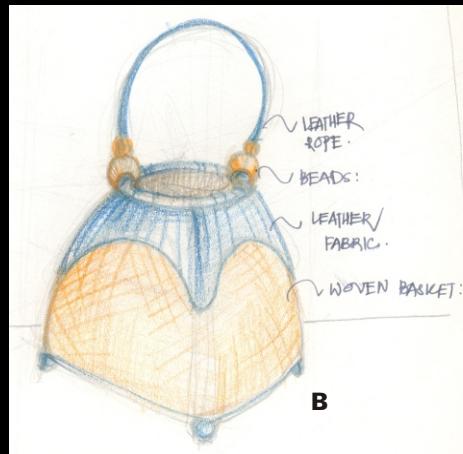
The product will have following features-

- a.** The material used would be mainly Bamboo and natural Leather.
- b.** The bamboo would be used in the woven form.
- c.** The leather would be Cow or Goat hide.
- d.** Use of Cane or metal for fixtures and joinery, if required.

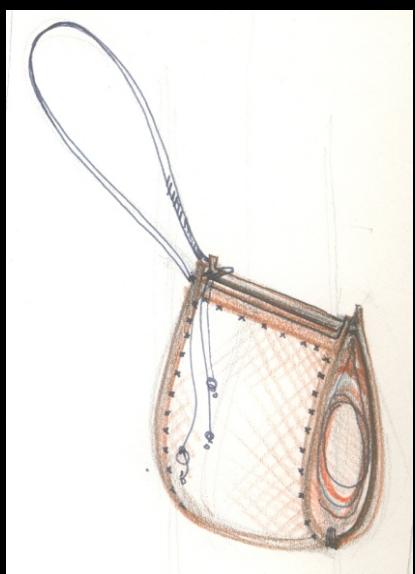
- e. The target audience would be ladies with age group of 25 to 40
- f. The bag is focused as a party bag, which would be used for various social functions, get together or weddings etc considering the ethnic attire of the user.
- g. The price range of the handbag would be in the bracket of 1500 to 2000/-

# Ideation and Concept generation :

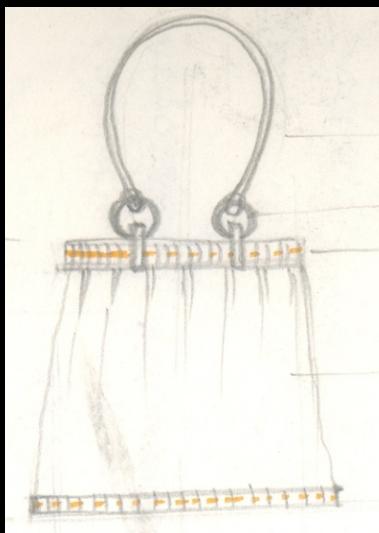
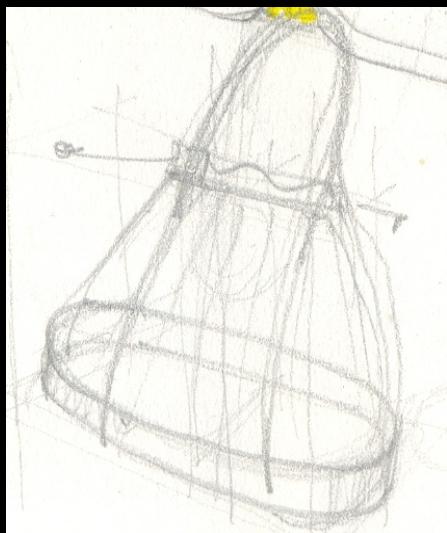
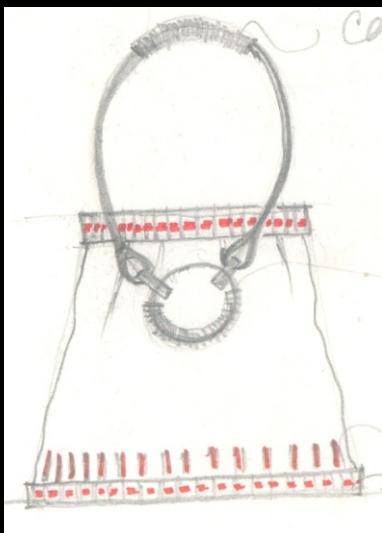
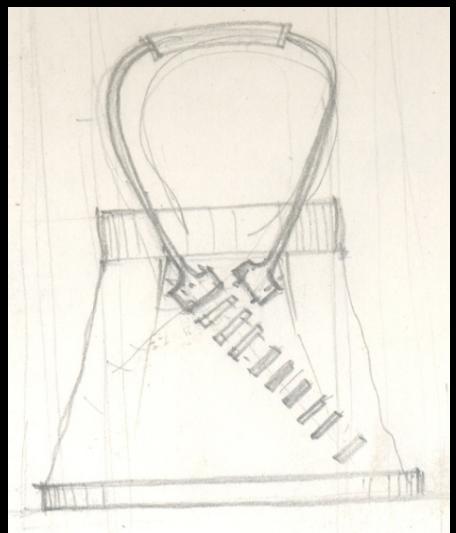
## A. Using bamboo in woven form like baskets



