



**prunel**

not a simple it-bag,  
but the apple of your eye

# brief

**60%** of our clothes is made from synthetic fibres, according to Greenpeace.

Consuming less but better is also about **producing less but in better conditions**. That's why Arts Threads challenged us, young designers, to conceive innovative and long-lasting designs. The main goal is to enlighten the various & stunning properties of real cattle leather, & to conceive a product that can be **loved for all of our lives**.



hey there ! 😊

My name is **aurélien bourdet** and I am a young french designer.

Driven, I've always wanted to create with every technical and artistic medium. Fascinated by fashion, the use of textiles quickly took the lead through my various projects. I will graduate with a Master's Degree in Industrial & Digital Design by 2024 at L'École de Design Nantes Atlantique.

Aside from school, I also decided in 2021 to create my own fashion brand named Veasion to highlight the power of fashion to transport, transform & touch.

# research

As we, unfortunately, start to realize, fashion is, nowadays, one of the most polluting industries in the world, responsible for approximately **1,2 billion ton of CO2 each year\***.

However, the comeback to more sustainable and ancestral processes is starting to emerge through the fashion sphere. The use of **regenerative fashion** for instance could be a great way to introduce real cattle leather while having a great impact on our biodiversity!

ADEME , La mode sans dessus-dessous

500 000

tons of microplastics are found each year in our oceans because of the fashion industry.

LE MONDE., Black Friday : Pourquoi s'habiller pollue la planète

400%

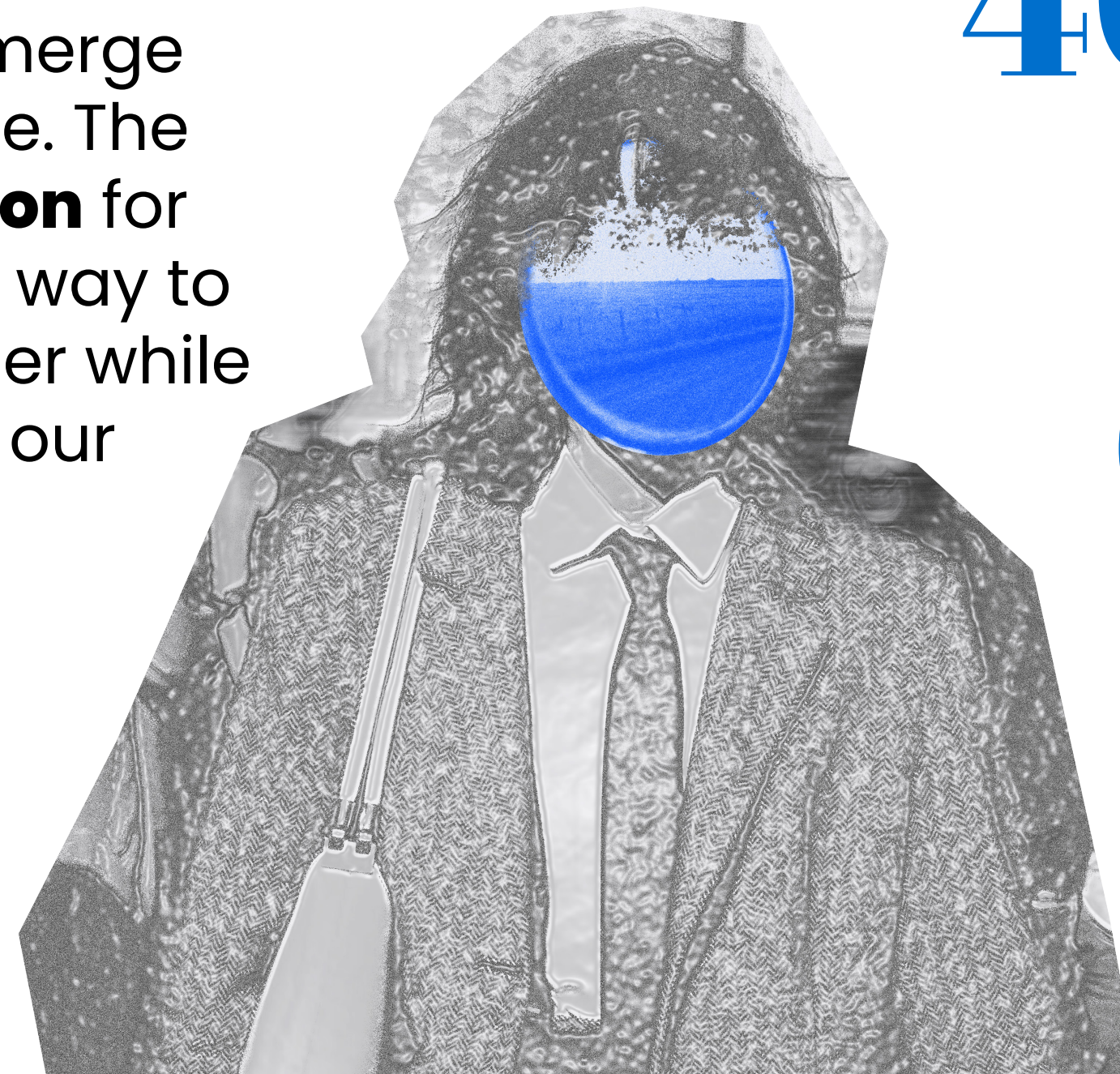
more clothes are produced than 20 years ago.

