

**REAL LEATHER. STAY DIFFERENT. DESIGN
COMPETITIONS**

**URBAN LEATHER PASSION: CONNECTING
CITIES WITH NATURE'S TOUCH.**



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Bahir Dar, Ethiopia

A large graphic on the right side of the page. It features a torn-paper effect revealing a cityscape (likely New York City) above a lush green park (likely Central Park). The text 'Green spaces are where we come together and build community' is overlaid on the park area in a white, serif font.

**Green spaces are where
we come together and
build community**



**REAL
LEATHER**

No race, color, or creed
should unduly suffer from
nature disparity

BRIEF SUMMERY

Inspiration

I am inspired by the natural environment, as everyone desires clean air and a clean environment. To address these issues, I want to express this through leather products. Leather comes from the waste of the food industry, like hides and skins, which means leather helps clean the environment and does not result from killing animals.

Besides, people living in big cities are often not very concerned about the natural environment. They live in stressful urban settings with no plants, no green areas, and no natural water everything is artificial. I want to create a sense of nature and a clean environment for city dwellers using leather products that have a natural look, green color, and different textures.

1 LARGE
TREE

=

OXYGEN
FOR 4
PEOPLE
FOR A

REAL

LEATHER

Inspiration

When people see these products, they will think about nature, a green environment, and the beauty of the natural world. This connection will provide a sense of peace and tranquility through the look and feel of nature, greenery, and texture.

Also, it helps to give awareness to people to pay attention to environmental issues.

1 LARGE
TREE

=

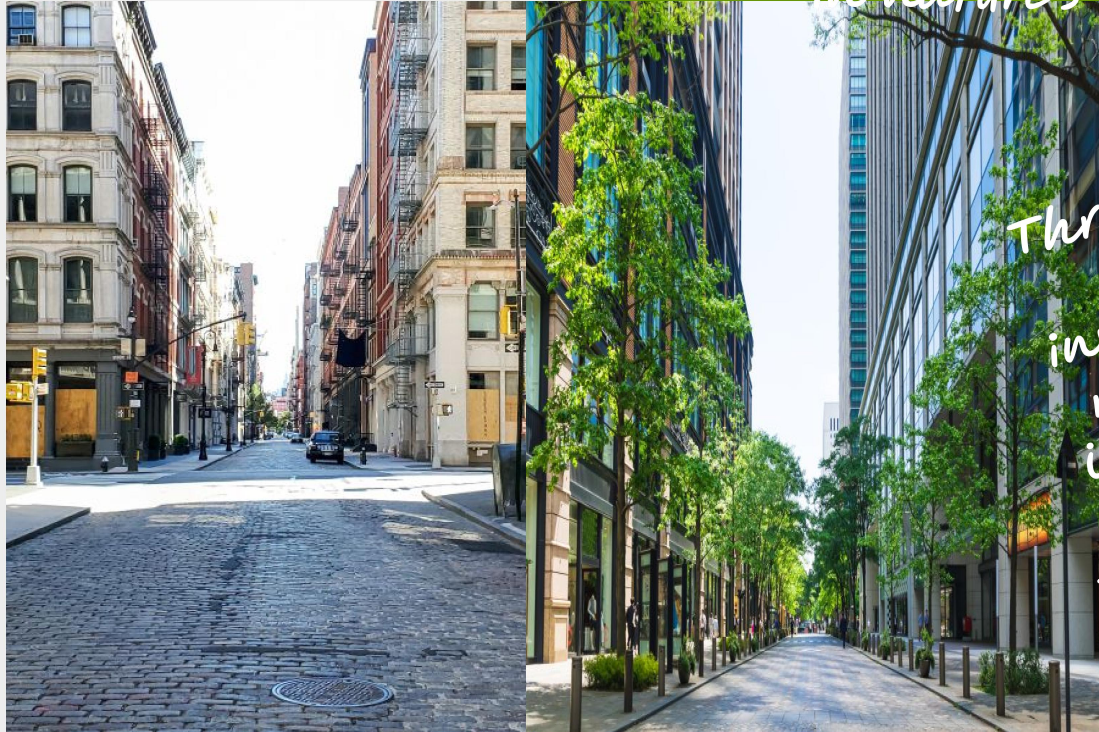
OXYGEN
FOR US
4 PEOPLE
FOR A

**REAL
LEATHER**

“ **Story**
Board ”



In the heart of city chaos, let Leather's natural embrace remind us of the serenity found in nature's touch.