## B. Using bamboo in flat woven form like mats



### C. Using bamboo as an element to be combined with leather





## Concept Development :

- second approach of using bamboo in woven mat form was selected :
  - a. Offered great potential : design possibilities
  - b. Ease of making and can be procured as a raw material from outside agencies like Chaitanya Group



## Two approaches:

- a. Using woven mat as basket : to contain volume
- b. Using mat as a flat component.

Things that people carry in the bag

Priorities according to the use of the contents

**Cluster A**

- a. Mobile
- b. Pen / Pencil
- c. Small notepad

Should be easily removable and visible

**Cluster B**

- d. Home/Car Keys
- e. Money / credit/debit cards

Should be most secured and do not want others to see

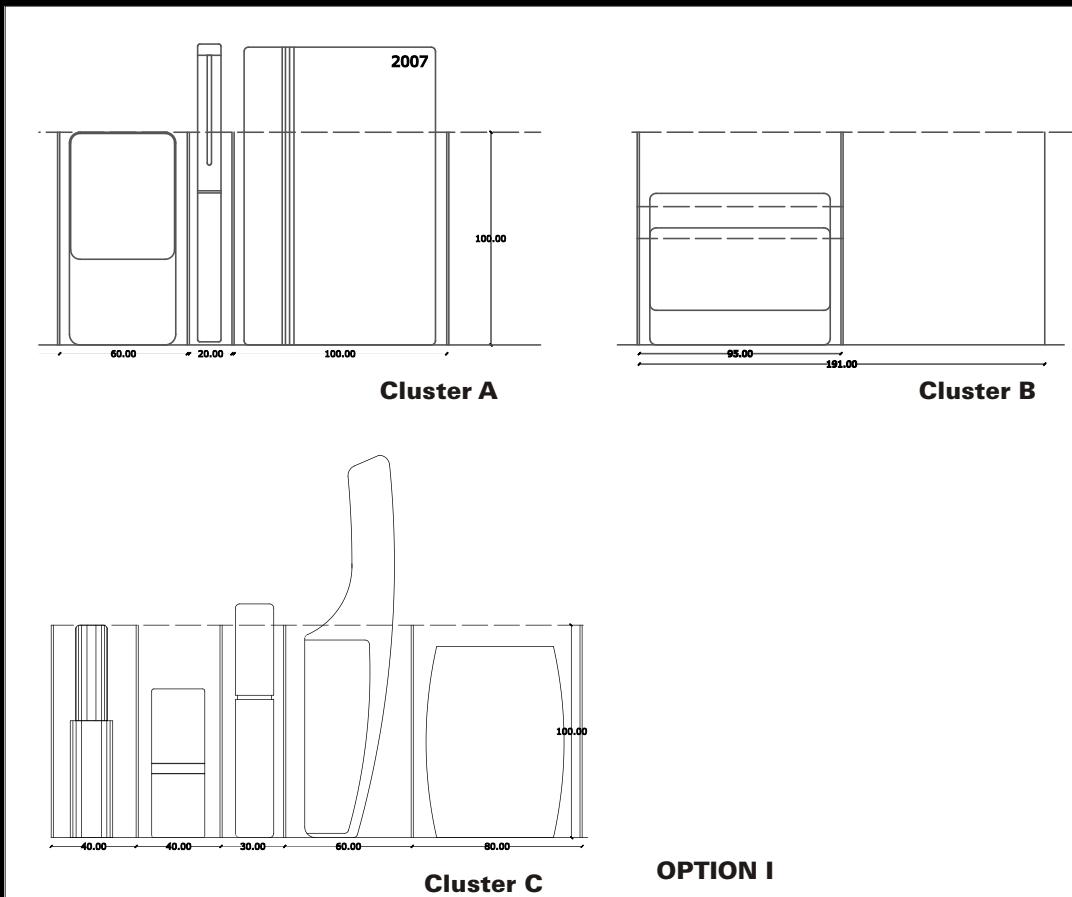
**Cluster C**

- f. Tissues / handkerchief
- g. Lipstick
- h. Lip gloss
- I. Compact powder
- j. Eyeliner
- k. Safety pins / hair clip
- l. Comb
- J. Mirror