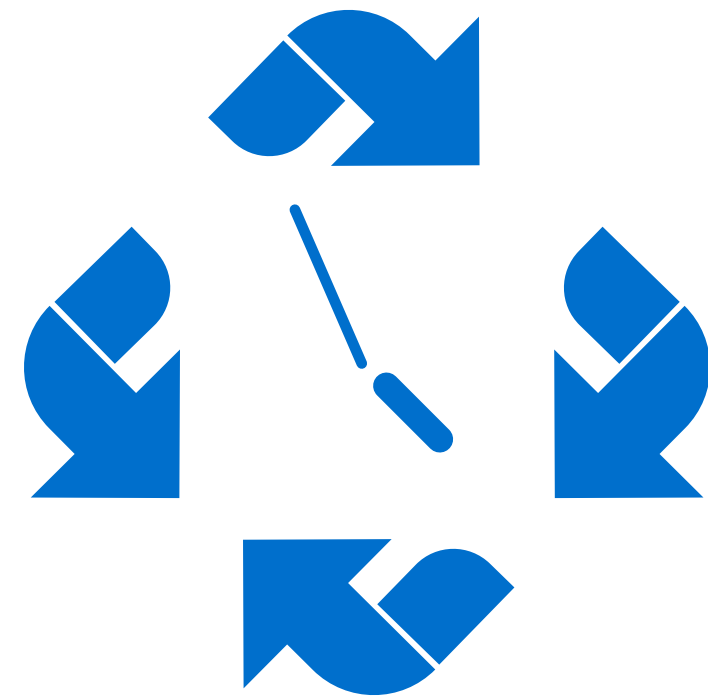
ALEX GILES., The lifecycle of fast-fashion, 10 August 2021 - ihaveavoice.org.uk

63%

rise of fashion consumption by 2030.

RICHARD VASQUEZ JR., Overconsumption in the fashion industry  
[www.fashionrevolution.org](http://www.fashionrevolution.org)

