

HIDESIGNS SPONRS

TRAINING

Get
Set
Go!





Fitness is here to stay.

Whether we are active in sports or not, we love looking like a sportsperson, active, fit and outdoorsy.

1. Athleisure is a major permanent direction of fashion, driven first by the all conquering and cool “sneaker”.
2. Think fitness, yoga, outdoors.
3. Comfort over chic, relaxed.

Stonewash rub off : special instructions

LEATHER

A bold colour play with the complementary colours of orange and blue is used to exhibit the playful nature of the collection. The colour pop used for the versatile capsule with retro undertones is preserving the modern appeal.

Calf leather, primarily used in the collection, is one of the finest and softest leather with a smaller texture and brighter colours.

Stonewash is a special process of making leather has by 'washing' the leather in big drums with stones, that makes the look and feel worn out. The darkened edges, creased flaps and changes in the grain are amazingly authentic and simply very cool looking. Just like stone washed jeans, Hidesign has developed stone washed leathers.

Melbourne Ranch is a cow leather of the finest grain and a smooth finish.



Calf/Sapphire Blue



Calf/Lobster



Calf/White



Calf/Black



Cow/Stonewash



Melbourne Ranch/

FITTINGS

The fittings are made of sandcast brass. Painstakingly buffed by hand, the fittings are then electroplated with Nickel, to match with the collection.

All the dog locks and D rings are specially designed with clean flat edges, with slightly rounded edges.

Each leather puller is carefully handcrafted, edge coloured and stitched to perfection.



Leather Puller



Zippers



Dog Lock



D- Rings



Stonewash



Small Dog Hooks

CRAFTSMANSHIP

*Sports: As a way of life, more than a hobby is how we see this collection.. We developed elements that are **athletic, outdoorsy** and dressed up casual, while also maintaining functionality.*

The Hidesign sports emblem, especially designed for the collection is created using the technique of **applique**, on a lustrous calf skin.

The colors used offer a **contrasting pop** that makes each product stand out.

Weaving by hand, has been done using precisely cut leather strands..

Stripes have been incorporated to give a sporty look.

A **higher SPI (stitch-per inch)** is used in the construction of these products, offering greater strength and durability for repeated use.

For the branding, leather has been **reverse embossed** from the back, then **filled it with silicon** for it to stay.



HDN Sports Emblem



Leather on Webbing



Leather on Leather Stripe



HDN embossed branding



Weaving



Contrast Top stitch

What to say to Customers

Our newest collection, is perfectly suited for your *active life*. Designed to look great, even while you are casual and comfy.

Athleisure is a trend here to stay. *Look fit* and upmarket in stylish athleisure bags by Hidesign.

Don't be boring! Carry sporty work bags. Bold stripes and colour block checks, hand woven together.

