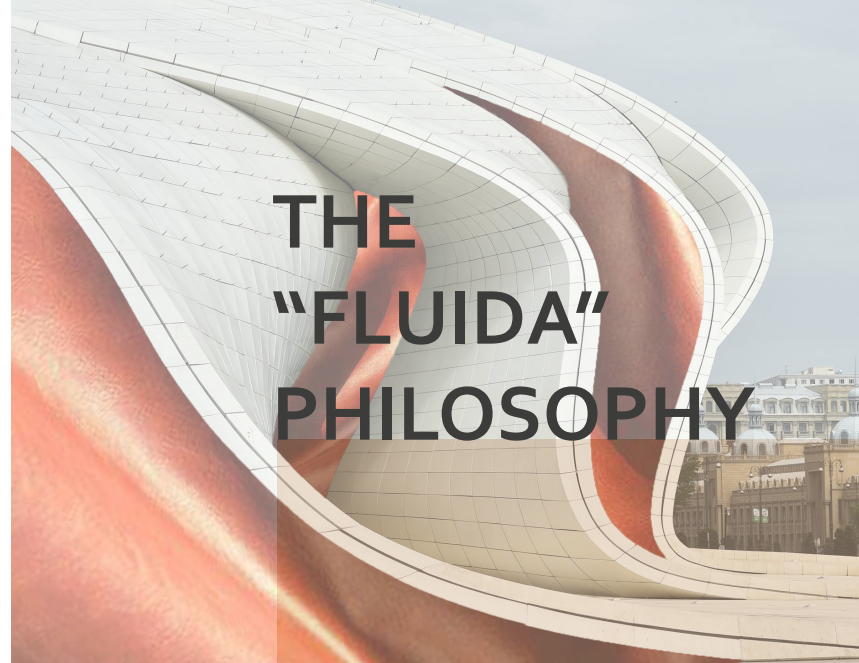


fluida

Viola Ponticelli

Real Leather Stay Different 2023





THE "FLUIDA" PHILOSOPHY

"FLUIDA" Italian : **Fluid**

FIG.

Flowing, loose: that flows smoothly.

Inspired by cowhide leather and its facets of versatility and durability, I decided to design a women's belt. The FLUIDA belt was born from the idea that to meet the multiple needs of the consumer taking a certain fashion product as an example, it's not necessary to place on the market numerous versions and/or models of that same product.

Why create many versions of a product suitable to meet multiple needs, when it's possible to create a single one that can satisfy them all? It is starting from this question that I designed this belt.

The artistic inspiration are the great works of Zaha Hadid, a famous architect who has been defined as the lady of fluid lines, for the sinuous forms of her projects, and has also been the main exponent of architectural deconstructivism. Fascinated by her architecture based on "the concept of fragmentation, on the idea of abstraction and explosion, deconstructing the ideas of repetitiveness and mass production", this project becomes a tribute to the woman who gave the architectural organism a continuous spatiality in which the elements dissolve into a fluid surface, creating in fact an organic language. Her interest soon involved design in general and fashion, thus creating real avant-garde geometries to wear.

LEATHER: the facets

VERSATILITY

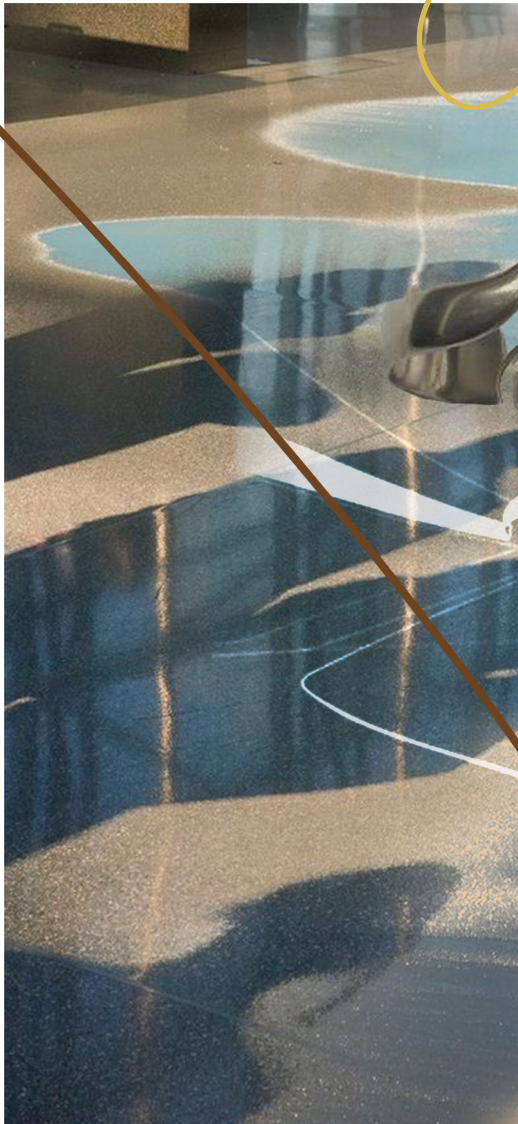
Cowhide leather is a multipurpose material and for this reason it can be processed in many different ways.

It's particularly suitable for the production of items intended for everyday use. It's highly breathable, which makes it wearable even in the hottest seasons but it's easy to clean too and resistant to atmospheric agents so it's the right choice even in winter.

DURABILITY

Cowhide leather, durable and robust, is particularly suitable for items intended for intensive use, also being very resistant to wear, guarantees a long life.



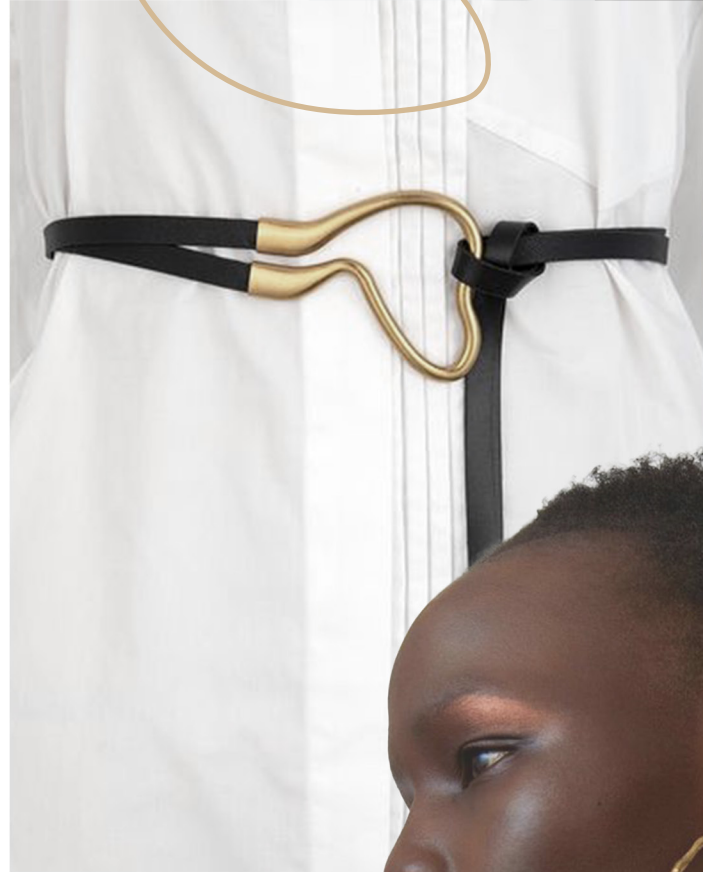


Continuous shapes that bend, curve and transform dynamically according to our imagination.

MOODBOARD



04



STYLE



Fluidity and gentleness

MATERIALS AND ACCESSORIES



Cowhide leather

- Full-grain pure aniline leather;
- Tanned with an innovative technology based on the use of organic tannins;
- Slight colour variations;