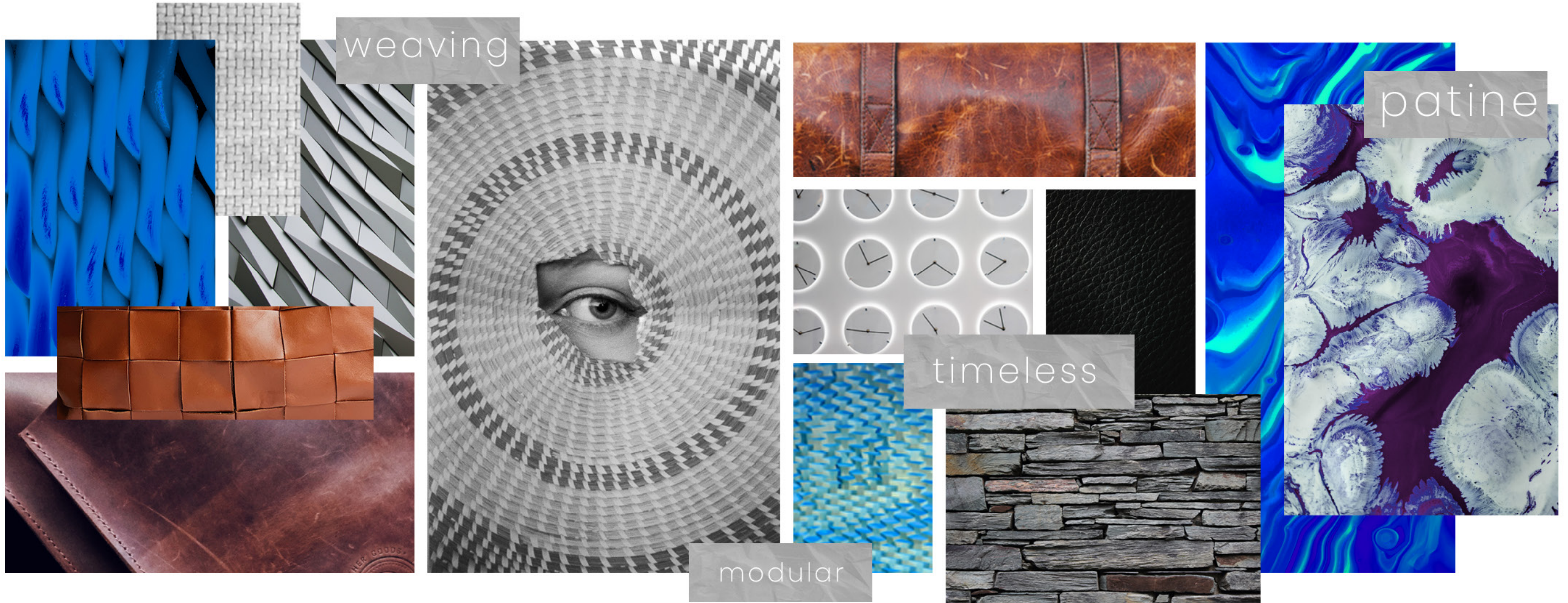




## statement

To what measures can an accessory **live through generations** thanks to the use of the stunning properties of **real cattle leather**?

# moodboard



# ideation



# final product

Named after the french expression «**la prunelle de mes yeux**», meaning the apple of my eye, **prunel** is a cowhide leather bag conceived to be loved for years.

Its innovative weaving inspired by ocean eye irises of the leather enlightens the property of leather to patine. It means that, just as true beauty does, this bag will **reveal itself with time**, by changing of appearance over the years, going **from a deep black to a seducing blue**.

Its unique patined pattern makes **prunel** more than a simple bag, but the physical reminder of a life well lived.

