

## **Storyboard and Inspiration for Foldable Leather With Kitenge Shopping Bag**

Welcome to the heart of Africa, where tradition meets modern innovation. In a world burdened by plastic waste, finding a stylish and sustainable solution can be a challenge. Introducing the Foldable Kitenge Shopping Bag with Leather Pocket, your eco-friendly and fashionable companion. Crafted from traditional Kitenge fabric and genuine leather, this bag is not only durable but also a celebration of African heritage. With its spacious interior, secure leather pocket, and comfortable handles, it's designed for practicality and style. By choosing this reusable bag, you're making a positive impact on the environment and supporting local artisans. Join us in embracing sustainability and celebrating culture. Get your Foldable Kitenge Shopping Bag with Leather Pocket today.

Foldable, fashionable, and functional – the perfect shopping companion.

### **Storyboard:**

#### **1. Concept and Inspiration:**

**Panel 1:** A bustling African market scene filled with vibrant Kitenge and leather fabrics display.

**Leather Pocket:** Rectangular pocket with a flap, secured with a snap button for easy access.

Options for black, brown, or natural tan leather to complement the fabric.



**Kitenge Fabric:** Bold and colorful patterns cover the main body of the bag. Available in a variety of traditional African patterns and colors.



**Panel 2:** Close-up of various Kitenge patterns and colors, highlighting their unique beauty and cultural significance.



**Panel 3:** A shopper holding several plastic bags, looking frustrated and overwhelmed.



**Panel 4:** Transition to a vision of a foldable Kitenge shopping bag, showcasing its practicality and elegance.

## 2. Design and Creation:

**Panel 5:** Sketches of the bag design, focusing on the incorporation of Kitenge fabric and leather elements.

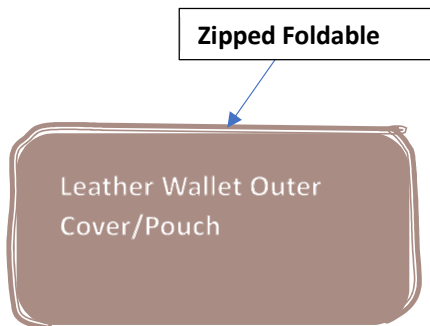
### Foldable Shopping Bag (Leather + Kitenge)



The back is primarily Kitenge fabric, ensuring a consistent aesthetic.

### Measurements When Straight Up

Height = 45cm, Length = 40cm, Width = 25cm (When bulged out)



### Measurements When Zipped up

Height = 13cm, Length = 22cm, Width = 2cm

- **Panel 6:** Selection of high-quality Kitenge fabrics and leather materials from local suppliers to be done.
- **Panel 7:** Artisans sewing and assembling the bags, emphasizing craftsmanship and attention to detail hence utilizing cheap labour.
- Panel 8: Finished product to be inspected for quality control.

### **3. Usage and Benefits:**

- **Panel 9:** A shopper to unfold the Kitenge shopping bag from a compact size.
- **Panel 10:** The bag be in use, comfortably carrying groceries and other items.
- **Panel 11:** Close-up of the leather pocket storing keys and a phone, highlighting its practicality.
- **Panel 12:** The bag to be folded back into a compact form and stored in a purse.

### **4. Marketing and Impact:**

- **Panel 13:** Social media posts to show case the bag, with influencers using it in daily life.
- **Panel 14:** to attach Pop-up event where customers can see and purchase the bags, and learn about their environmental benefits.
- **Panel 15:** A map showing the bags being shipped internationally, reaching a global market.
- **Panel 16:** Happy customers using the bag, contributing to reduced plastic waste and supporting local artisans.

## **Inspiration:**

### **Cultural Heritage:**

- **Kitenge Fabric:** The vibrant patterns and rich colors of Kitenge fabric, traditionally worn in various African countries, serve as the primary inspiration. The fabric represents a blend of cultural identity, heritage, and artistry.

- **Artisan Craftsmanship:** The project draws inspiration from the skilled artisans who create beautiful and durable items by hand, emphasizing the value of handmade products.

### **Sustainability:**

- **Eco-Friendly Alternatives:** The increasing global movement towards reducing single-use plastics inspires the creation of a reusable shopping bag that is both functional and stylish.

- **Minimalism and Practicality:** The design focuses on minimalism, ensuring the bag is foldable and easy to carry, aligning with the modern trend of practicality and convenience.

### **Fashion and Function:**

- **Modern Aesthetics:** Combining traditional Kitenge fabric with contemporary design elements, such as leather pockets and handles, to create a fashionable and versatile accessory.

- **User Experience:** Ensuring the bag is not only aesthetically pleasing but also highly functional, catering to the needs of today's consumers who value both style and utility.

By blending these sources of inspiration, the Foldable Kitenge Shopping Bag with Leather Pocket project aims to create a product that is deeply rooted in cultural significance, promotes sustainability, and meets the practical needs of modern shoppers.