COLOR: Brown
SOFTNESS: Medium
THICKNESS: 1 mm

Snap buttons

MATERIAL: Lamak
ELECTROPLATING: Shiny champagne gold
LARGER DIAMETER: 10mm



Invisible - 3pcs



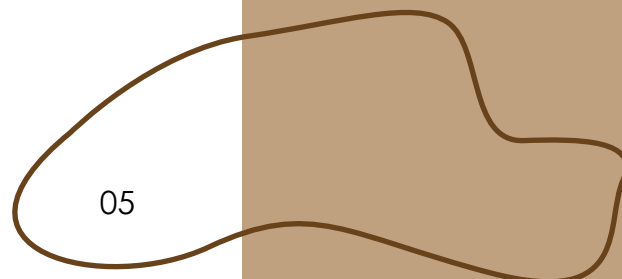
External - 1pcs

Flat stud

MATERIAL: Lamak
DIAMETER: 10mm



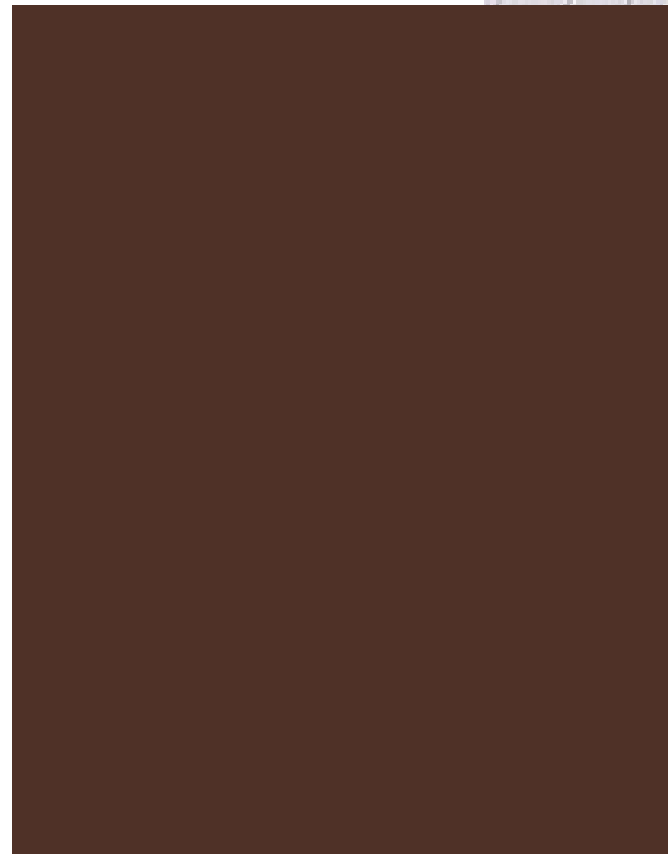
1pcs



06

POSSIBLE VARIANTS

MAIN COLOR



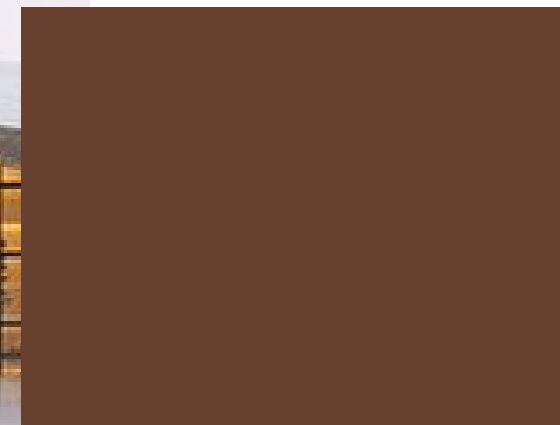
79, 49, 39 - BROWN

RGB values

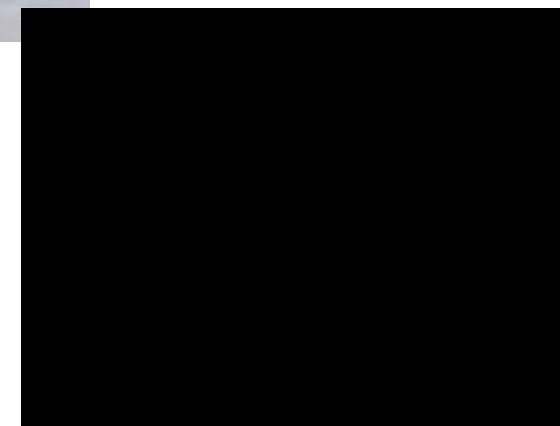
FOGGY WHITE - 207, 206, 201



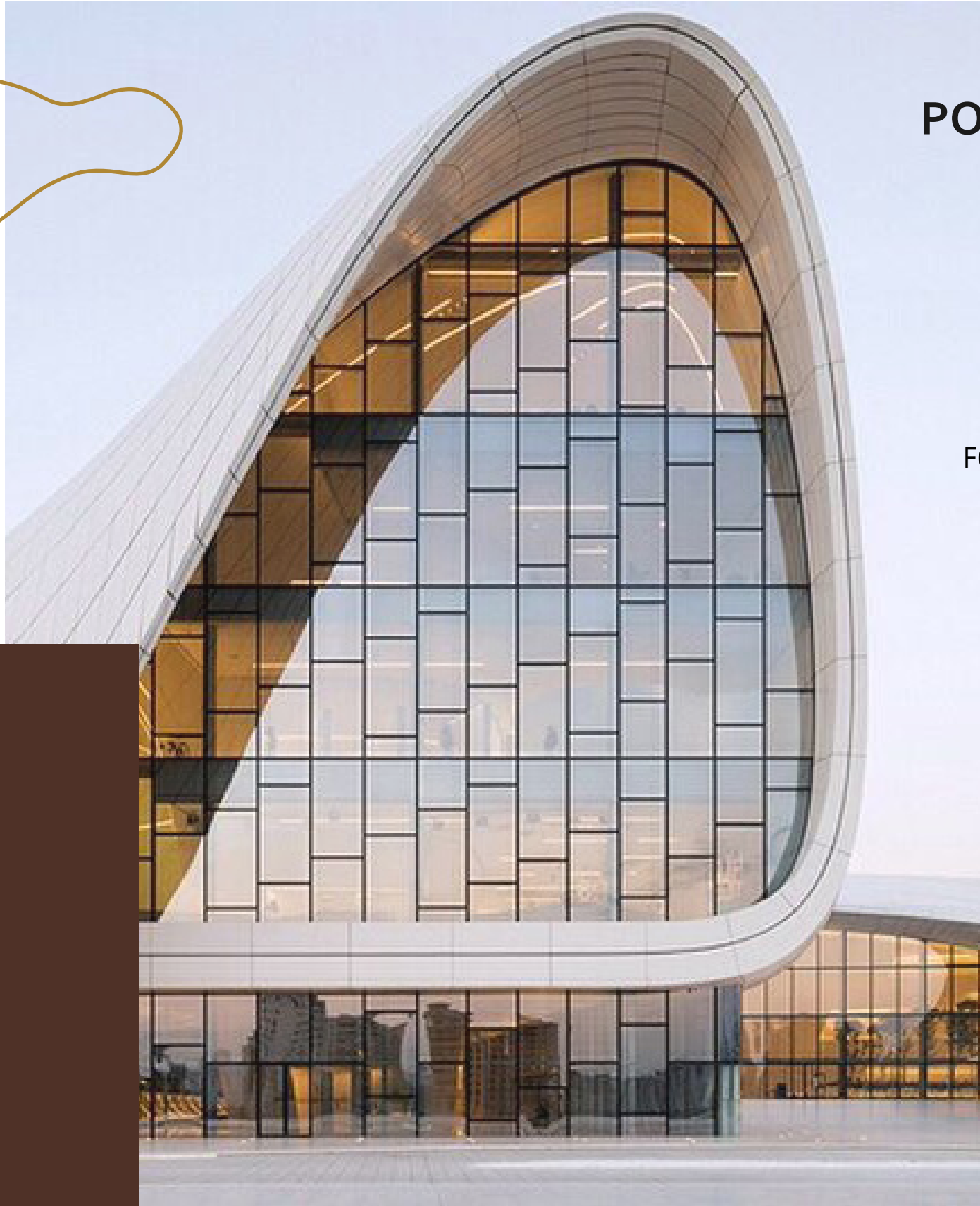
CAMEL - 175, 140, 102



HAZELNUT - 103, 64, 47



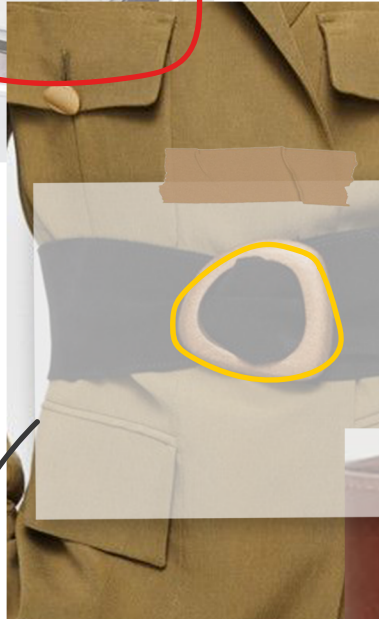
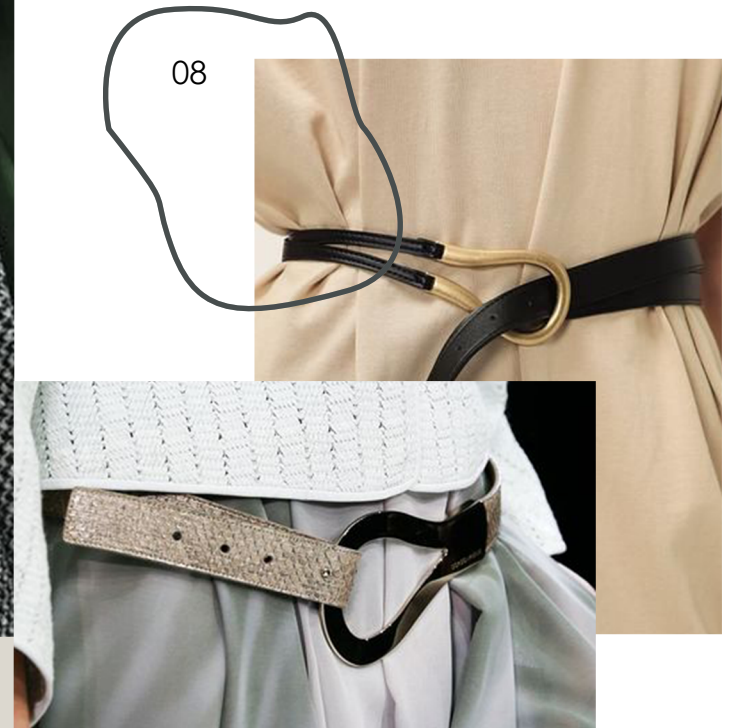
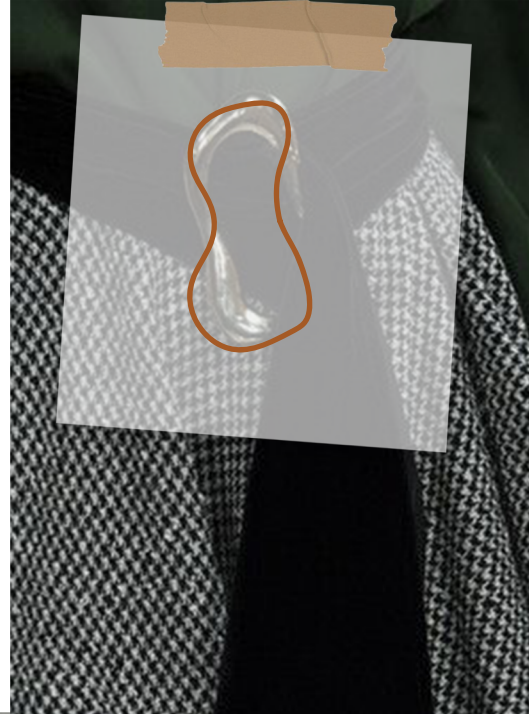
PITCH BLACK - 0, 0, 0