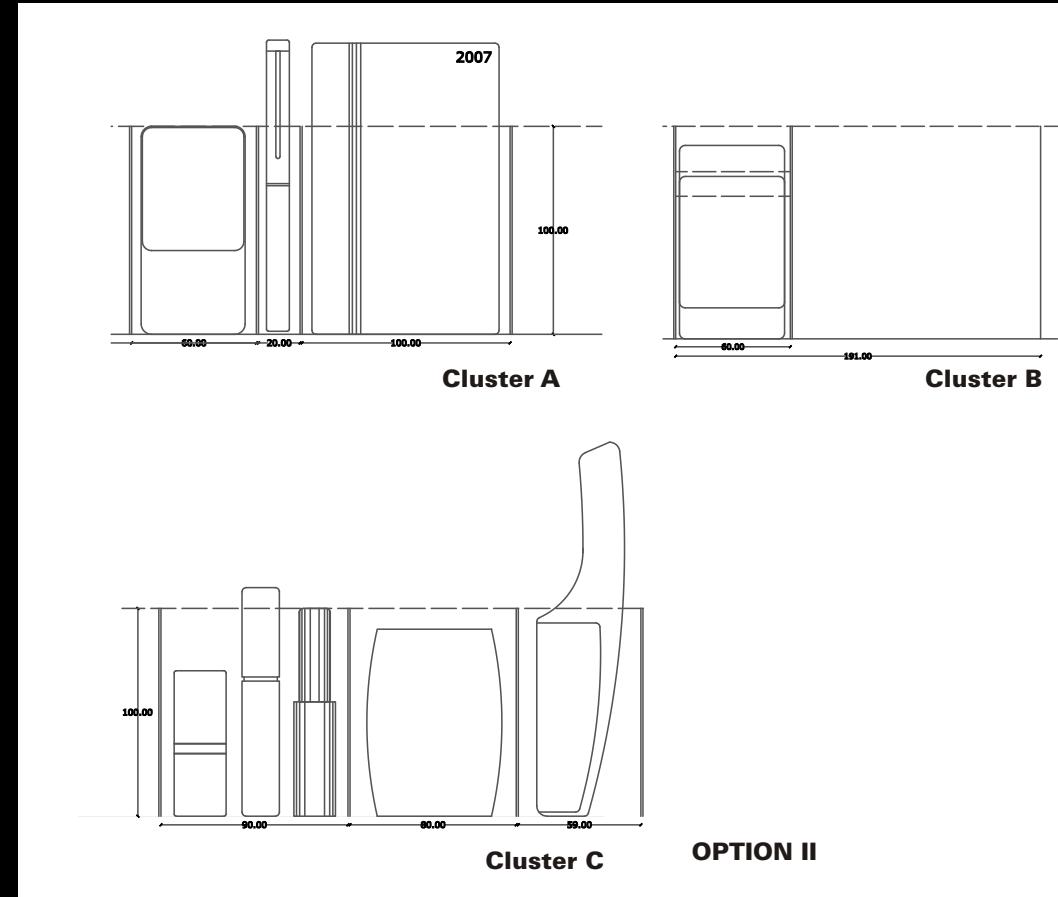
Do not mind if seen by the people when the bag is opened