WOMEN'S BAGS

AUCKLAND 02



Stripes created through contrast
leather strip stitched on black webbing

Adjustable Detachable straps

Hidesign sports emblem created through applique

FOR	PURPOSE	TYPE	MATERIAL
Unisex	Casual	Duffel bag	Calf, Mel ranch

AUCKLAND 04



Front View

Hidesign sports emblem created through applique



Inside View

Clean semi circle silhouette

Stripes created through leather strip stitched on webbing

FOR	PURPOSE	TYPE	MATERIAL
Unisex	Casual	Belt bag	Calf, Mel ranch

AUCKLAND 05



Stripes created through contrast leather strip stitched on black webbing

Sleek cylindrical shape

Hidesign sports emblem created through applique

FOR	PURPOSE	TYPE	MATERIAL
Unisex	Travel	Duffel bag	Calf, Mel ranch

HARLEM 01



FOR	PURPOSE	TYPE	MATERIAL
Unisex	Casual	Backpack	Calf, Mel ranch

HARLEM 02



Bright contrasting shoulder straps

Long Pullers

Handle

Embossed Branding

Leather stripe on orange calf leather as a pop of color

FOR	PURPOSE	TYPE	MATERIAL
Women	Casual	Tote bag	Calf, Mel ranch

HARLEM 03



FOR	PURPOSE	TYPE	MATERIAL
Women	Casual	Messenger bag	Calf, Mel ranch

HARLEM 04



FOR	PURPOSE	TYPE	MATERIAL
Women	Casual	Crossbody bag	Calf, Mel ranch

LORDS 01



FOR	PURPOSE	TYPE	MATERIAL
Unisex	Casual	Camera bag	Calf, Mel ranch

LORDS 02



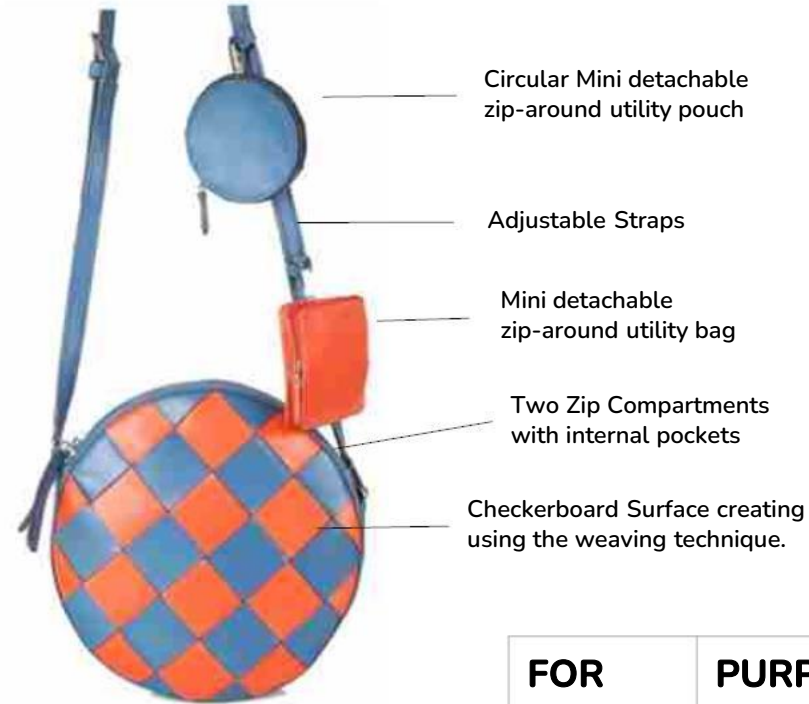
FOR	PURPOSE	TYPE	MATERIAL
Unisex	Casual	Belt bag	Calf, Mel ranch

