



5 weeks  
design - dive





# Handbags design course

## Who

For several years, I have alternated between working in the company and teaching. This pattern has enabled me to bring up-to-date knowledge aimed at entering the world of business. I believe that the training of a designer must be creative but, at the same time, very attentive to the technical side of the product. For this reason, and more, I encourage our students to simulate realistic, sustainable, and updated projects.

I have gained experience in the field of webinars, and I am proficient in using remote teaching techniques that allow me to have an interaction equal to live sessions. These are all the contents that I consider essential for training in the field of 360° accessory design. Depending on the needs of individuals, infrastructure, and timing, these can be combined to create customized courses.





## What

During the four weeks of the course, learners will progress through the entire curriculum, learning how to harness creativity and apply it technically to the design of bags. The ultimate goal is to achieve a collection that is both correct and technically feasible.

### The Creativity Hub:

- Case histories of international brands
- How to create a concept and discover personal inspirations
- Hand-design sketching
- Digital design using Photoshop and Illustrator

### The Technology Hub:

- Materials and components
- Sustainable design
- Technical sketching
- Design process
- Merchandising plan
- Collection development





How

## Summary

### 1. Introduction

- How to Become a Designer
- The role of a designer and their significance
- Developing creative thinking skills
- Understanding materials and basic concepts
- History of Bags: Different Historical Periods
- Exploring various historical periods in bag design
- Spotlight on iconic bags such as IT-Bags
- Case studies on renowned designs:
  - CHANEL 2.55
  - HERMES Kelly and Birkin bag
  - GUCCI Jackie
  - BOTTEGA VENETA La Casette and Jodie
  - LOUIS VUITTON Monogramme

### 2. How to create a project or a collection and the fundamental elements to know

- How to build a concept
- Market categories
- Seasonality
- The customer profile
- Analysis of the current market performance
- The research
- The color
- Trends
- The motifs
- The moodboard
- The Technical sheet
- The proportions



### 3. The Product development

- The main body materials
- The Hardware
- The lining
- Additional
- The main features and differences
- Proportion and wearability
- Handle, strap and shoulder strap
- Pockets
- The closures
- The edge finishing
- The Constructions

### 4. sketching Techniques

- The orthogonal projection
- The vanishing point

### 5. The vocabulary of bags

- Shopper bag style
- Tote bag style
- Duffle bag style
- Bowling bag style
- The backpack style
- Belt bag style
- Pochette, minaudiere and clutch styles
- Messenger bag style

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