## Option I



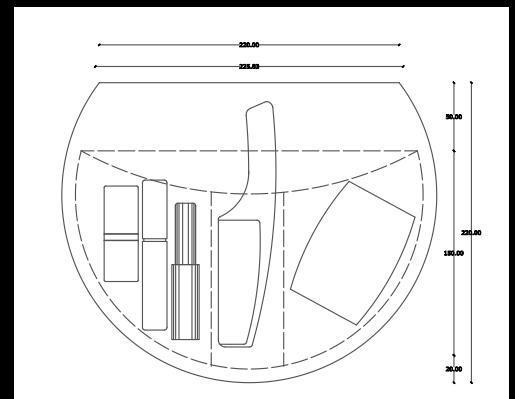
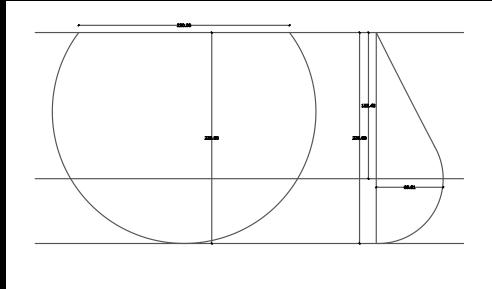
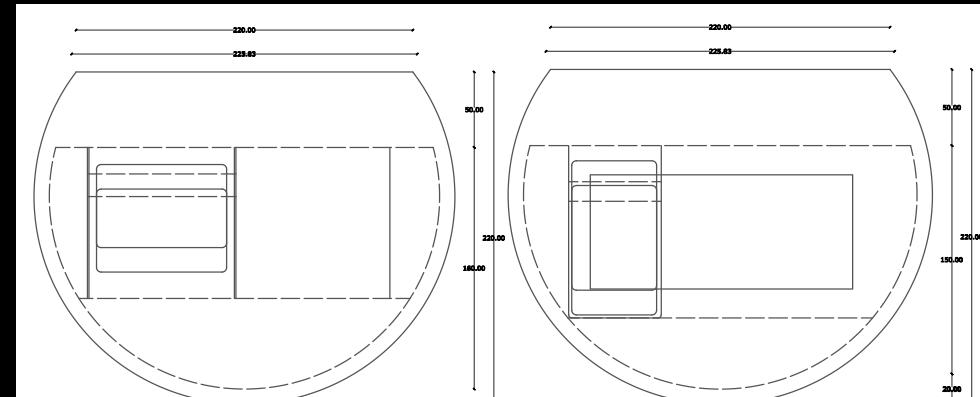
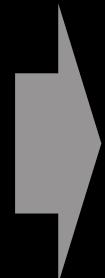
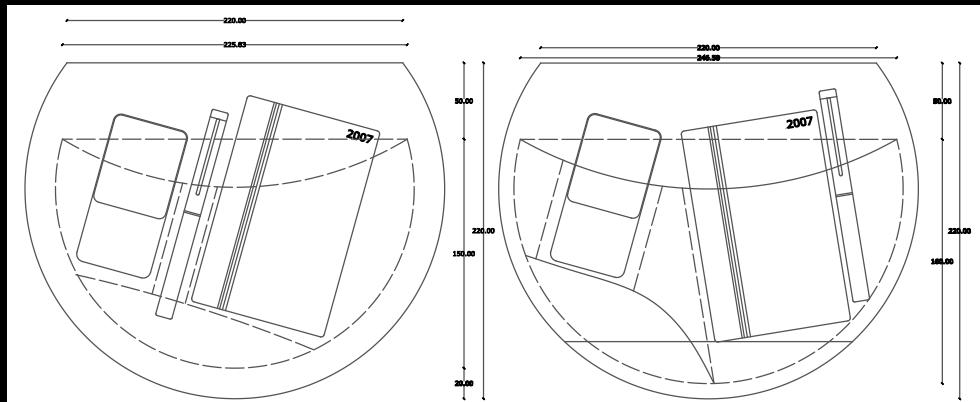
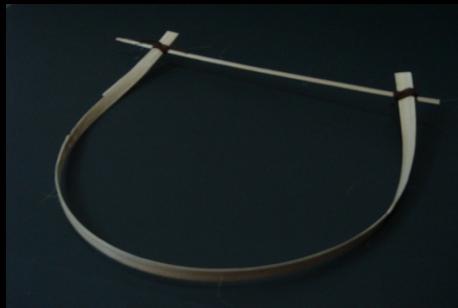
## Option II



## Concept I : Approach one : Using woven mat as basket : to contain volume

- 'soop' form : interesting : flat mat is sandwiched in two half circular rims : pushed to form a bulge
- Mr. Kartik Mahuli : village in Shantiniketan