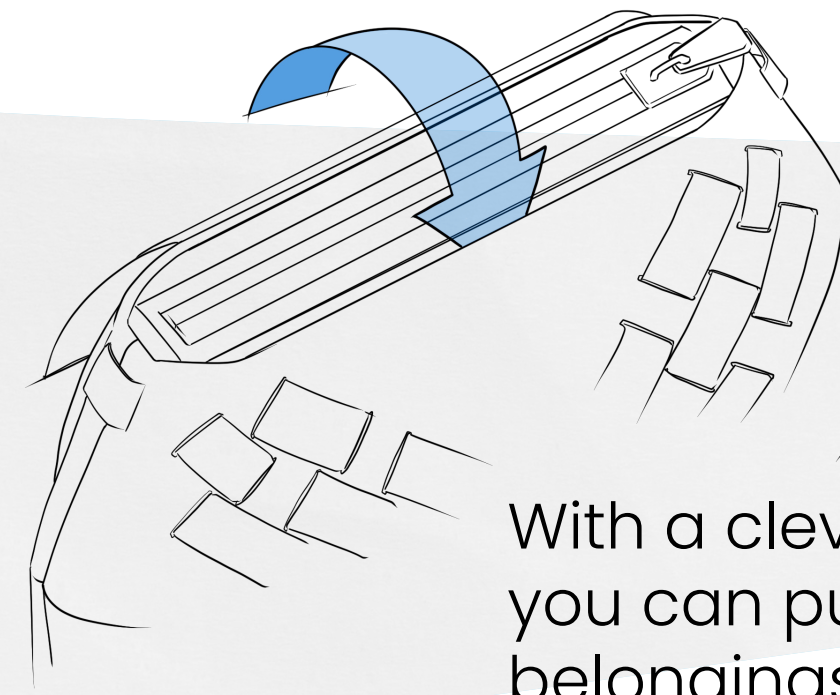




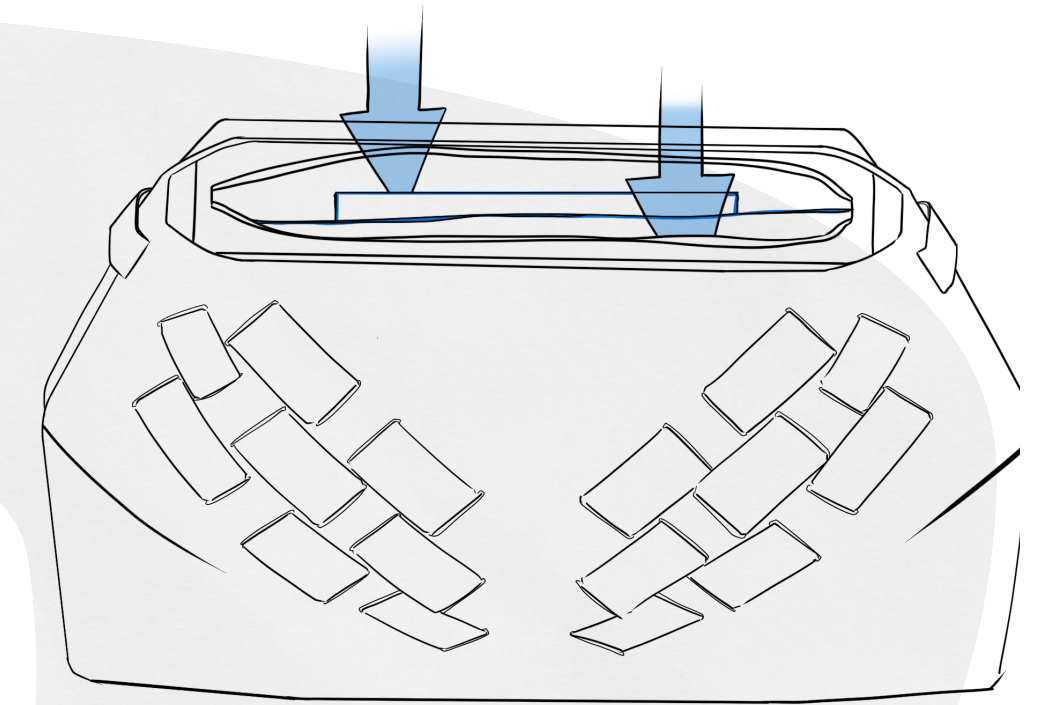
# functional journey



Thanks to its modular system of