WIMBLEDON 01



FOR	PURPOSE	TYPE	MATERIAL
Women	Casual	Sling bag	Calf, Mel ranch

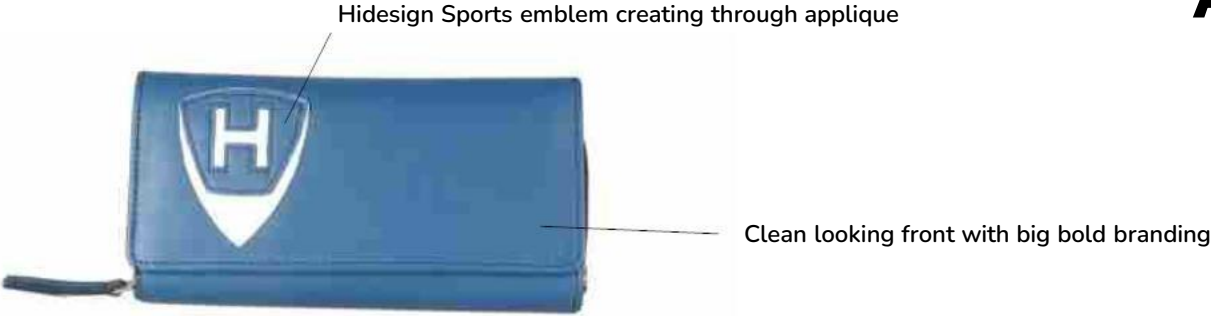
WIMBLEDON 04



FOR	PURPOSE	TYPE	MATERIAL
Women	Casual	Sling bag	Calf, Mel ranch

WOMEN'S WALLETS

AUCKLAND W5



Front View



Inside View

FOR	TYPE	MATERIAL
Women	Trifold Wallet	Calf, Mel Ranch

AUCKLAND W6



Clean looking front with big bold branding

Front View

Card Pockets



Zip Around Wallet

Snap Button

Inside View

FOR	TYPE	MATERIAL
Women	Bifold zip around Wallet	Calf, Mel Ranch

HARLEM W1

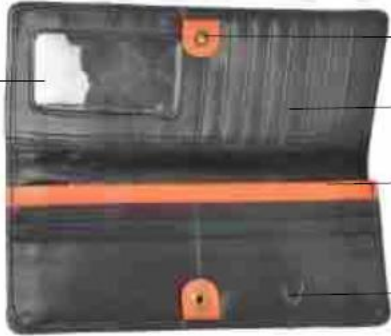
Hidesign All
Around
branding



Stripe detail created using contrasting
leathers

Front View

Clear Card slot for
Photos or ID Cards



Easy snap Closure

Card Slots

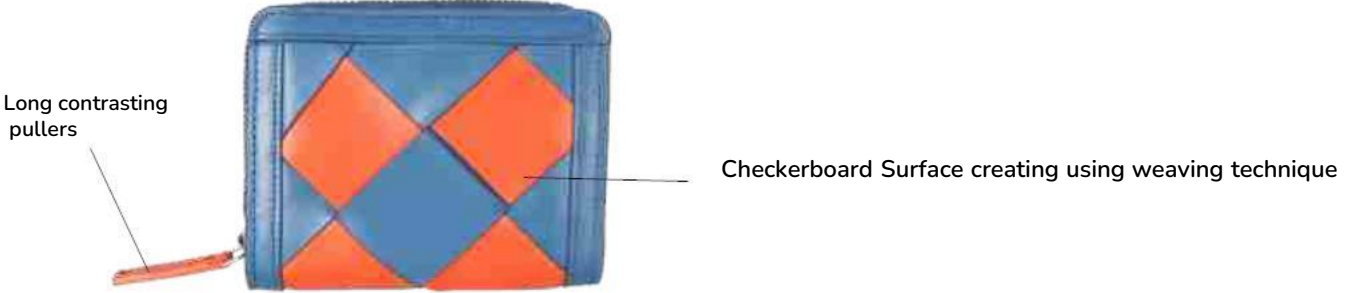
Money Compartment with
contrasting bold stripe