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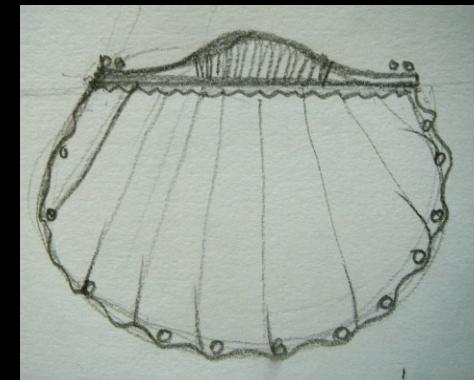
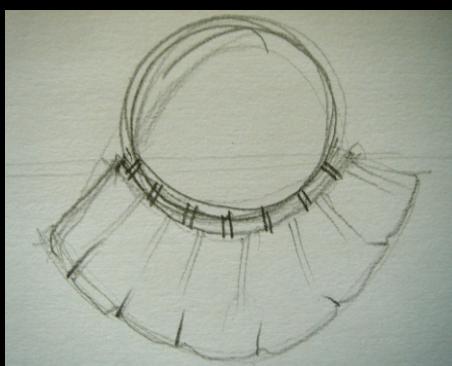
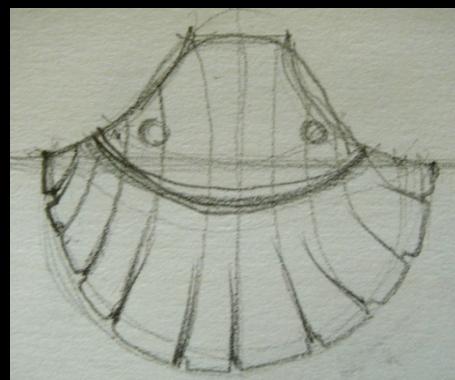
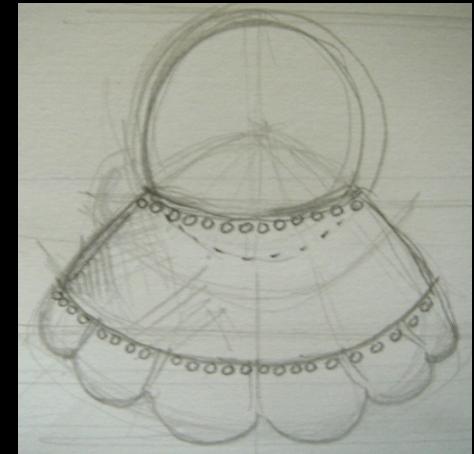
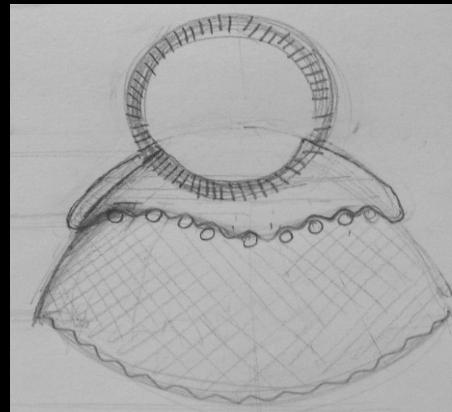
## Concept II : Approach two : Using woven mat as a flat component

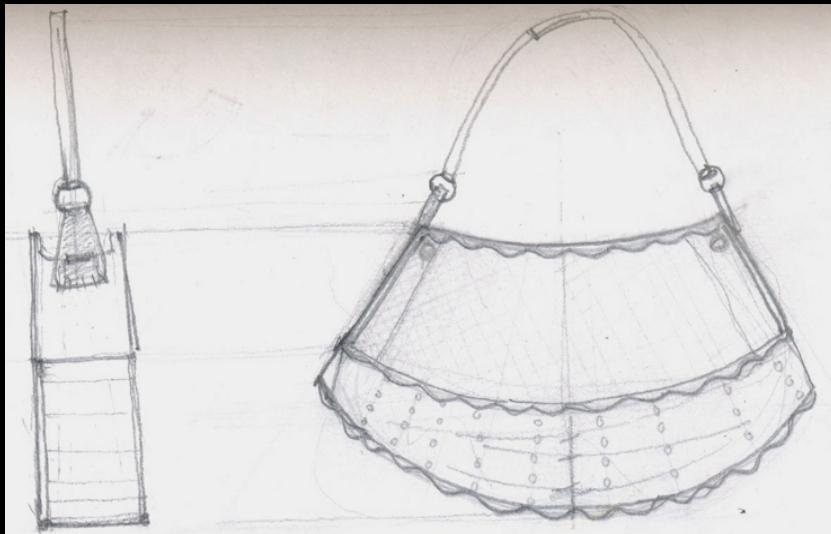
- manufacturing is simpler : skill level required is less than first approach
- simpler assembly
- craft industry : skill based : from manufacturing point of view : incremental design inputs : create variations