snap links and handles, you can wear **prunel** as you wish.

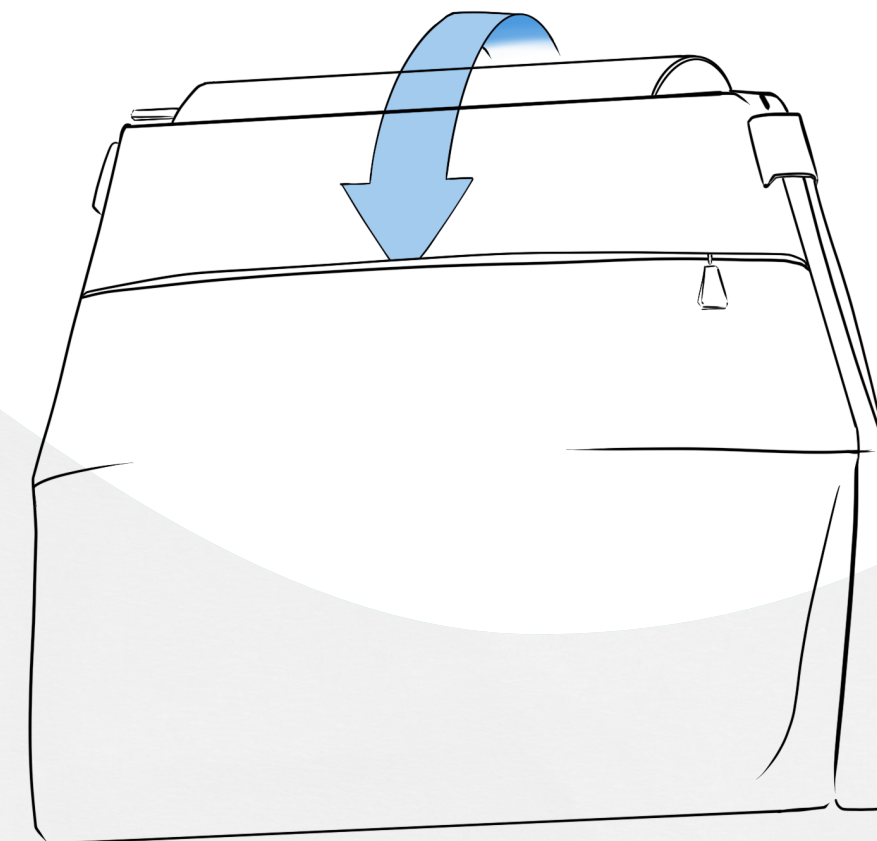
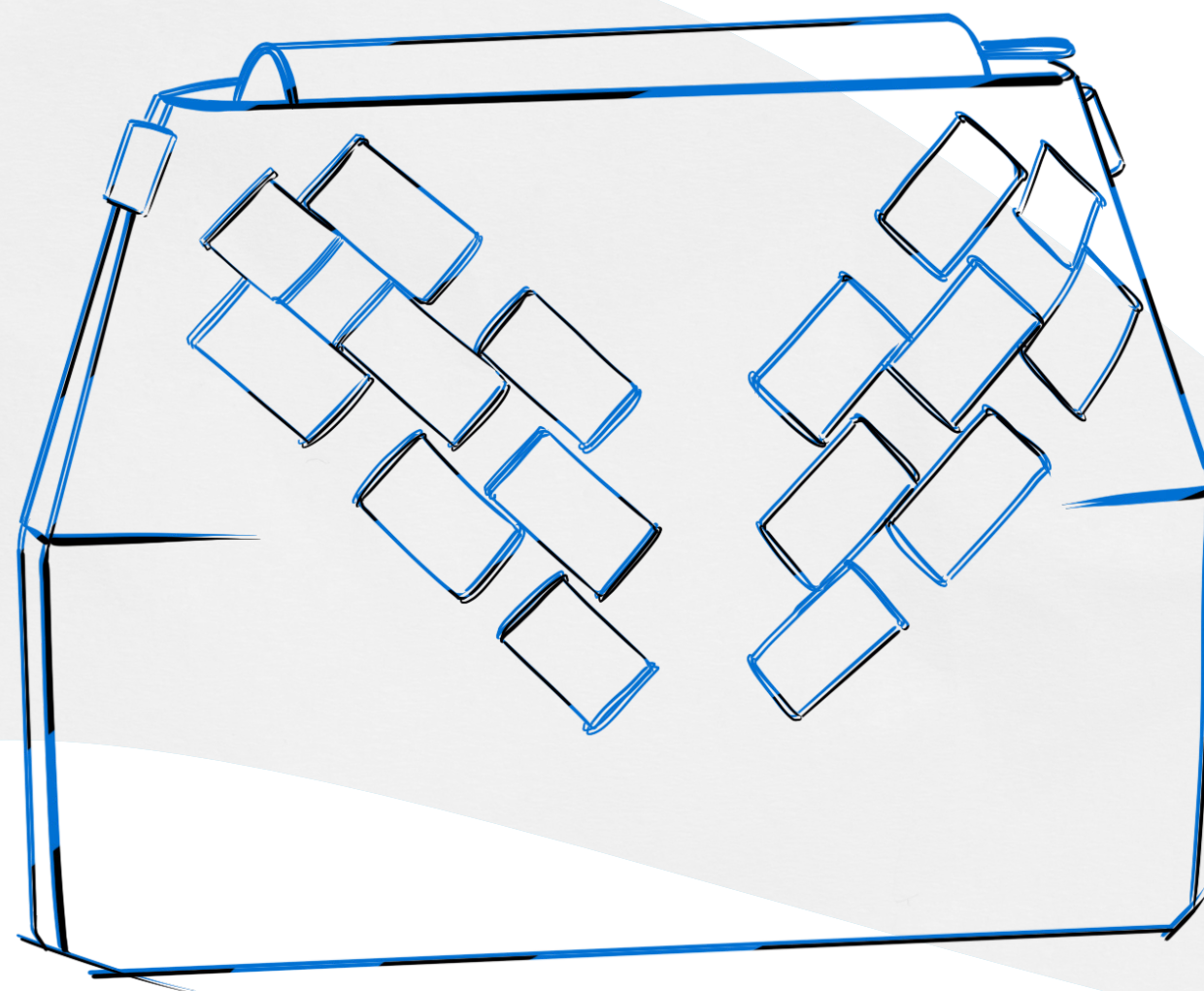