Through leather's embrace, we invite the city to reconnect with its roots, finding solace in the timeless beauty of nature's touch.



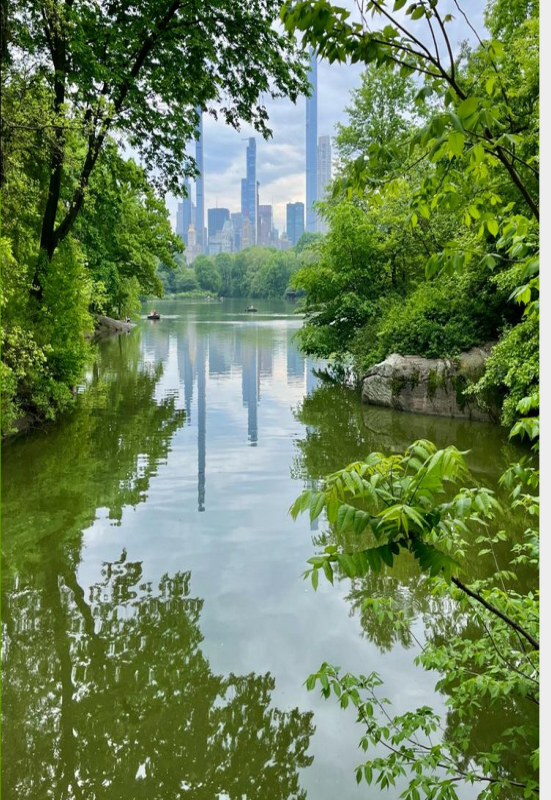
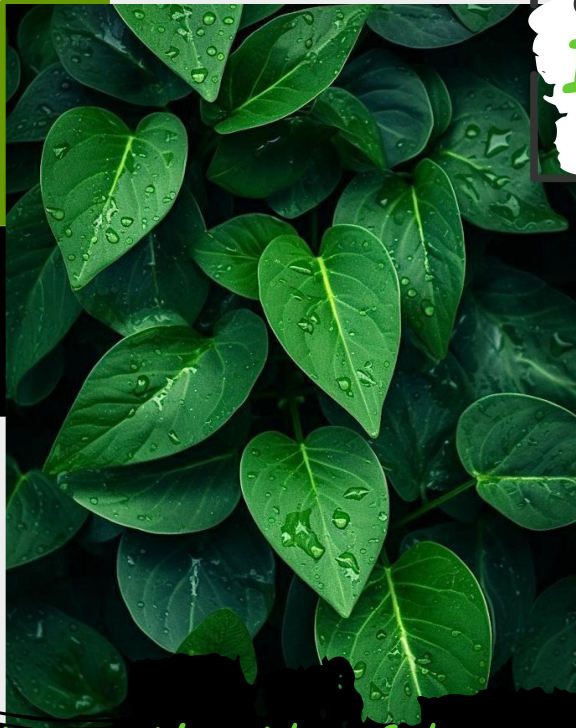
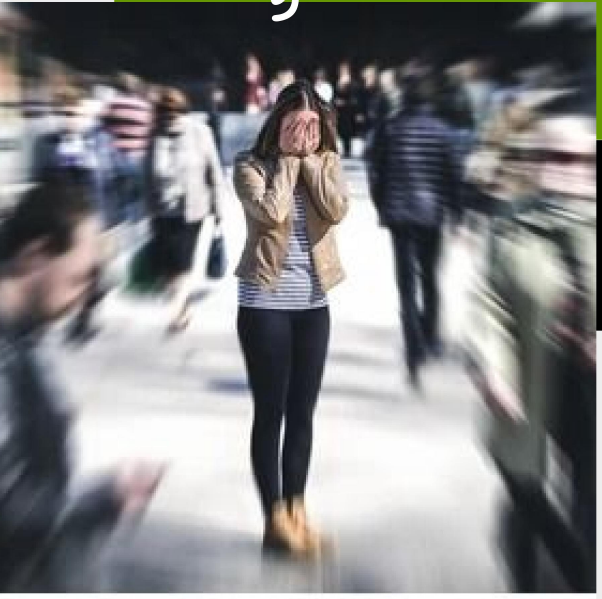
our leather products infuse city living with the serene happiness of a green haven.