- more ideas were generated : based on first concept of Shell

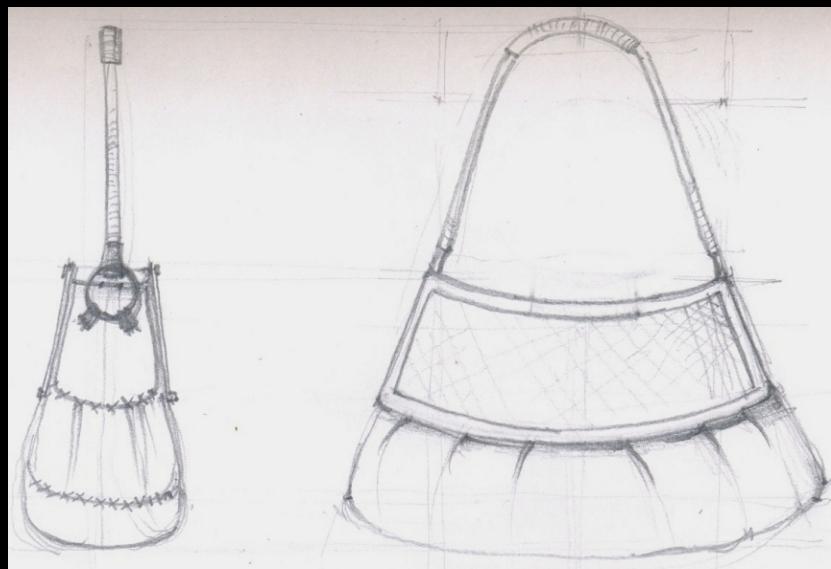
a. Flat Mat at the top with soft leather base

B. Flat mat at the base with top part in leather



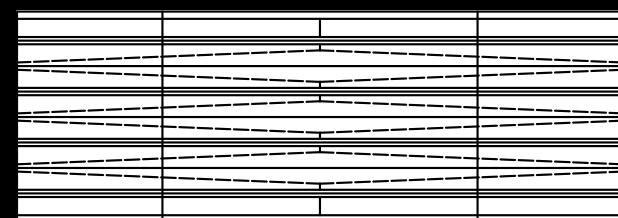
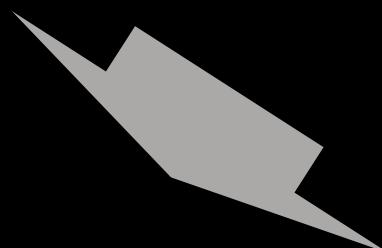


Flat Mat at the top with soft leather base

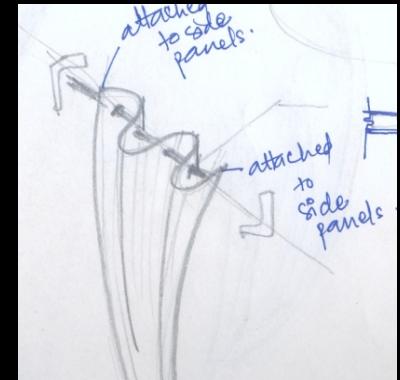
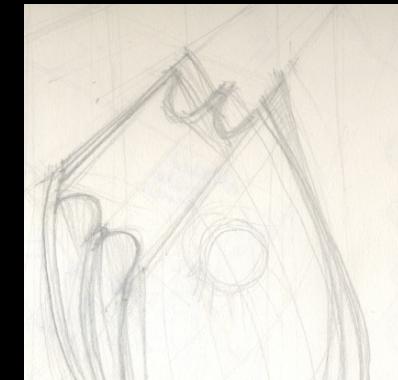
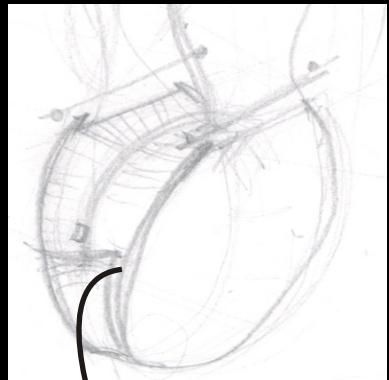