**REFERENCES
RESEARCH
SKETCHES**

PRODUCT REFERENCES

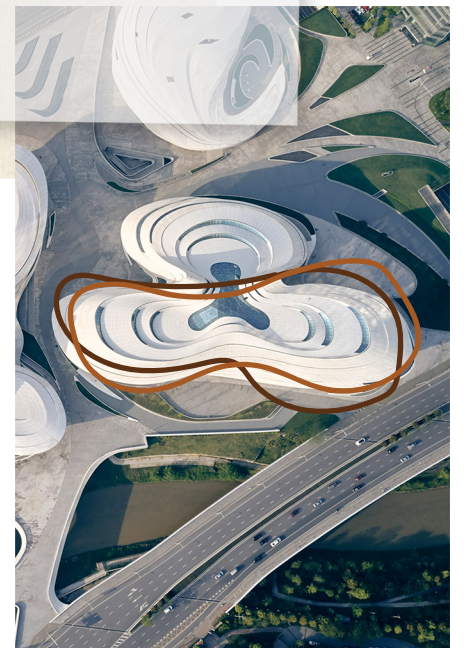


Shape source

Possible shape



Possible buckle belt



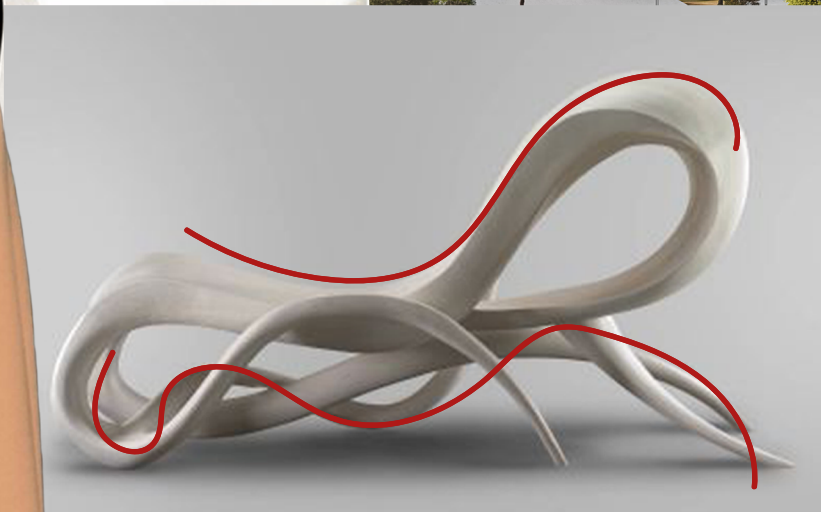
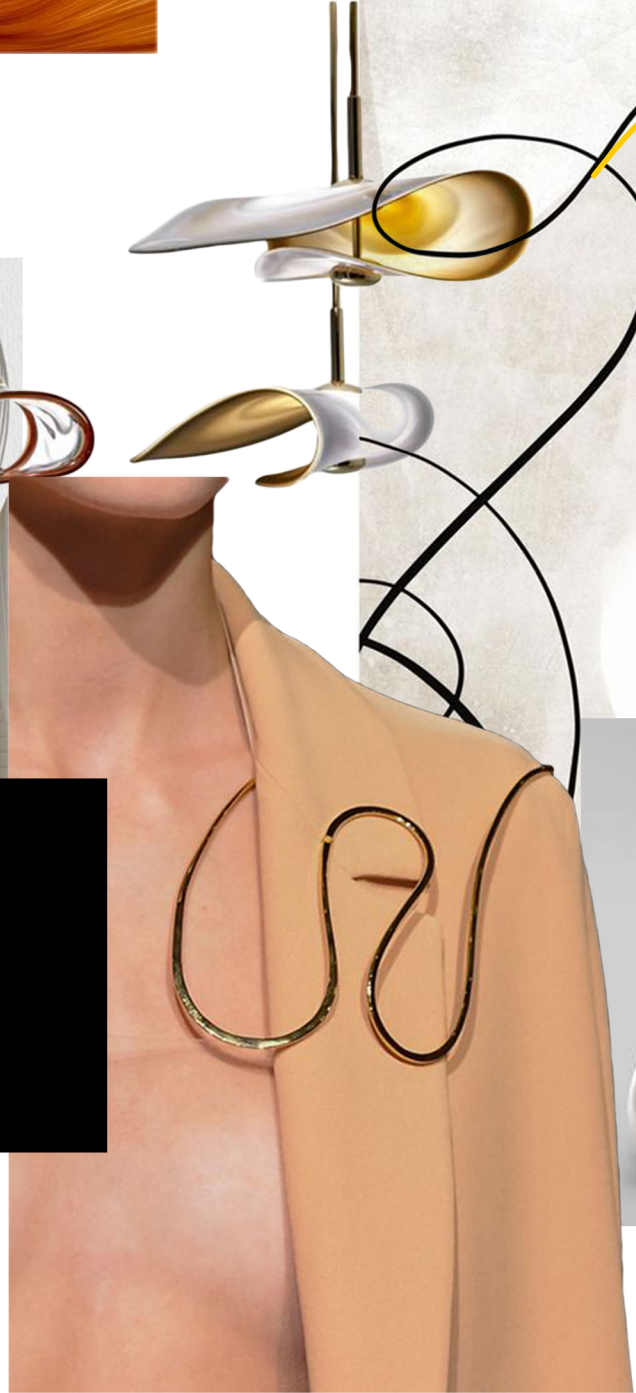
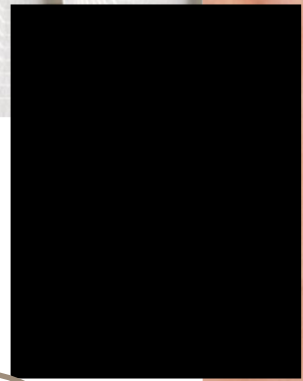
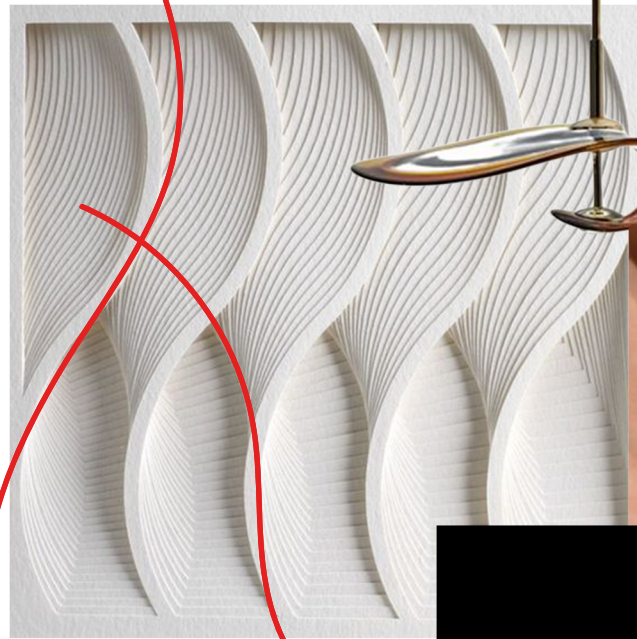
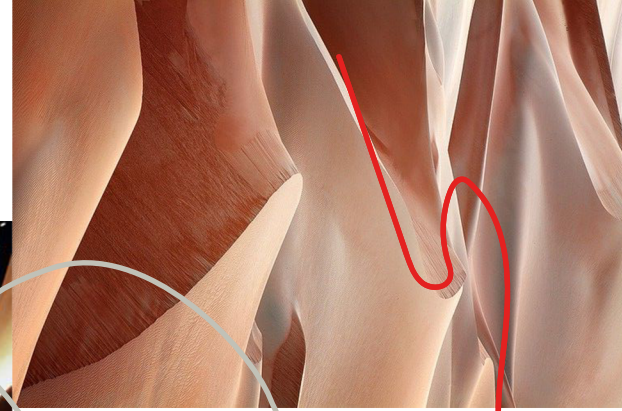
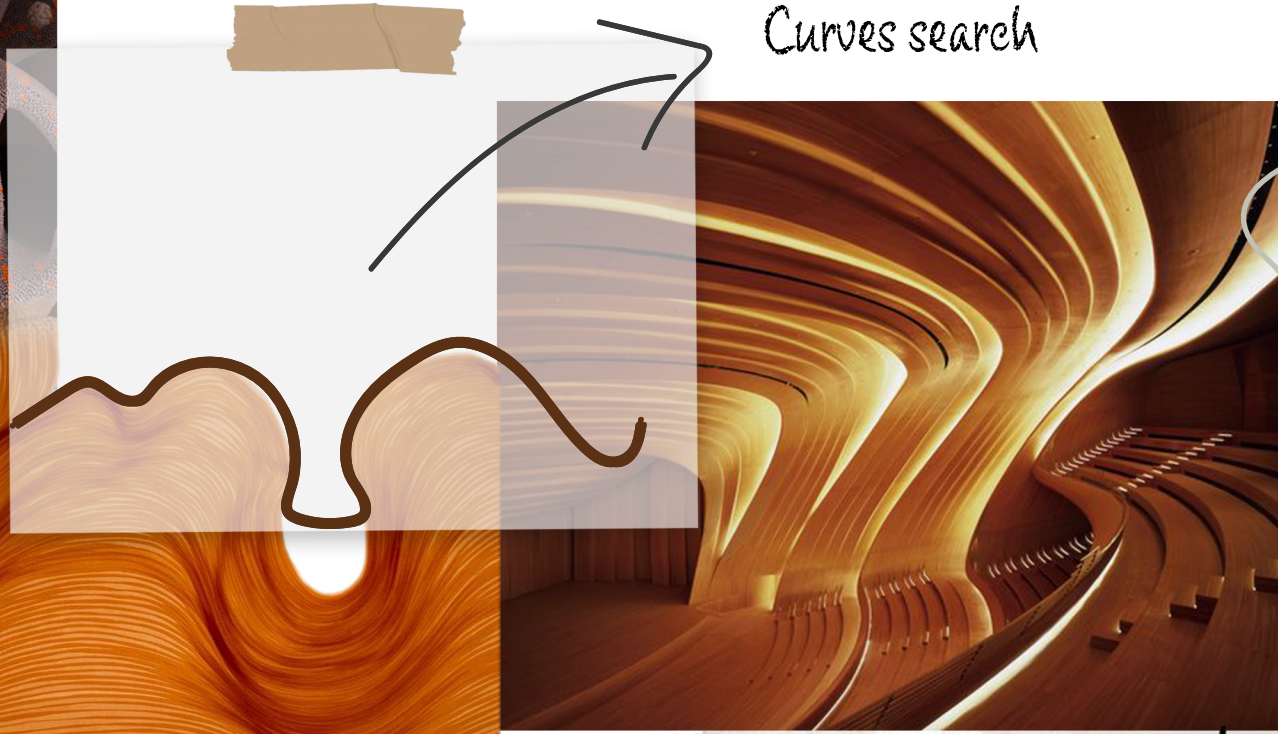
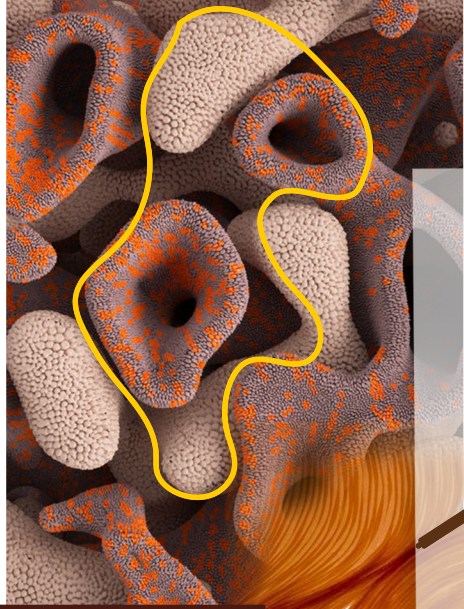
RESEARCH
OF THE