With a clever pocket placement, you can put less important belongings in the front for easy access ...



... you can organize your items inside the bag thanks to internal pockets...

Finally, the more you wear it, the more gorgeous it gets thanks to custom tinted leather.

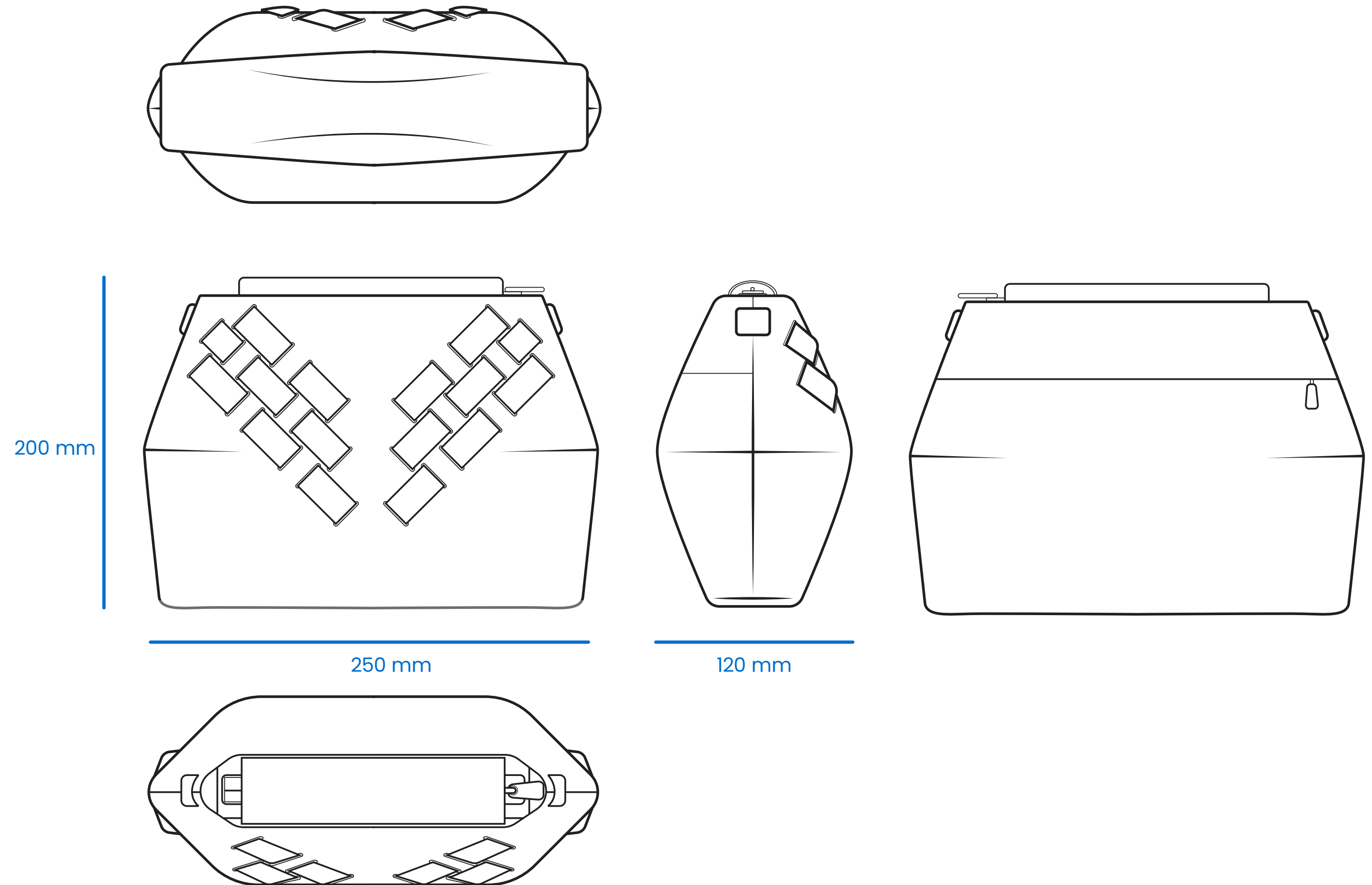


... and put your most important goods inside the invisible pocket placed at the back.

# specifications

## technical sheet

Thanks to its studied format, **prnel** can be carried everywhere, anytime, by day, as by night. However, it is still big enough so that you can still carry all of your essentials.



# specifications

## materials & colors

To truly enhance the beauty of real cattle leather, **prunel** is made of custom-tinted leather. The **top grain cowhide leather** is firstly dyed in a beautiful blue. And a deep black stain is applied afterwards.

With time, the stain will randomly fade, revealing this **gorgeous patined effect**, highlighted by the waving in the front of the bag.