## Joinery of two shells

- Bellows

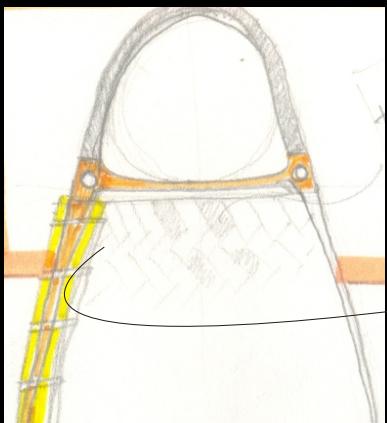


## Joinery of two shells

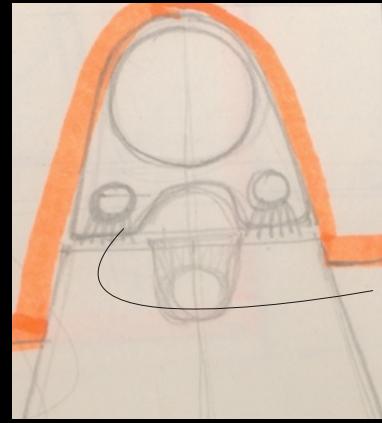


## Surface Finish



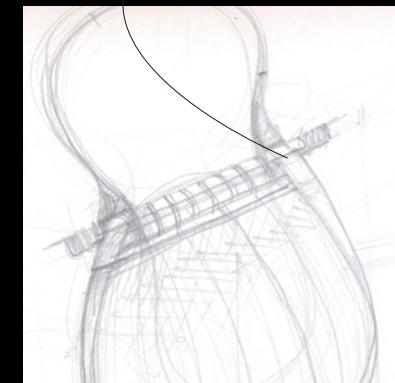
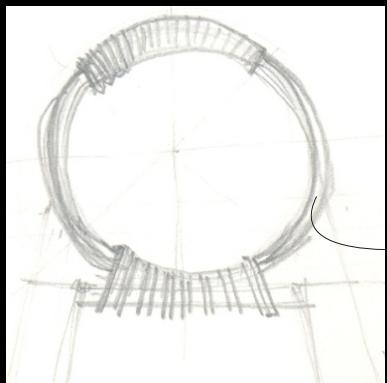
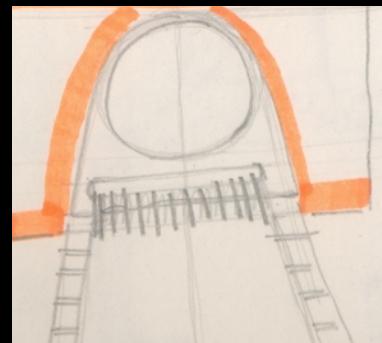
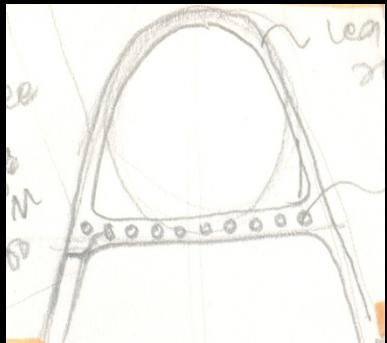


the leather is incorporated into the rim binding which further continues to form the handle