Curves search

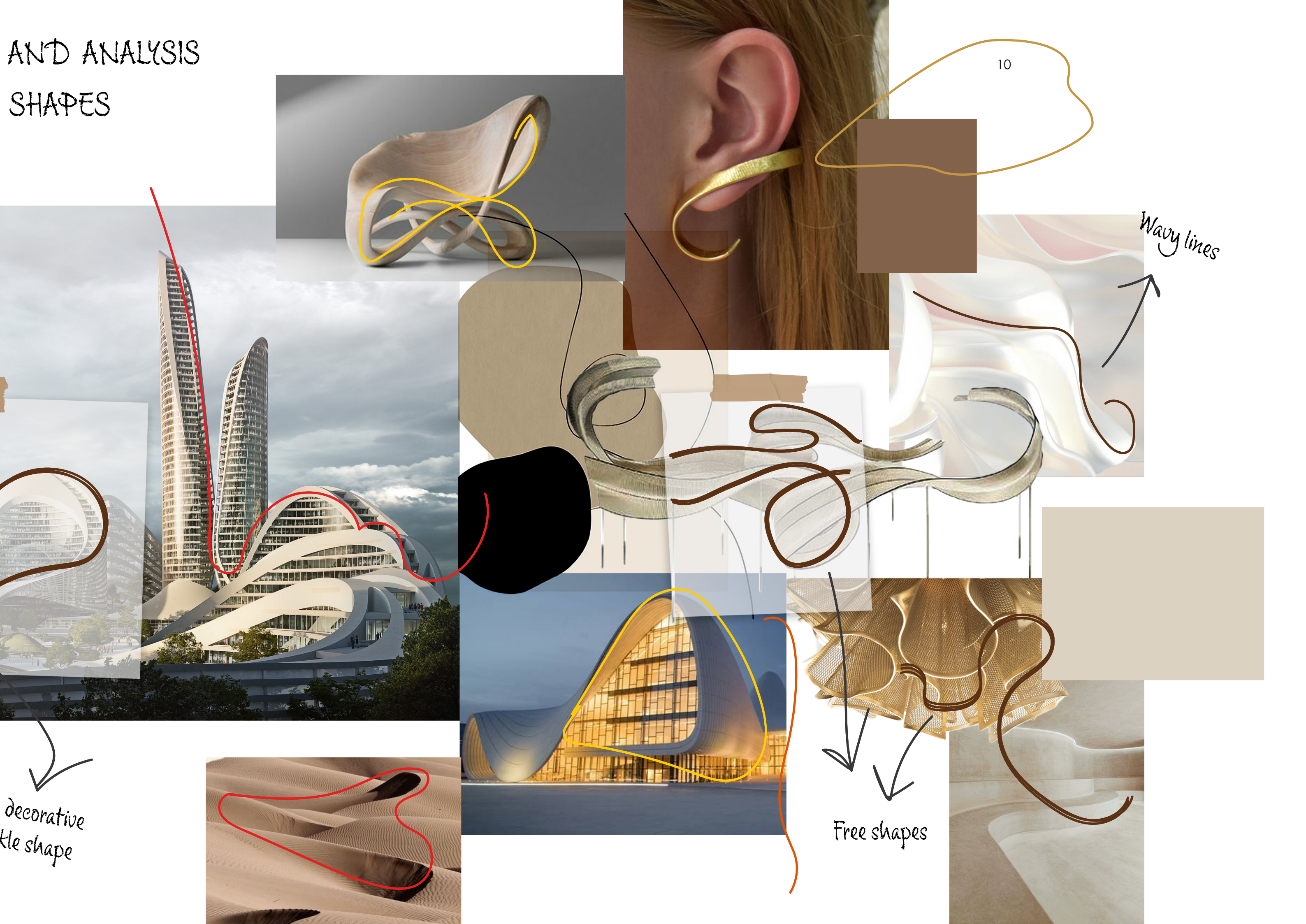
Another possible
belt prong/buckle shape

Possible belt
prong/buckle
shape

Possible
belt buer



AND ANALYSIS SHAPES

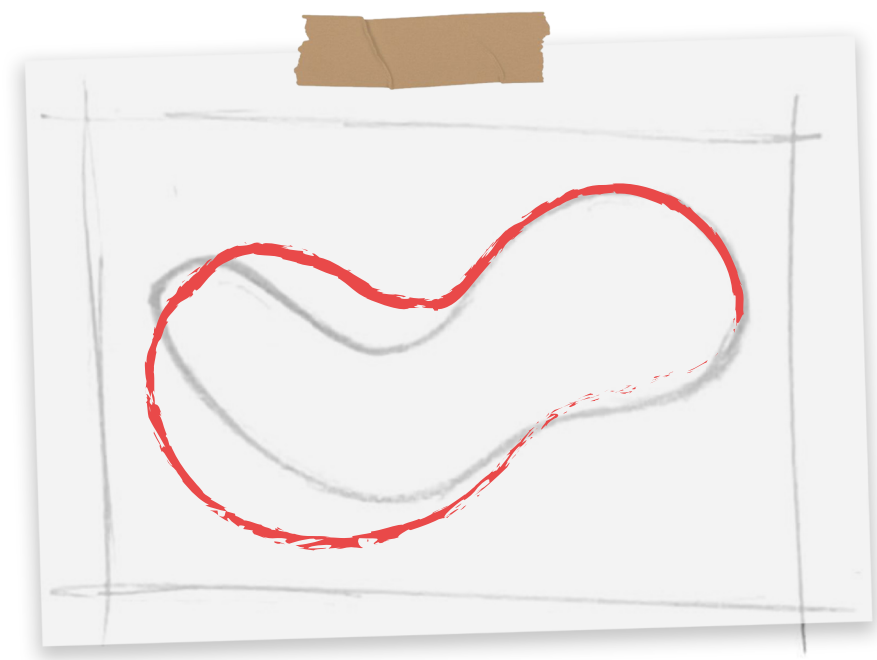


10

Wavy lines

decorative
shape

Free shapes



1

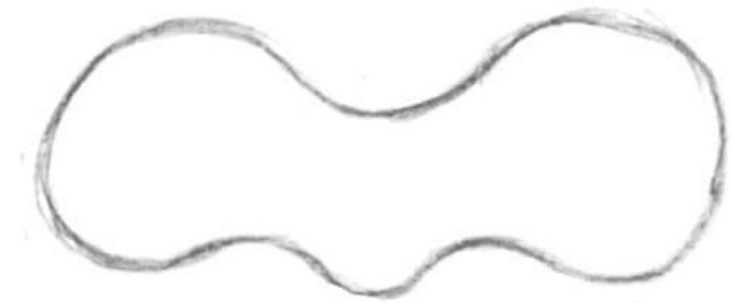
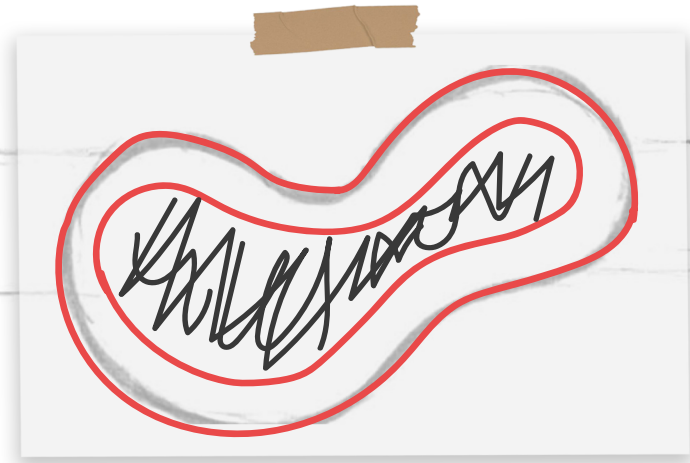
2



Shape evolution

Shape evolution

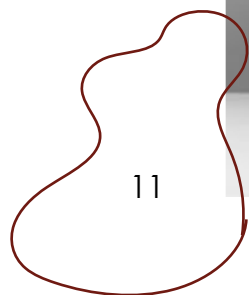
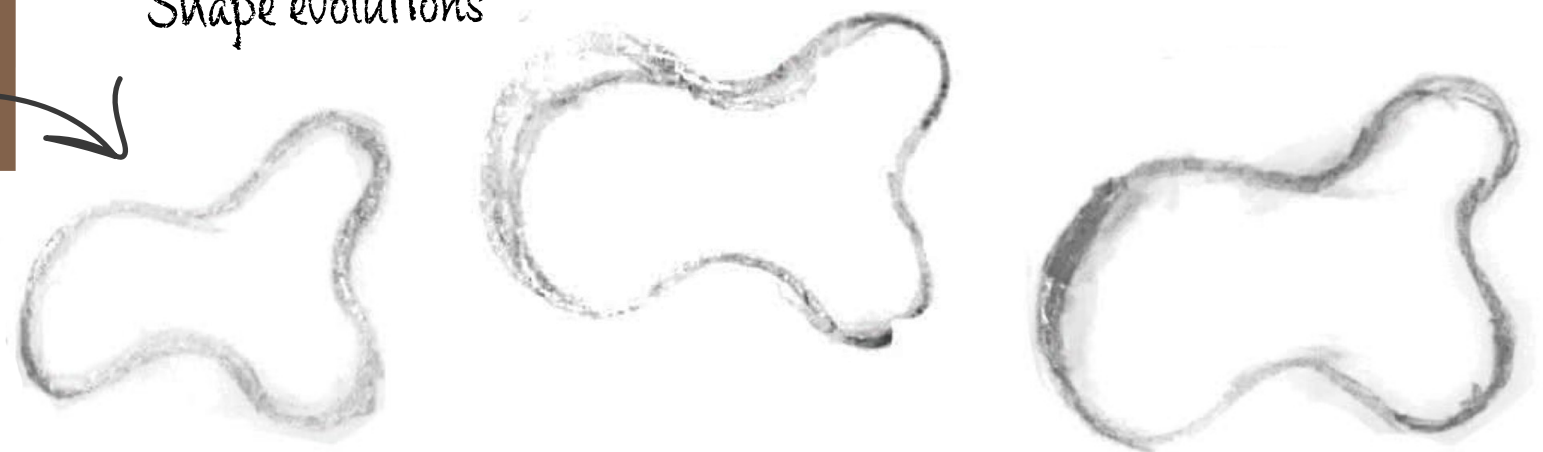
Belt idea



Change of position

3

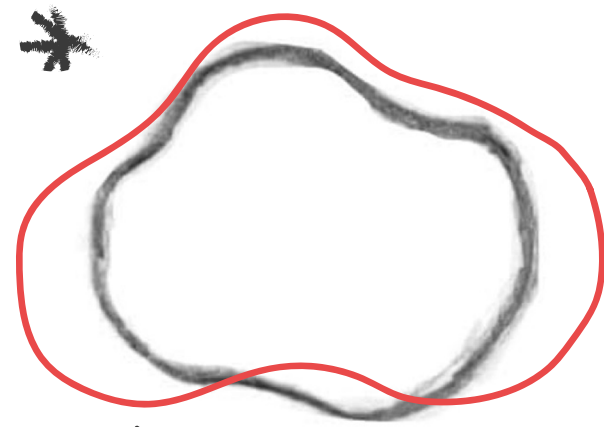
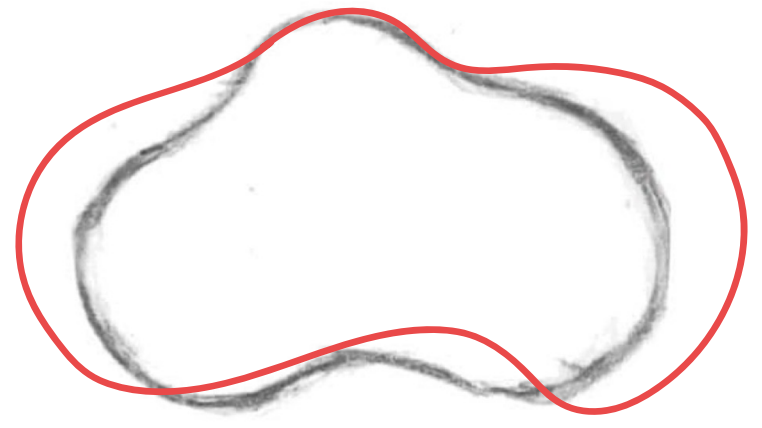
Shape evolutions