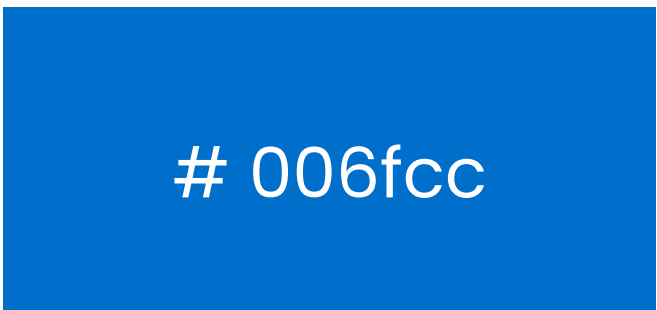
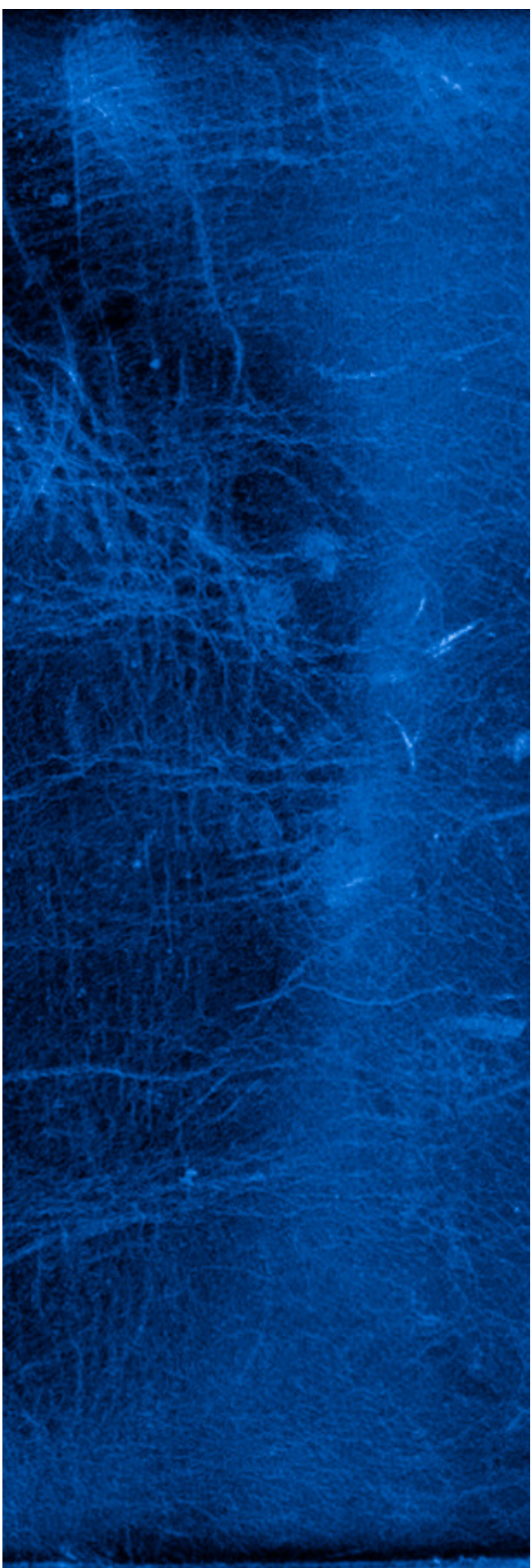
Moreover, the other materials are chosen to be as **sustainable** as possible.

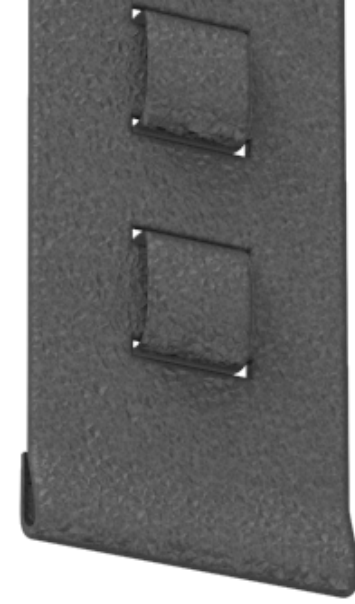
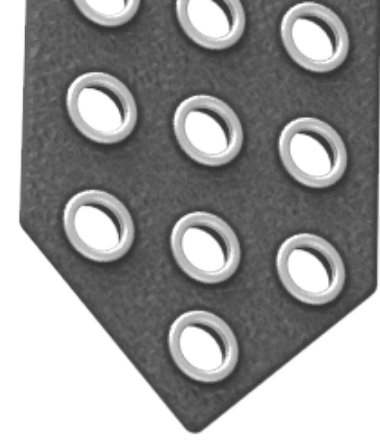
cord & leather