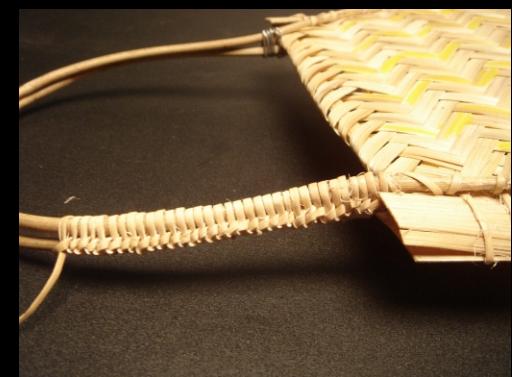


## Handle details

wooden handle tied to the top rim member with cane or leather rope

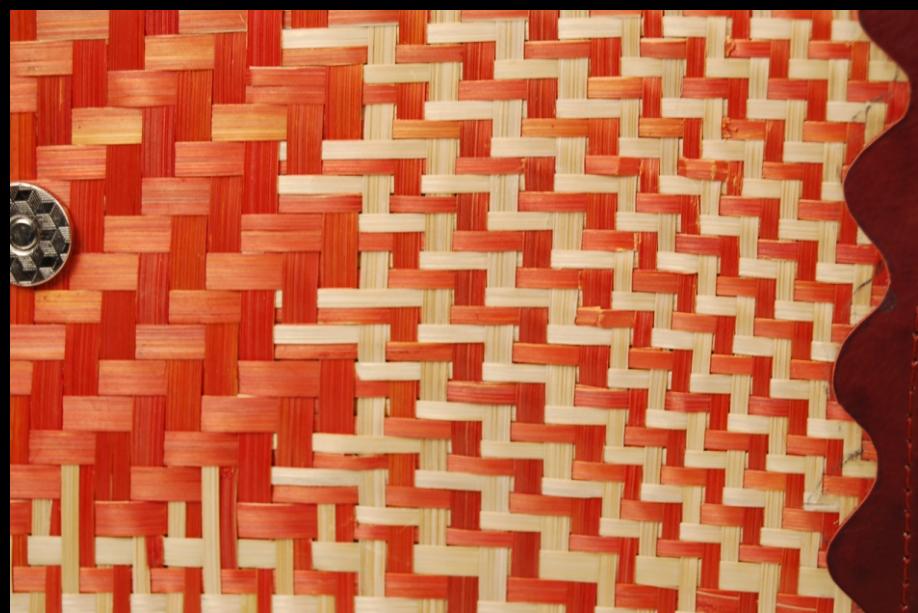
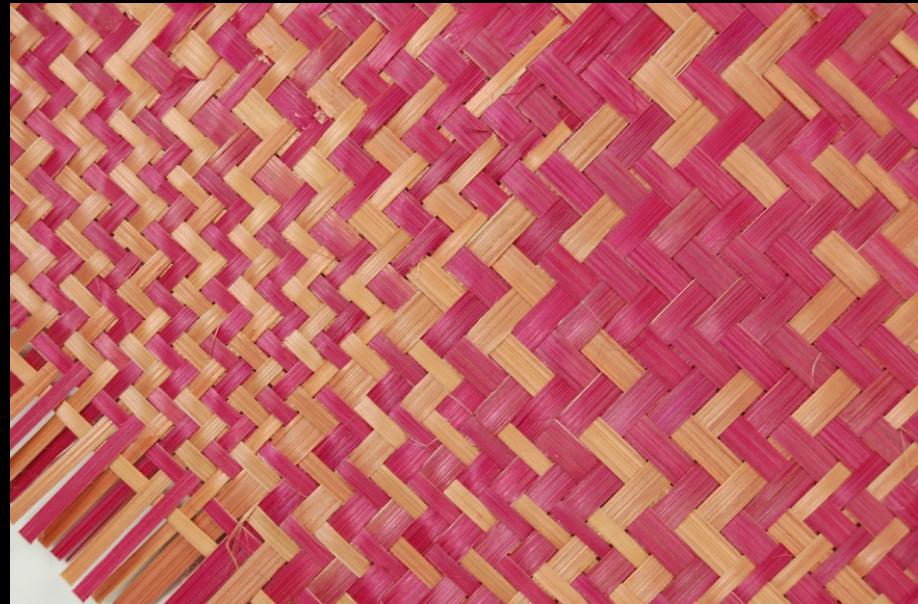
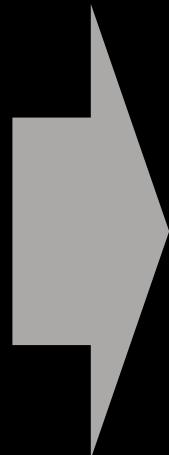


## Handle details





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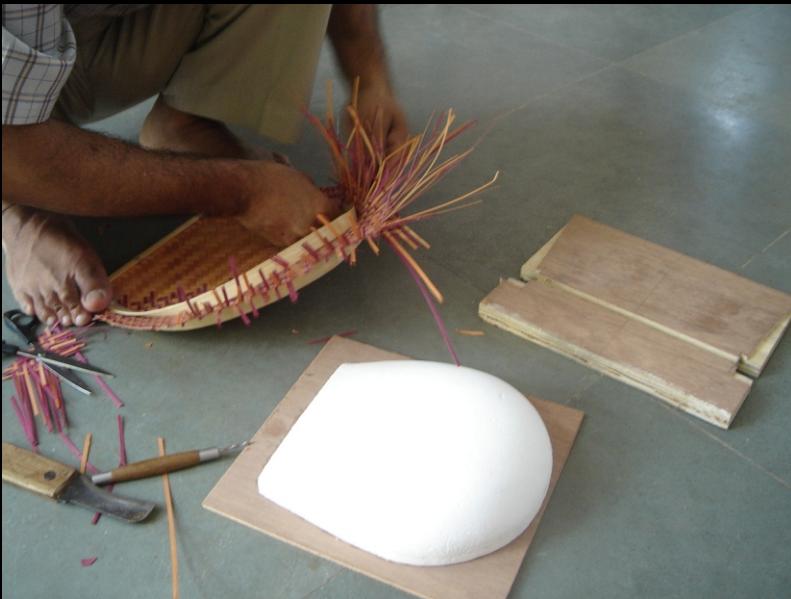
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Handbag in Bamboo and Leather

## Final Design : Concept I





## The process



## Final Design : Concept II

- the woven form
- the concept of bellows for joining
- handle details
- internal three layer organization

## Final Design : Concept II



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## Internal organization