11

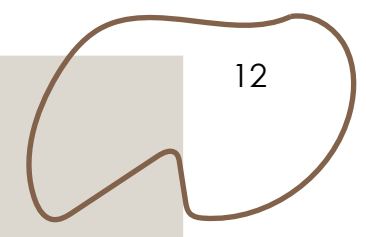
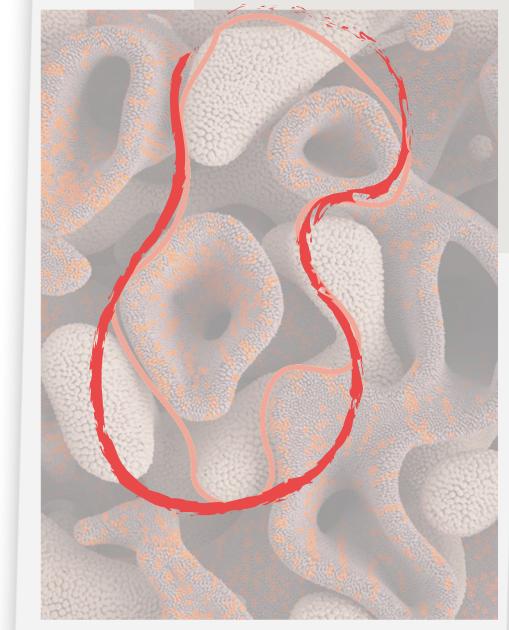


④

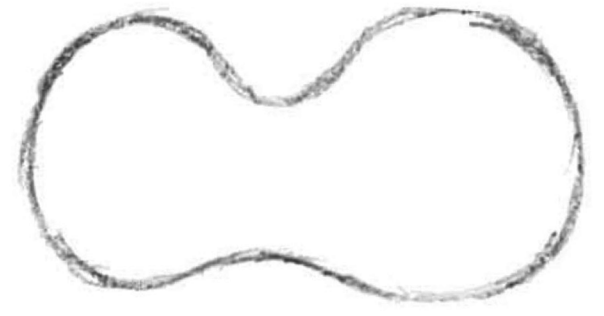


Shape evolutions

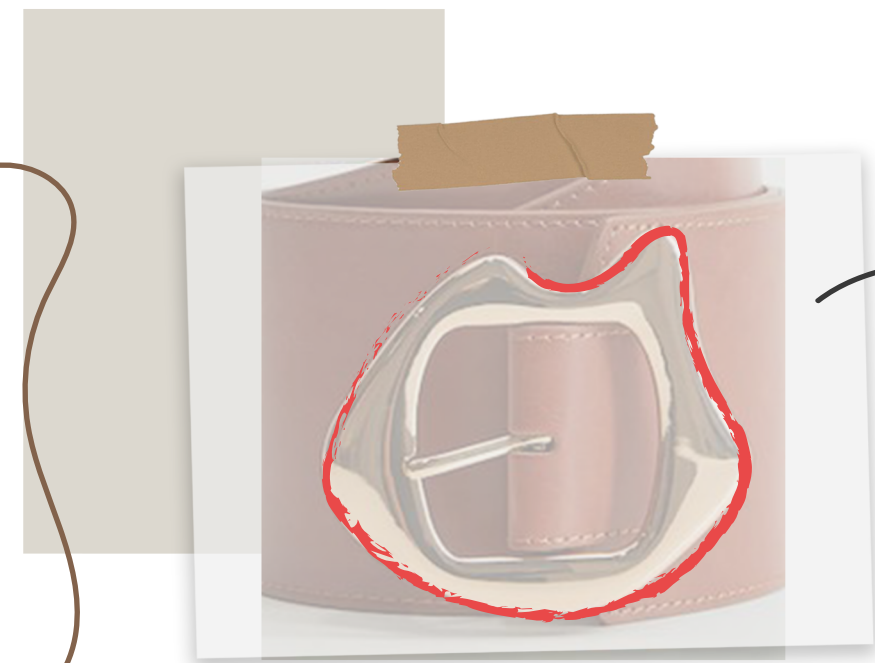
⑤



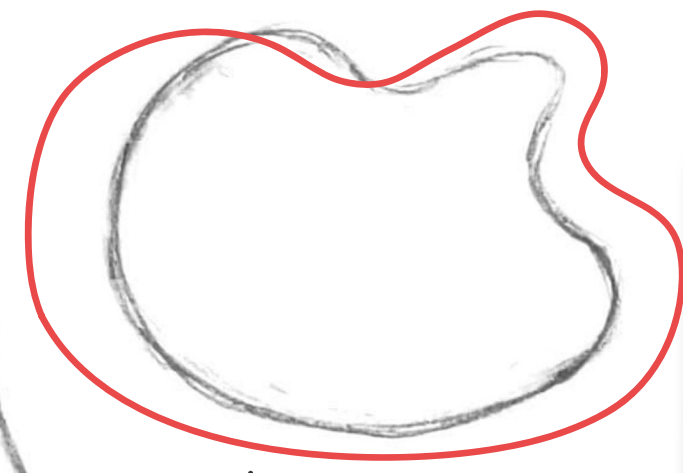
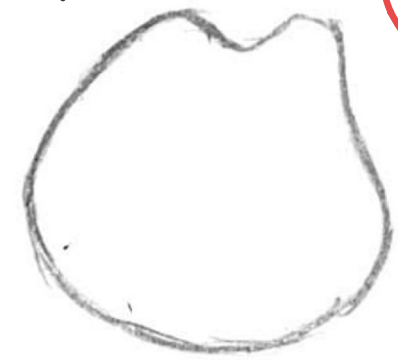
12



Change of position



⑥



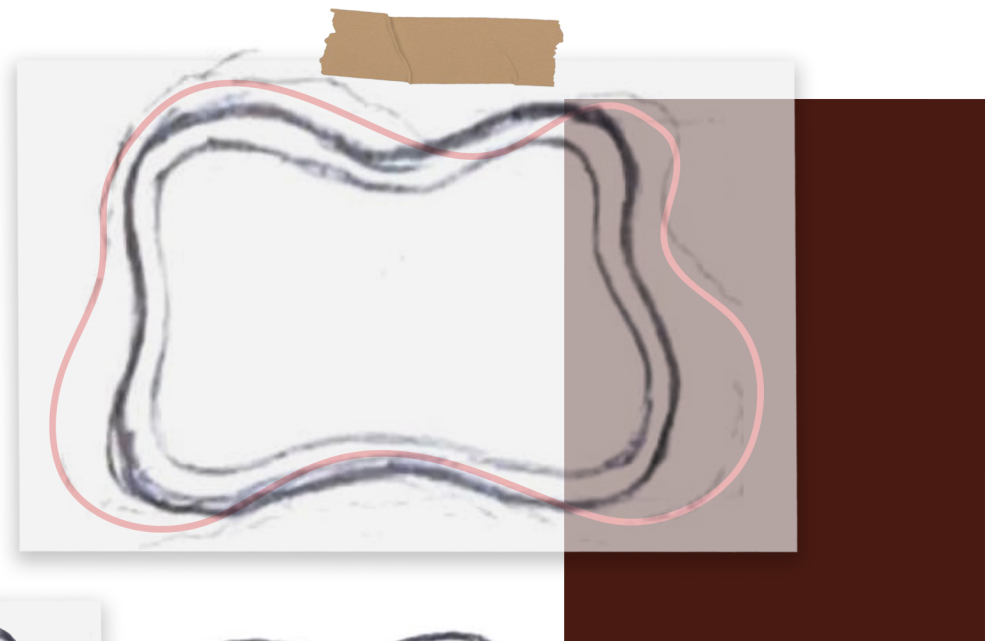
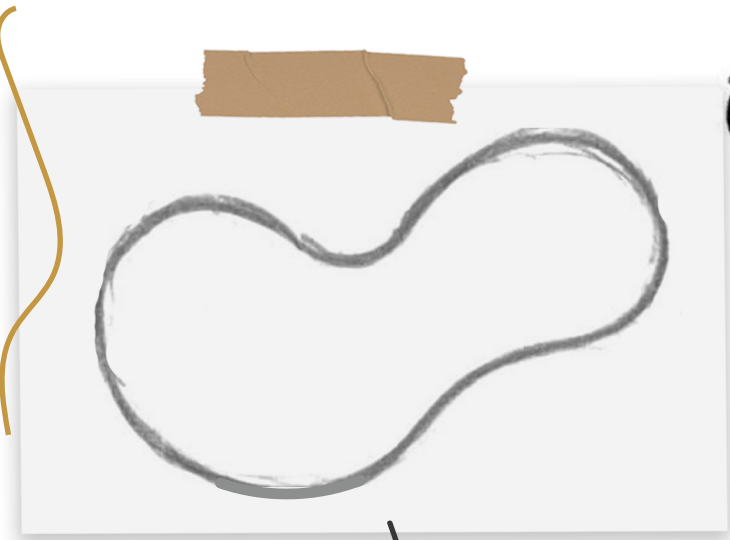
Shape evolutions



Belt ieda

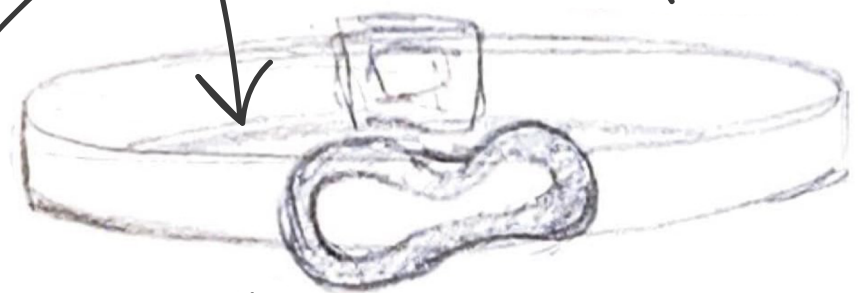
SHAPE SELECTION FOR BELT BUCKLE

①

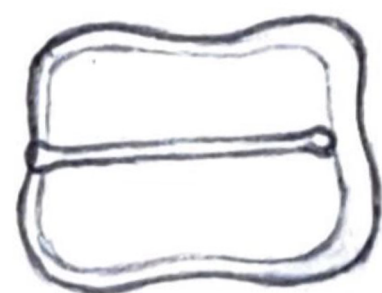
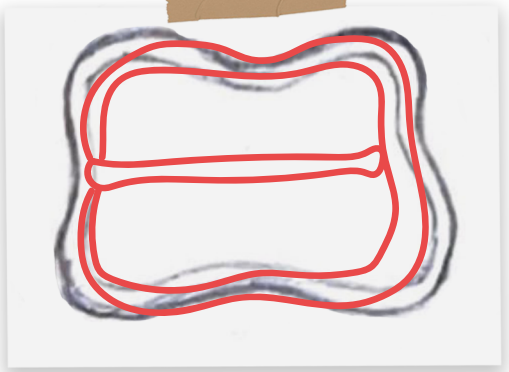


