



Bag Design, Bag Pattern Making and prototyping + 4 P's in marketing (Fundamentals)

Material research and fittings

Introduction to prototyping, shapes and basics (Execution)



Together, we create tomorrow...

Create outstanding products that your consumers will want and need for years.

Know your market and consumers and stay ahead of lifestyle shifts with unrivalled insight into the way they'll **think, feel and behave for years to come.**

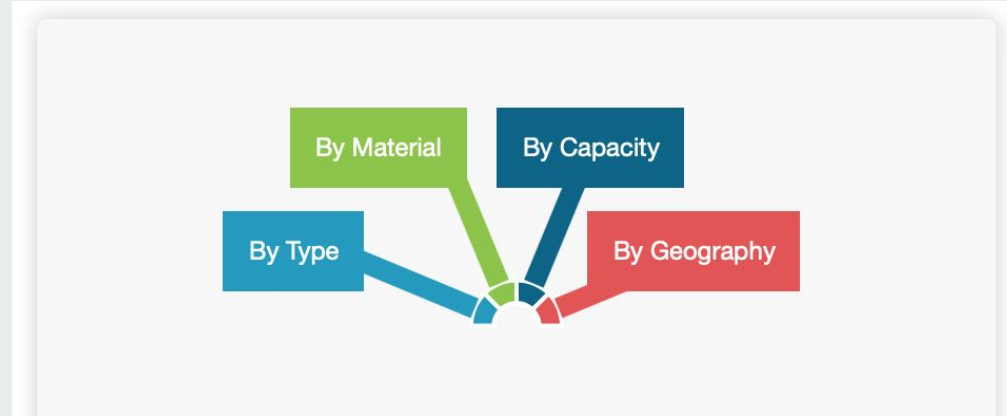
Product Design/ Product development

Get inspiring design direction to create the products, experiences and services consumers will want to buy in the future; from how they should look and taste to feel and **function + innovation**

- Material research and fittings

Increasing the necessities of the sacks during **traveling activities** and at the **workplace** is primarily driving the growth of backpacks market. Shifting preferences after school students and working professionals towards the **casual style** of sacks over formal sacks are propelling the demand for casual and fashionable backpacks. Companies nearly focusing on designing **highly comfortable and luxurious** sacks to provide a classic backpacking experience to the consumers. Additionally they are producing **different colored sacks for attracting users** toward purchasing them.

Based on material the market is segmented into cotton leather nylon and others. **Nylon** segment is anticipated to hold a major share of the market as nylon bags are **highly strong and durable against external pressure**. Additionally users are likely to prefer to buy nylon based backpacks because of the **shiny and sleek nature of the nylon material**. On the basis of capacity the market is segmented into a different capacity size such as six liters and 10 liters 10 liters to 30 liters 30 liters 250 liters and above.



Extensive insight into the market

Retailers must act now, not only to keep pace but also to thrive in new **market conditions**

rethink their strategies and **business models in the next normal**



ATTRIBUTE	DETAILS
By Type	<ul style="list-style-type: none">• Work Bags• Sports & Recreation Bags• Travel Bags
By Material	<ul style="list-style-type: none">• Cotton• Leather• Nylon• Others
By Capacity	<ul style="list-style-type: none">• 6 Litres to 10 Litres• 10 Litres to 30 Litres• 30 Litres to 50 Litres• Above 50 Litres
By Geography	<ul style="list-style-type: none">• North America (U.S., Canada, and Mexico)• Europe (Germany, France, Italy, Spain, U.K., Russia, and Rest of Europe)• Asia Pacific (China, India, Japan, Australia, and Rest of Asia Pacific)• South America (Brazil, Argentina, and Rest of South America)• Middle East & Africa (South Africa, UAE, and Rest of ME&A)





- 1- They are naturally thick heavyweight fabrics, with enough structure for an upright bag
- 2- Elegant looks, expensive
- 3- much more inexpensive than leather, water resistant and easy to maintain (washable paper, bonded leather, rexine, Synthetic suede ...)
- 4- Most used fabrics in commercial bag making, Lightweight and wipe-clean care
- 5- Sturdy, resists abrasion, and sometimes waterproof. These are usually synthetic fabrics that melt in high heat so care has to be taken not to expose them to high heat from iron etc
- 6- An alternative to leather. it doesn't get damaged easily and doesn't crack or peel, even when you fold it. It is durable and easily maintainable. unavailability in all places
- 7- Canvas is a thick plain weave cotton or linen material, very much suitable for making bags. (slub canvas, laminated cotton canvas, and coated nylon canvas)
- 8- Sturdy material and quite good
- 9- Linen, silk, satin, dressmaking denim etc can be used to make / iron-on interfacing on the back to make them sturdy
- 10- best materials for making toiletry bags and beach bags – it is soft to touch and waterproof