stainless steel

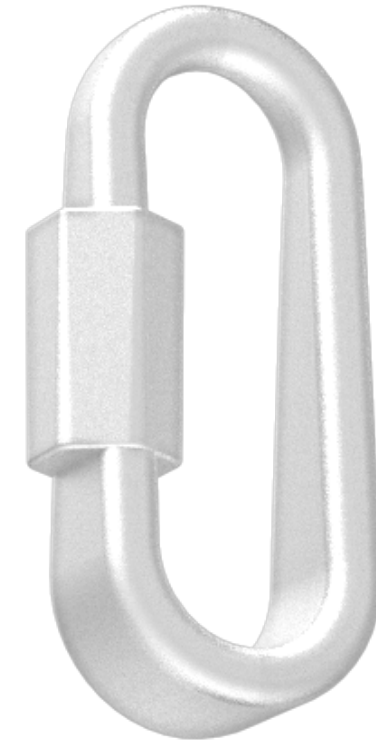
top grain cowhide leather

deadstock lining fabric





ARTS  
THREAD



# business model

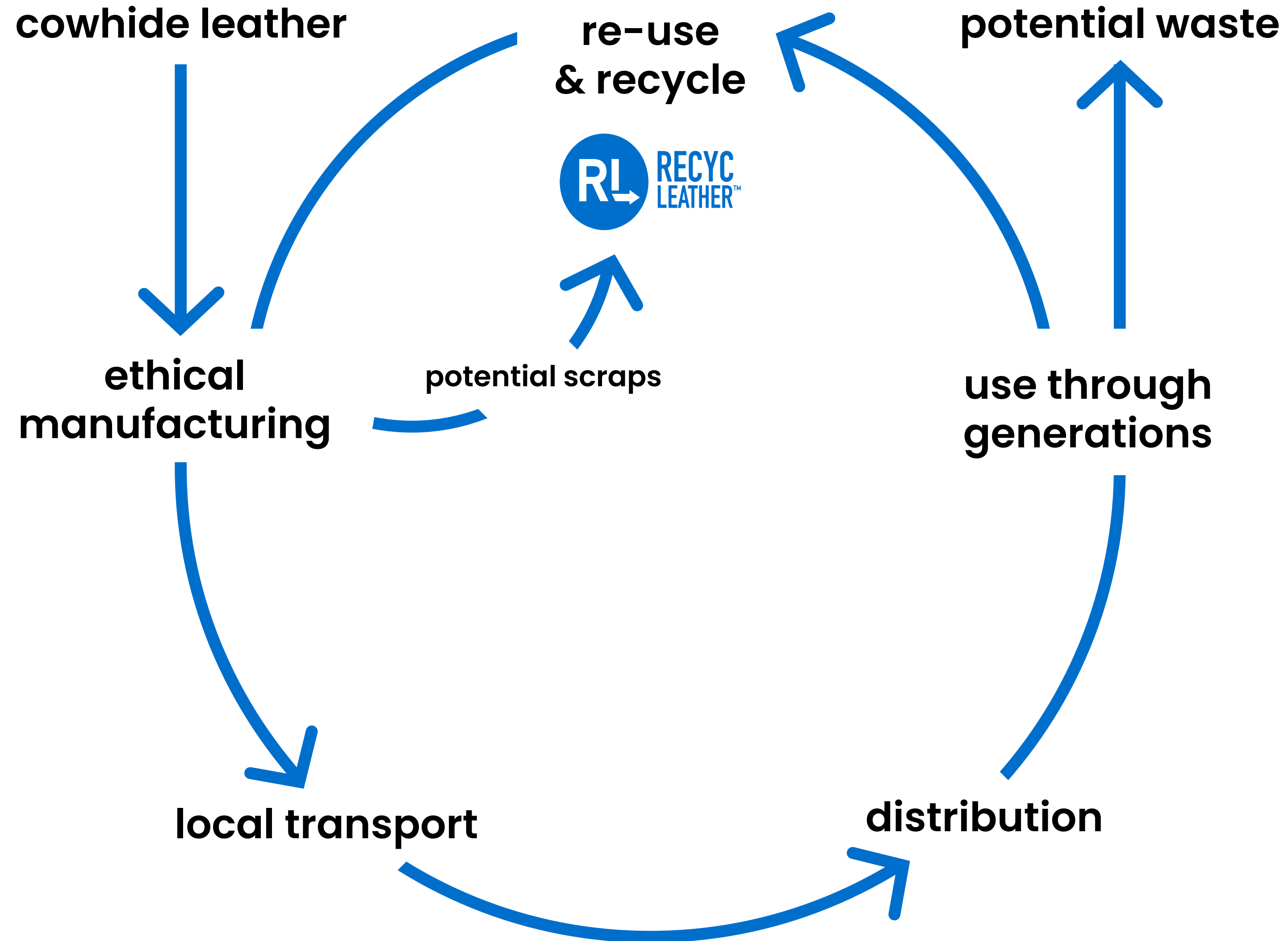
Because **prunel** is conceived to be loved for a lifetime, it can be adapted throughout its lifetime and **evolve alongside its owner**.

To do so, a **modular snap link and handles system** is integrated into the bag. Therefore, its user can keep the base as is, or change every other element **depending on the mood or the event**.

**The possibilities are endless!**

From leather and classy handles to DIY cord ones. And from designed snap links to industrial elements, which can be added to hold your keys for instance!

# life cycle



# a bag in the center of an ecosystem

## users

Because fashion users are always searching for new trends, this bag can be altered through time, without ever going out of style.



## farmers

Thanks to a thought-out production loop. Local and regenerative farmers will be able to give another life to their cattle.



## states

With the importance of climate change today, states and countries can play a big role in our future. They could also permit the construction of a safer and better fashion industry through legislation and politics, taking as examples initiatives like this one.



## ngos

A lot of NGOs working on the environment & the footprint of the fashion industry could be interested in this kind of project.



## workers

Because every part of a fashion product is important. Good working conditions would be mandatory to put this project into production.



# what's next for prunel

- Exploring new materials (Mylo<sup>®</sup> leather, cork, denim ...)
- Expanding the concept to luggage and other types of bags.
- Working in collaboration with brands, artists & NGOs.
- Deepen the idea with multi-colour changes & garments.



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