Functional buckle

IDEA

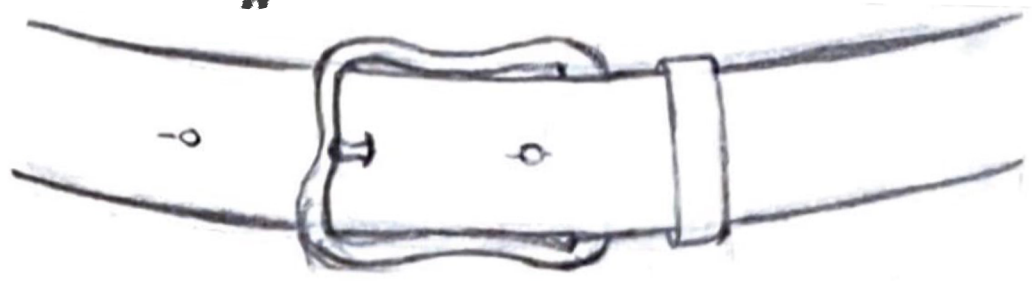


Decorative buckle

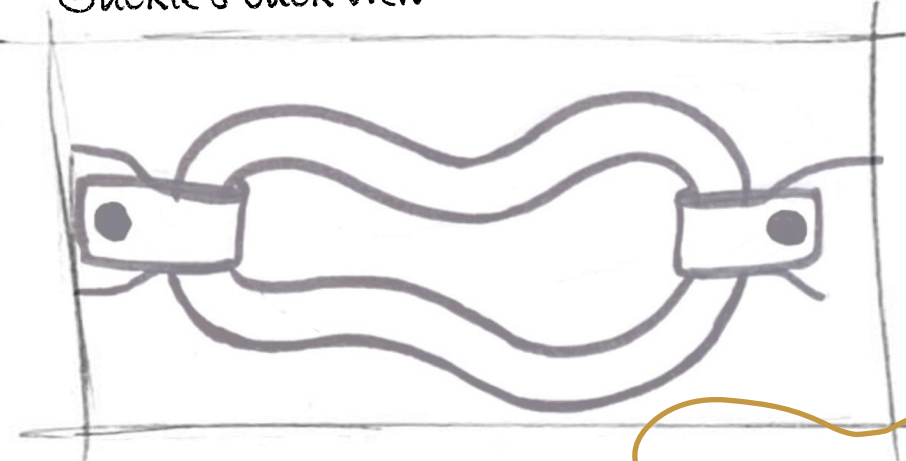


Functional buckle (to adjust the belt) on the back of the belt

Specifications



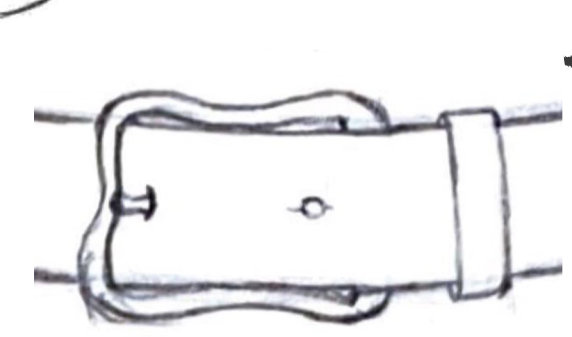
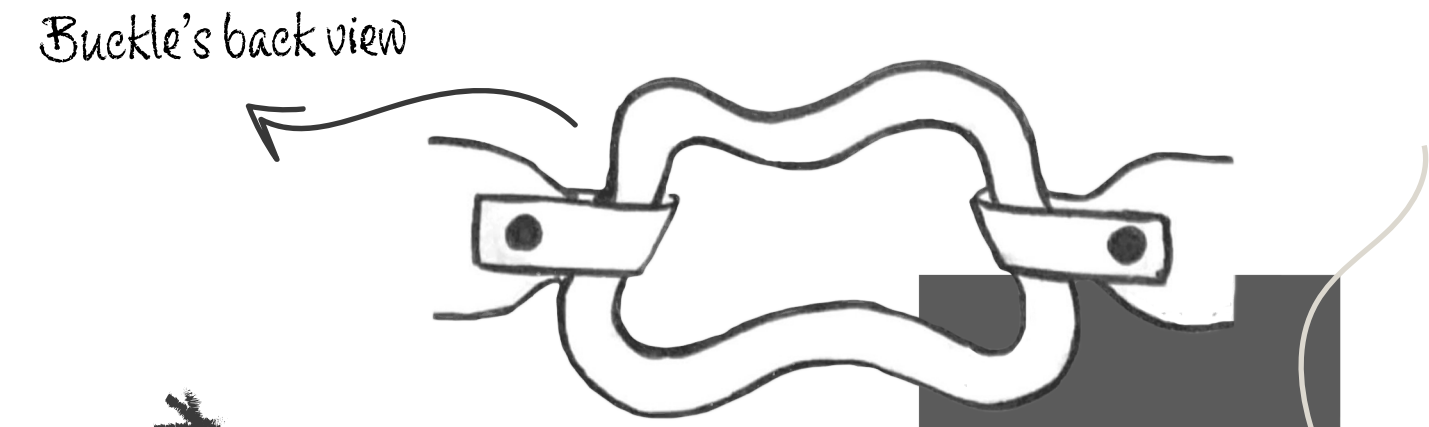
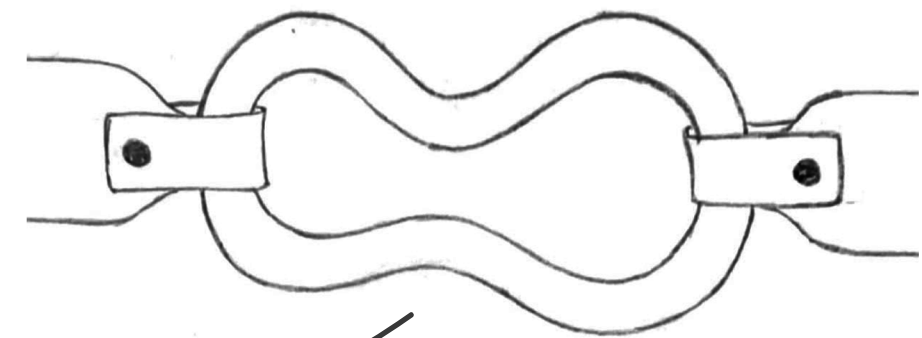
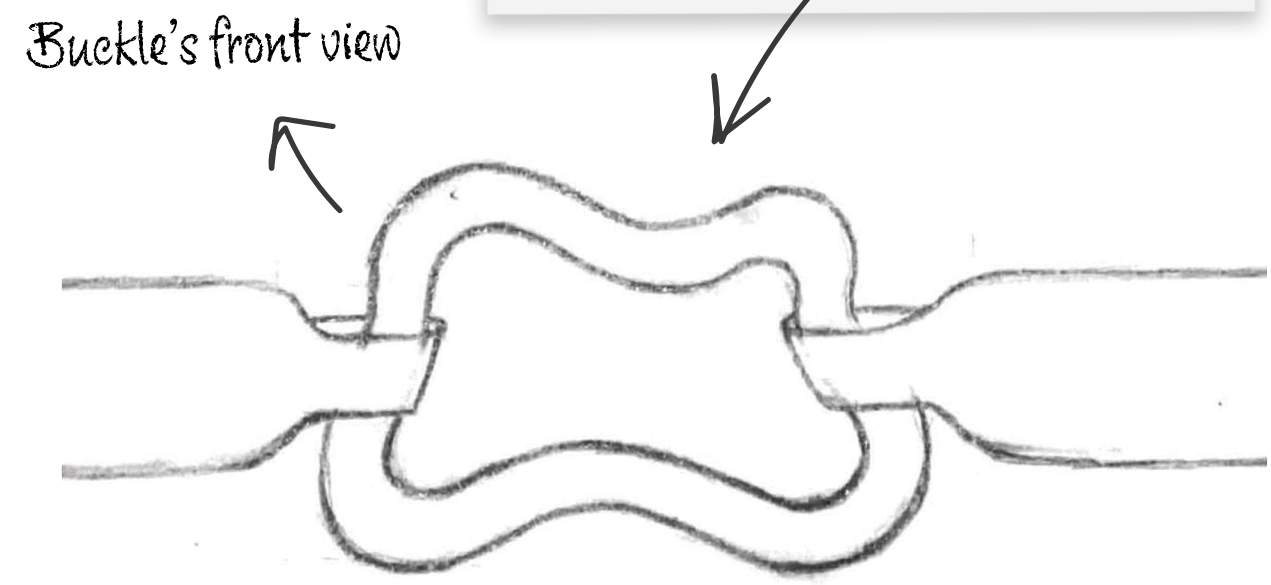
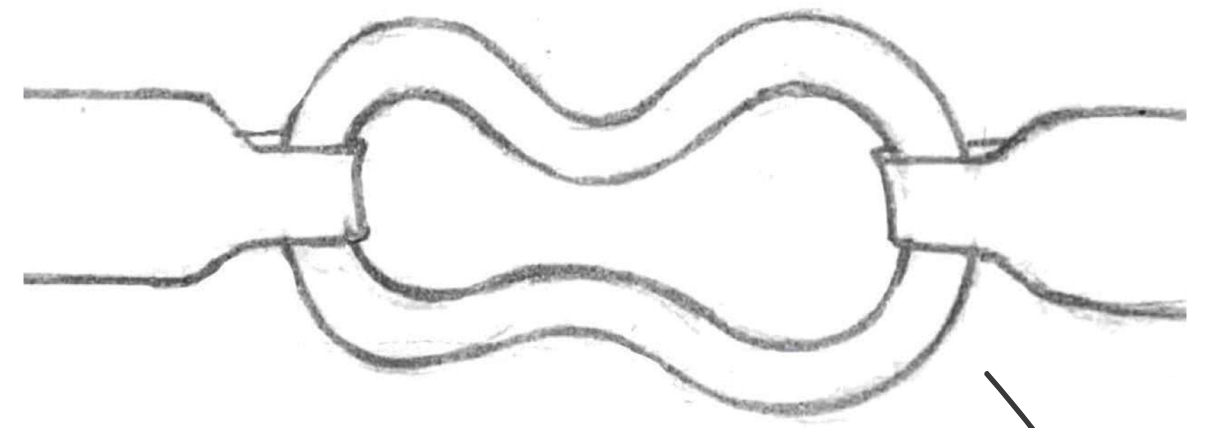
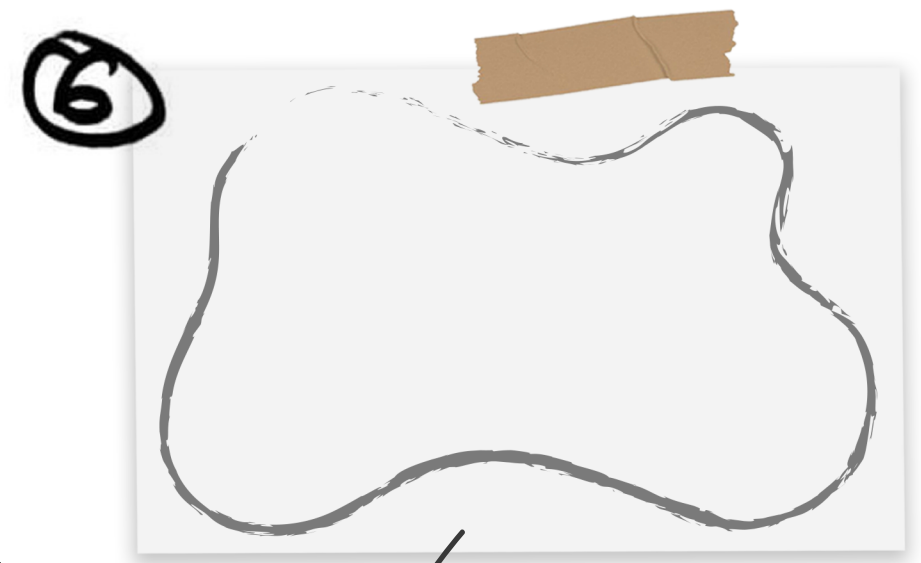
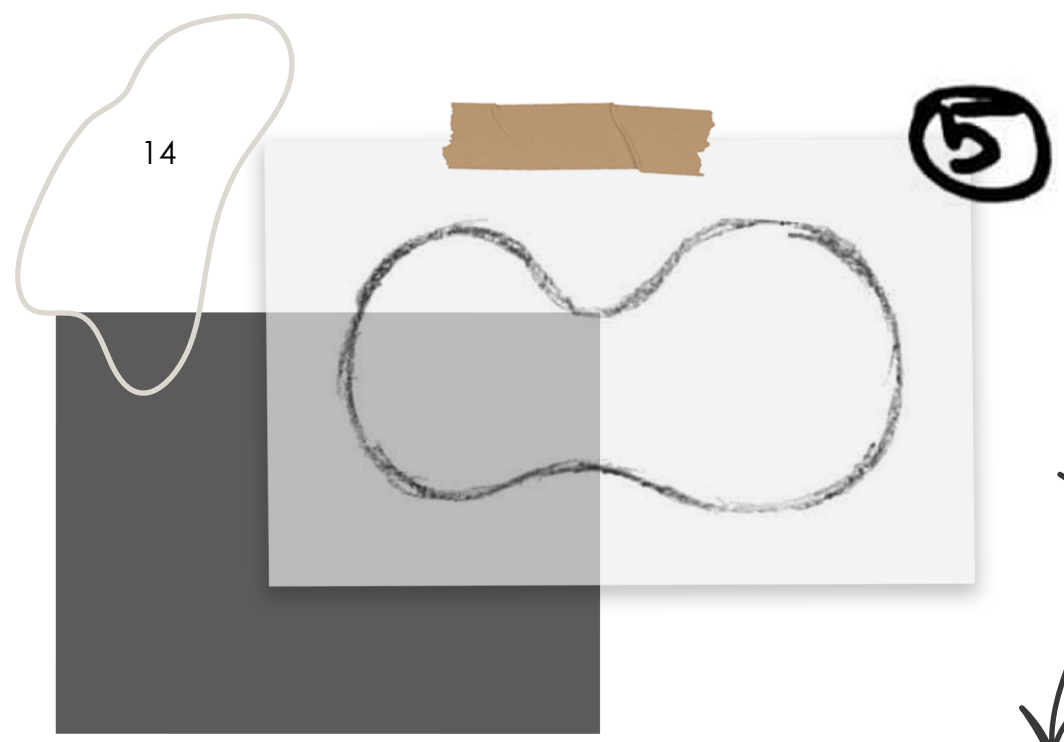
Buckle's back view