Bag Exterior fabrics

- 1 Home decorating fabrics
- 2 Leather
- 3 Synthetic Leather & Synthetic suede
- 4 Vinyl
- 5 Outdoor fabric
- 6 Cork
- 7 Canvas
- 8 Wool
- 9 Medium weight natural fabrics
- 10 Neoprene rubber
- Interfacing
- Lining



Common mistakes

***Mistake #1** – Failing to READ through the ENTIRE **instructions** included with your pattern BEFORE you begin

***Mistake #2** –Not paying attention to the **fabric suggestions** included with your pattern. Most designers **test** their patterns in a range of different fabrics and will give you a guide to the most suitable choice for the bags design

***Mistake #3** – Make sure your sewing machine is in good order with a nice fresh **needle** suitable for the bag you intend to make and the fabrics chosen

***Mistake #4** –If you intend to WASH your bag, then you should **PRE-WASH** your fabrics...exterior AND linings

***Mistake #5** – Using the wrong **interfacing and wadding**! If the bag is designed to be rigid and stand on its own, don't expect that to happen if you do not follow the suggestions included with your pattern

- Introduction to prototyping, shapes and basics (Execution)

We can – and should – use prototyping as part of various stages of **Design Thinking**. You can use prototyping as an **ideation method**, as it allows you, as well as users, to explore **alternative solutions**.

What are the different types of prototypes and when should you use each?

Prototypes can take many forms. In fact, just about the only thing they have in common is that they're all **tangible representations of your ideas**.

They can be **quick and rough, useful for early-stage testing** and learning. For example, low-fidelity prototypes can be used to illustrate a proposed experiential solution. These might take the form of **simple sketches and storyboards or even rough paper prototypes of digital interfaces**.

Contrastingly, high-fidelity prototypes can be fully formed and detailed—in other words, **something closer to the primitive versions of an end product**. These are generally used for testing or for **pilot trials**.

How do you get started with prototyping?

1. Ask these key questions first

What problem, need, or discovery am I looking to address?

What is the end goal for the prototype? What are its values and functions?

Who is the target audience? Are you trying to solve problems for certain users? Who are these users, and what are their specific problems?

What are the desired final deliverables?

How much time do I have to allocate to this prototype?

2. Start with the visual side of things

01 User Flows

02 Information entities

03 First sketches

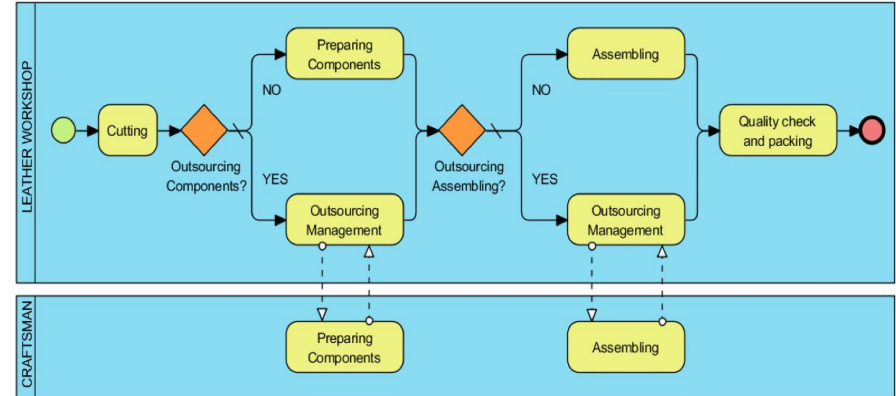
04 Sketch a rudimentary structure

3. Choose the right kind of prototype
4. Turn sketches into low-fidelity prototypes
5. Transitioning from low-fidelity to high-fidelity prototypes
6. And finally, moving from high-fidelity prototypes into code...


Prototyping is perhaps the most important part of **product development**. It bridges the gap between ideas and products; between **assumptions and insights**. It allows teams to collaboratively build out their ideas before testing how they really perform. More importantly, it allows them to gather critical **user feedback** so that they can produce a better end product.

The process of bag manufacturing

- The figure outlines the macro processes of bag manufacturing in a workshop. First, *cutting* and *preparing* components, where semi-finished products originate; then, *assembling* and *checking* against quality. If products are good, they are *packed* and shipped out. Otherwise corrective actions are triggered to handle error (not modeled).



- In the two exclusive gateways, the *make-or-buy* business decision is made, by comparing the costs and benefits of carrying out internal or external manufacturing of product components, via outsourcing to a third party specialist.



What Makes a Good Bag Good

Heavyweight material. The higher the GSM (Grams per Square Meter), the more **durable** and **long lasting** the fabric will be.

Fabric stiff enough to stand up for **loading and unloading**. different makers can create a fabric stiffer or softer
Clean, clear bottom stiffener

The Right Size for Your Target Audience