Horn Logo

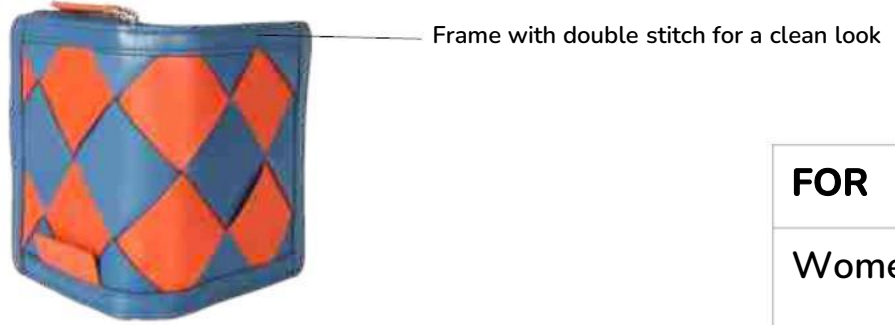
Inside View

FOR	TYPE	MATERIAL
Women	Bifold Wallet	Calf, Mel Ranch

WIMBLEDON W2



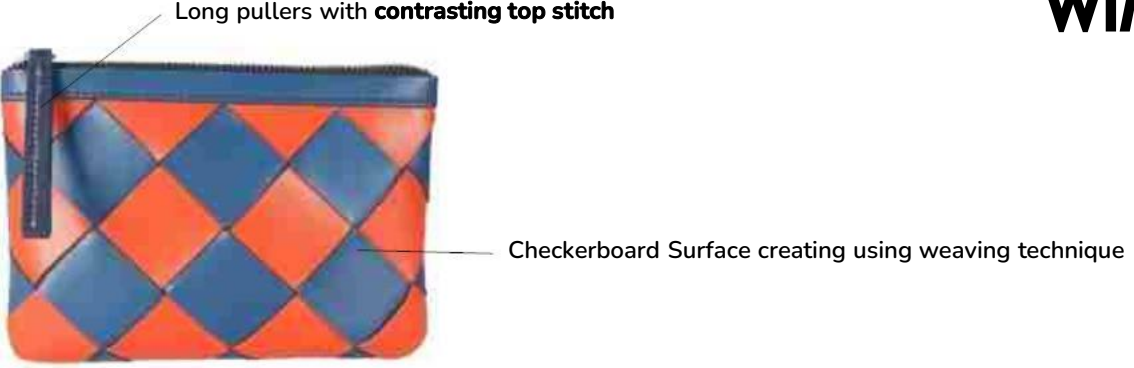
Front View



3/4th View

FOR	TYPE	MATERIAL
Women	Bifold zip around wallet	Calf, Mel Ranch

WIMBLEDON W3



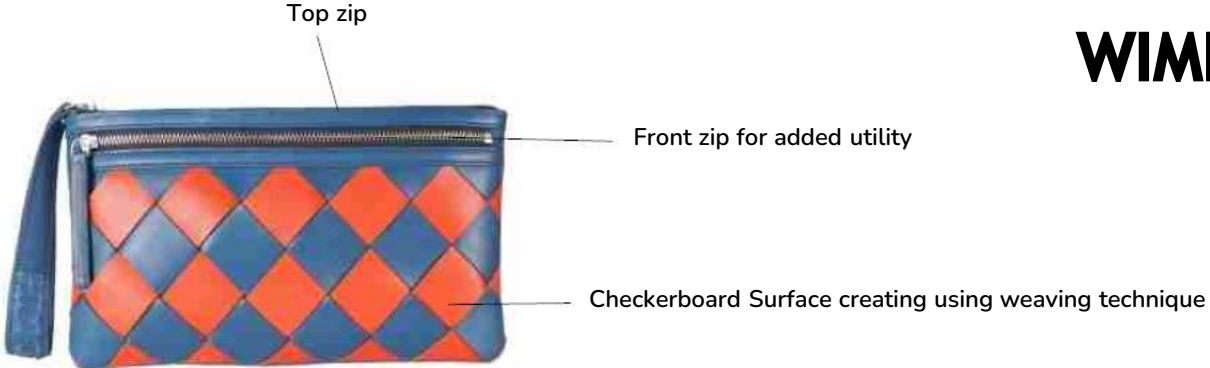
Front View



Back View

FOR	TYPE	MATERIAL
Women	Clutch	Calf, Mel Ranch

WIMBLEDON W4



Front View



Back View

FOR	TYPE	MATERIAL
Women	Clutch	Calf, Mel Ranch

MEN'S BAGS

ATHENS 01

A zip pocket
on a leather
patch for
added utility



To hang speakers, cap, water bottle etc.

Stonewash leather

FOR	PURPOSE	TYPE	MATERIAL
Men	Casual	Backpack	Stonewash, Regular

ATHENS 02



Bold Fittings

Stonewashed leather

straps with
contrasting top stitch

FOR	PURPOSE	TYPE	MATERIAL
Men	Casual	Briefcase	Stonewash, Regular

LE MANS 01

D-Ring to hang your essentials like caps, bottle, etc.

Contrasting colour detail on Grab handles

Zip Compartments

Boldness from contrasting leather strap on webbing



FOR	PURPOSE	TYPE	MATERIAL
Men	Casual	Messenger bag	Calf, Mel ranch

LEMANS 02



Boldness from using contrasting colour leather

Embossed Big Bold
Branding

Adjustable crossbody strap created through
contrast leather strip stitched on black webbing

FOR	PURPOSE	TYPE	MATERIAL
Men	Casual	Messenger bag	Calf, Mel ranch

MEN'S WALLETS

LE MANS W2



Embossed horn logo

Front View



Card slots created using contrast leather creating a visual pop

Inside View

FOR	TYPE	MATERIAL
Men	Cardholder	Calf, Mel Ranch

LE MANS W3



Front View

Boldness created by using a contrasting leather.

Very Clean, smart and Thin wallet



Inside View

Asymmetric Money Pocket

Card slots

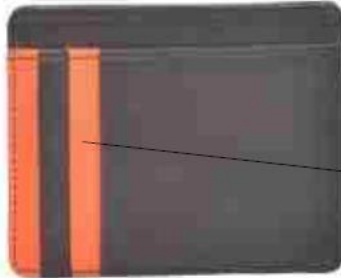
FOR	TYPE	MATERIAL
Men	Bifold wallet	Calf, Mel Ranch

LE MANS W4



Clear pocket on a color contrasting leather combination with blue lining in the background

Front View



Card slots with stripe detail using contrasting leather

Back View

FOR	TYPE	MATERIAL
Men	Cardholder	Calf, Mel Ranch

AUCKLAND W1



Front View



Inside View

FOR	TYPE	MATERIAL
Men	Zip around wallet	Calf, Mel Ranch

LE MANS W5



Embossed horn logo



Card slots created using contrast leather for a colour pop

FOR	TYPE	MATERIAL
Men	Bifold wallet	Calf, Mel Ranch

THE END