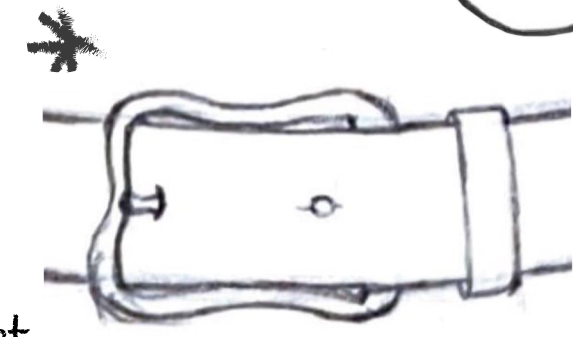
Buckle's front view

Decorative buckle on the front of the belt

SHAPE SELECTION FOR BELT BUCKLE



Same functional buckle as in the first example





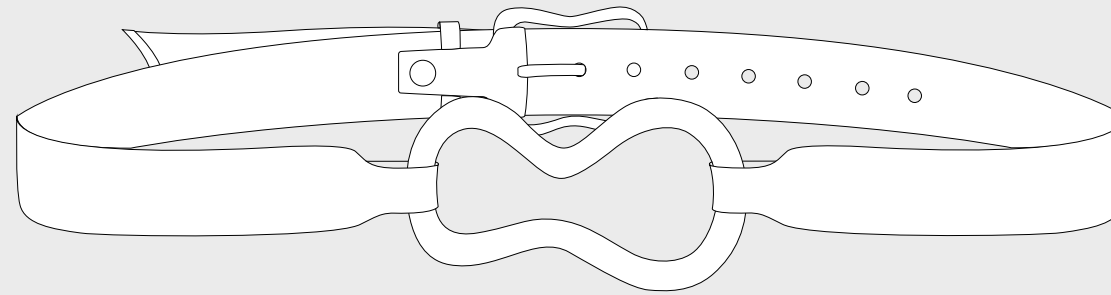
**USE AND FUNCTIONALITY
PROTOTYPE
TECHNICAL SPECIFICATIONS**

FLUIDA: The use

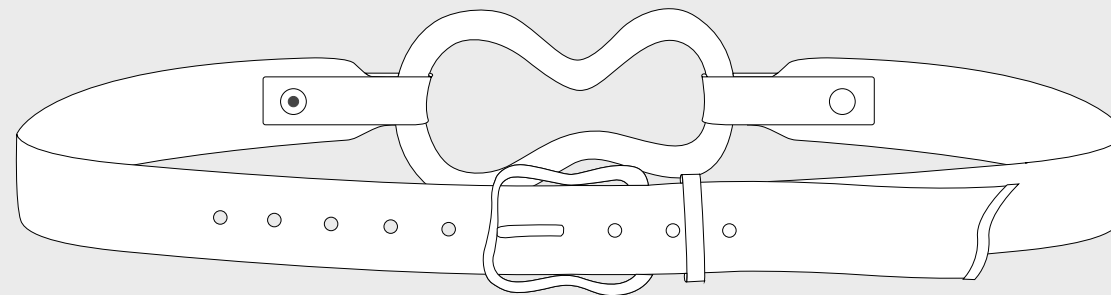
ONE SINGLE BELT, MANY DIFFERENT OCCASIONS

The belt is specially created to be wearable in many different occasions. There are two buckles: one is massive and purely decorative, and it can be worn on the front to accentuate the waist on night elegant dresses for example; the other one is functional and it's in the belt's back, however it can be worn like an usual belt, just moving the functional buckle on the front and remove the decorative one by simply detaching the snap buttons. Thus the belt can be worn during the day, for more formal occasions.

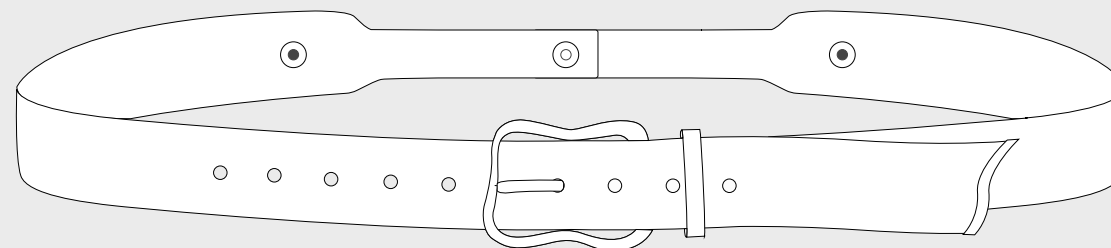
Front view with decorative buckle



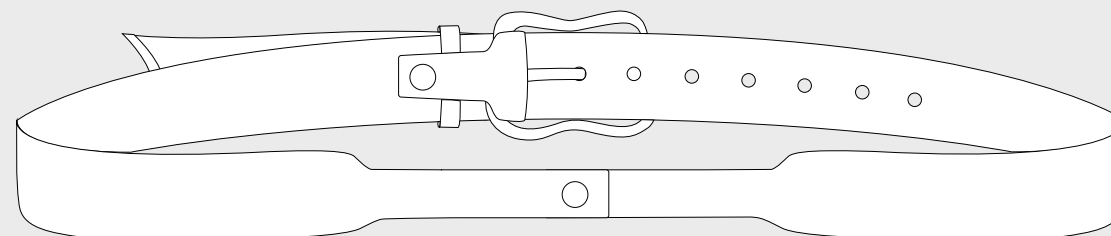
Back view with decorative buckle



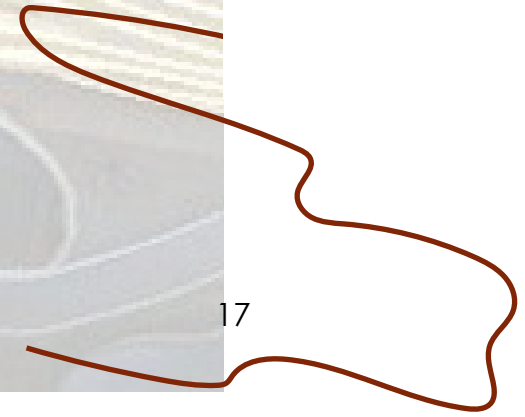
Front view without decorative buckle



Back view without decorative buckle



THE
"FLUIDA"
BELT PROTOTYPE



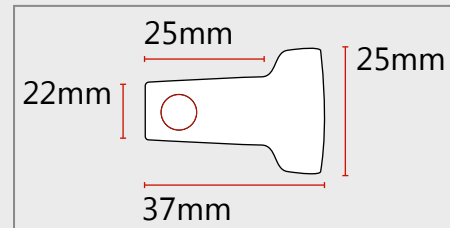
THE
"FLUIDA"
VARIANTS



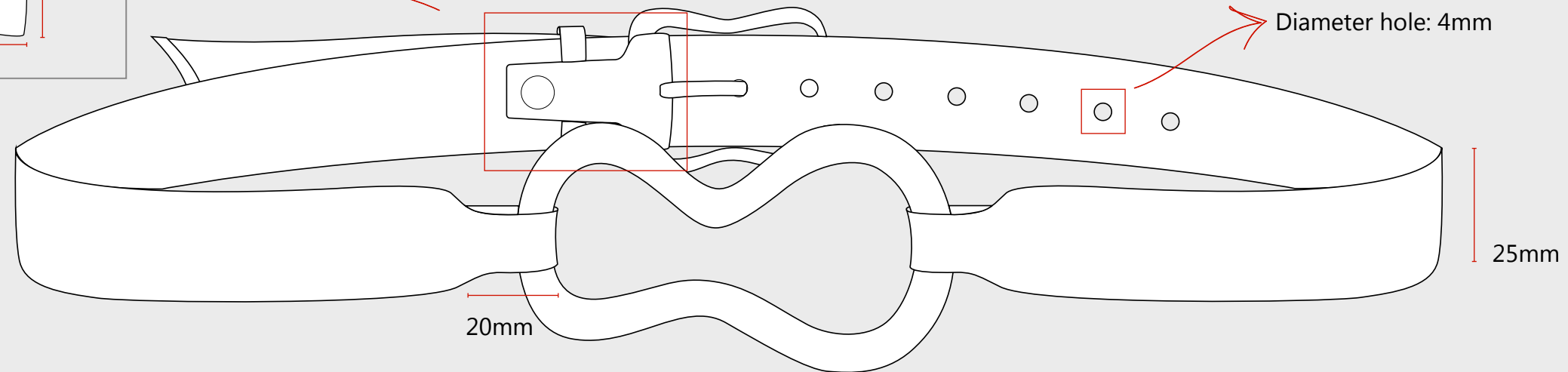
FLUIDA BELT: Cod. FBDB01



FRONT VIEW

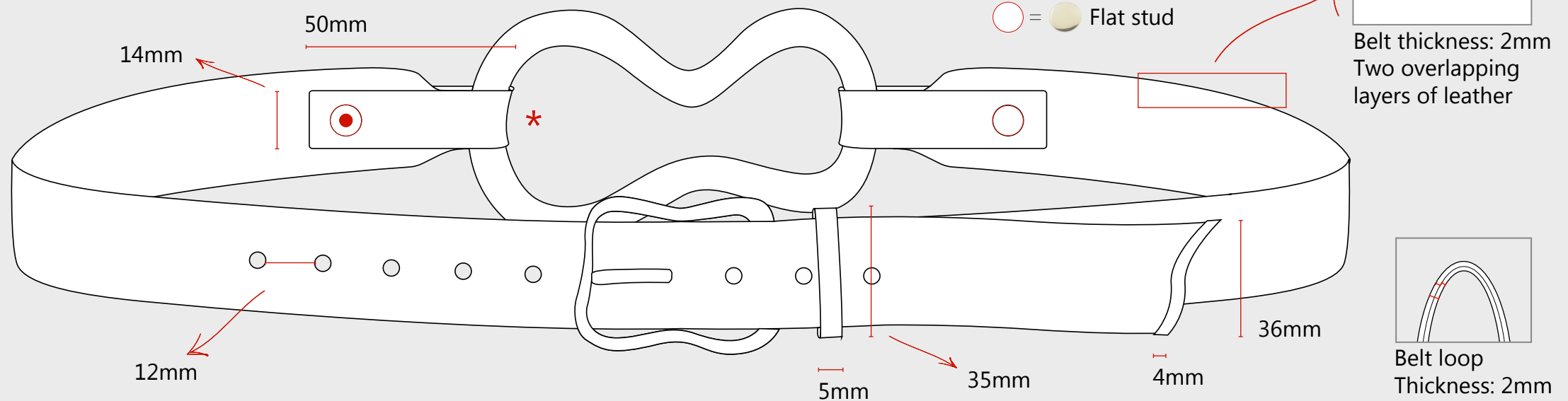
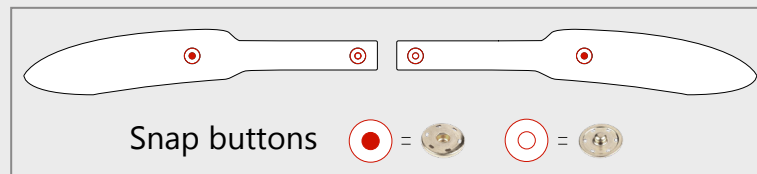


○ = Snap buttons



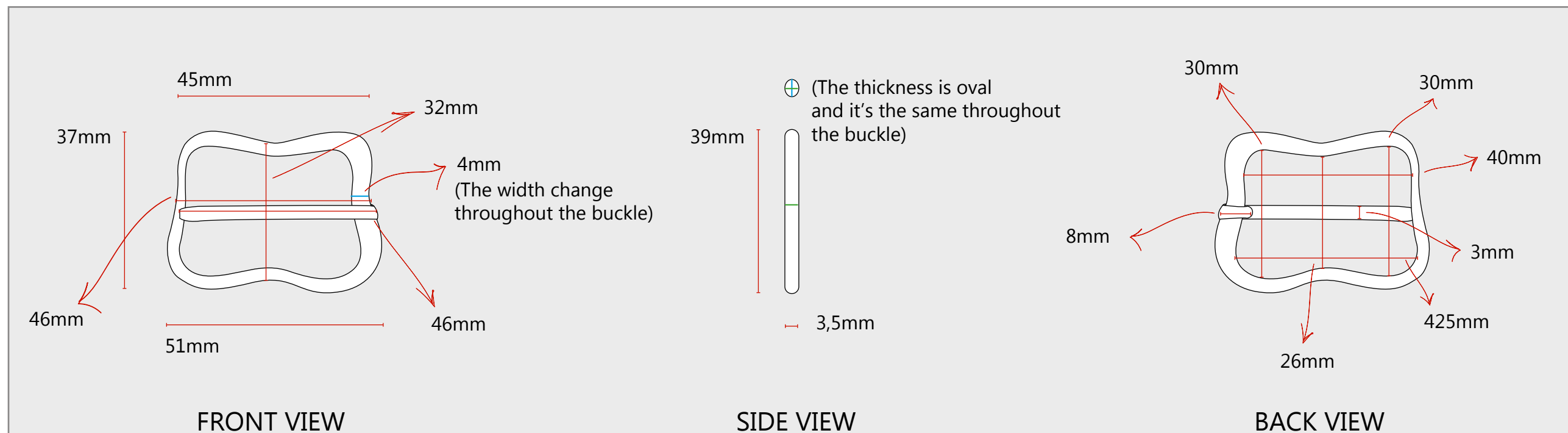
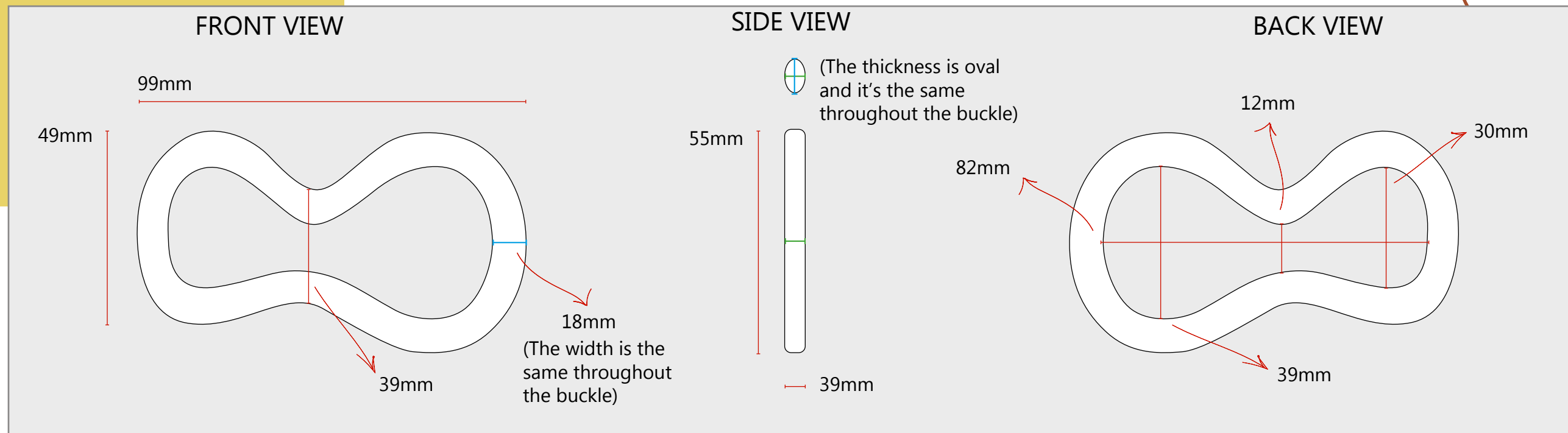
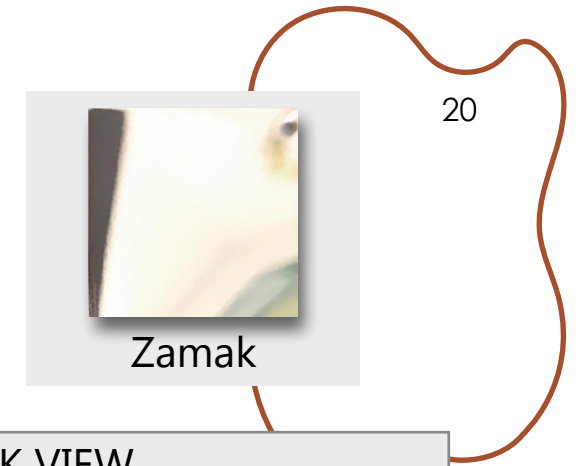
Total belt length: 100-110cm in size S-M

* Belt's back without the decorative buckle



BACK VIEW

FLUIDA BELT: Cod. FBDB01



FLUIDA: Life and end

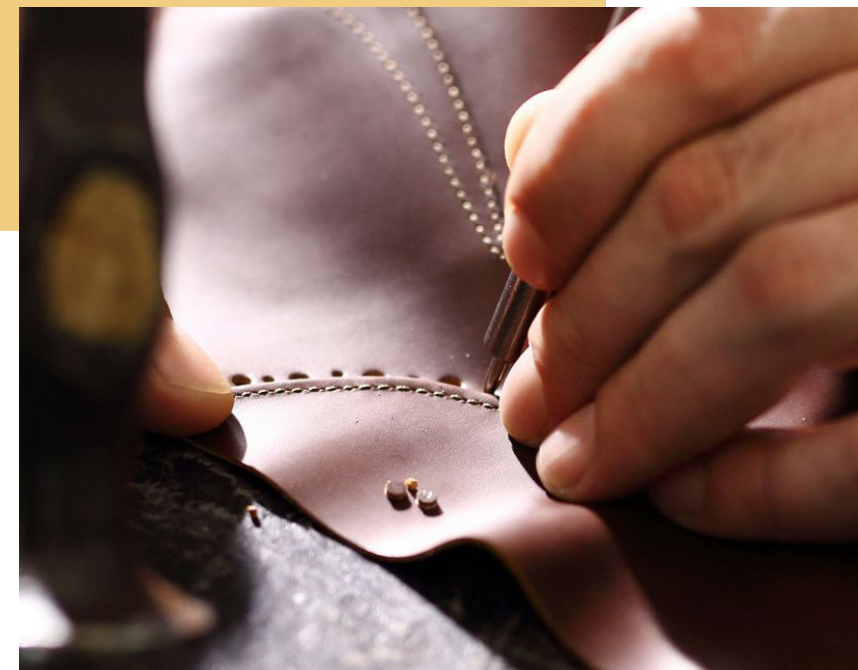
SOSTENIBILITÀ

All materials from which the belt is made come from certified companies that make respect for the environment and social responsibility one of the first company goals.

REUSE, RECYCLING AND DISPOSAL

Made in high quality cowhide leather, transpirant and resistant to atmospheric agents, the FLUIDA belt not only it's suitable for all seasons but it's ultra-resistant from a mechanical point of view without sacrificing its natural beauty and softness. Anyone who owns this belt will be able to wear it always and as they prefer; thanks to its double buckle (one of which is removable) it's possible to wear it for events and night parties but at the same time during the day, at work and/or in your free time. This is how this product will become a must have, symbol of reuse.

The leather is a recycling of food products waste that otherwise would be difficult to dispose of. It's also made to last as long as possible but where it was inevitable to have to dispose of it, it's feasible in total safety, the belt is in fact perfectly disassemblable and it's therefore possible to separate the leather part from the metal parts, buttons and studs included. The leather tanned with a specific advanced technology once disposed of correctly, becomes fertilizer for the earth, the metal parts instead can be easily remelted by companies or specialized professionals. In this way no waste or scrap is emitted into the environment.





FLUIDA

BELT'S MOCKUP



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