In the midst of city life, our leather creations bring the peaceful essence of green spaces.



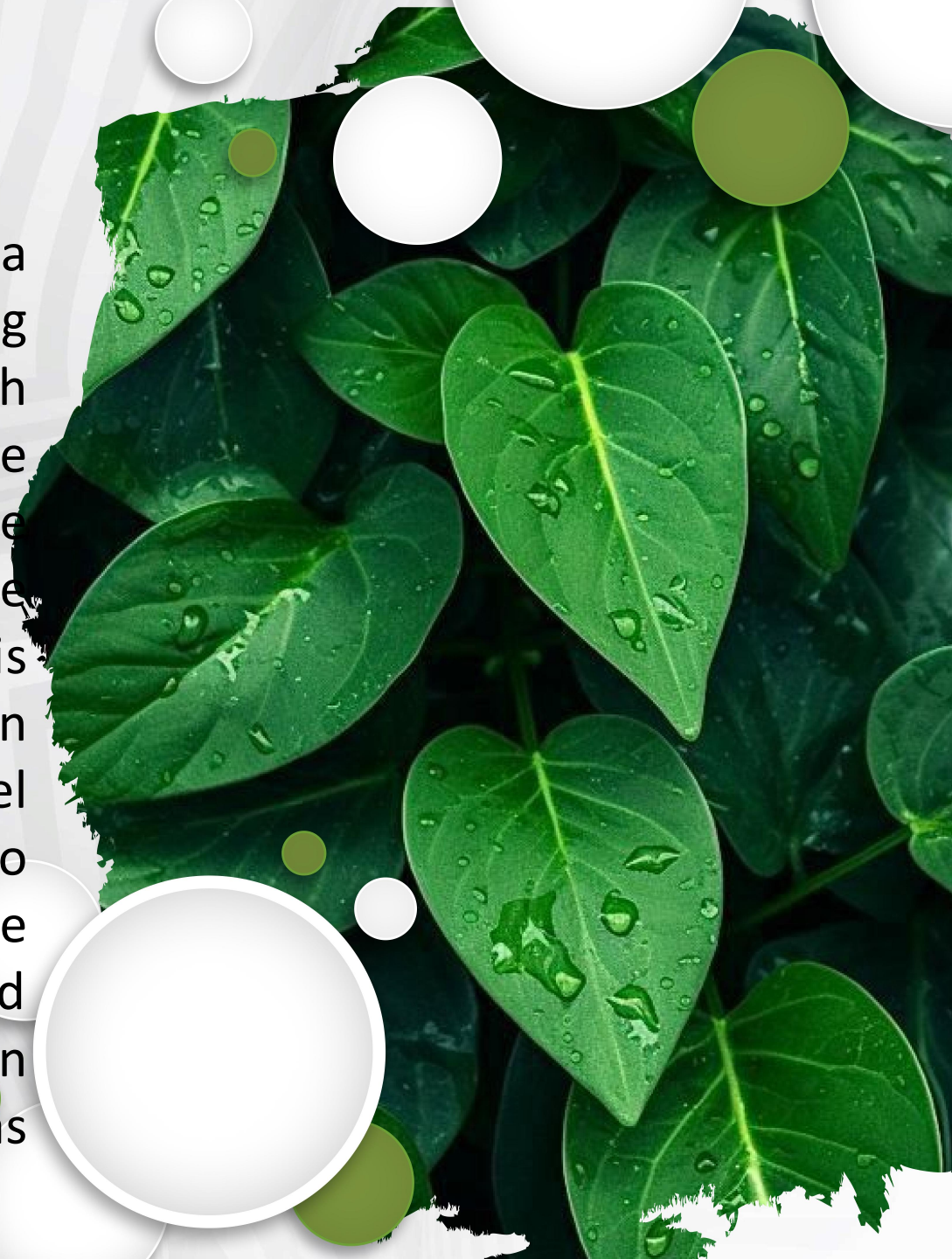
“ Inspiration Board ”



Let our leather designs bring the blissful peace of green places to your urban lifestyle.

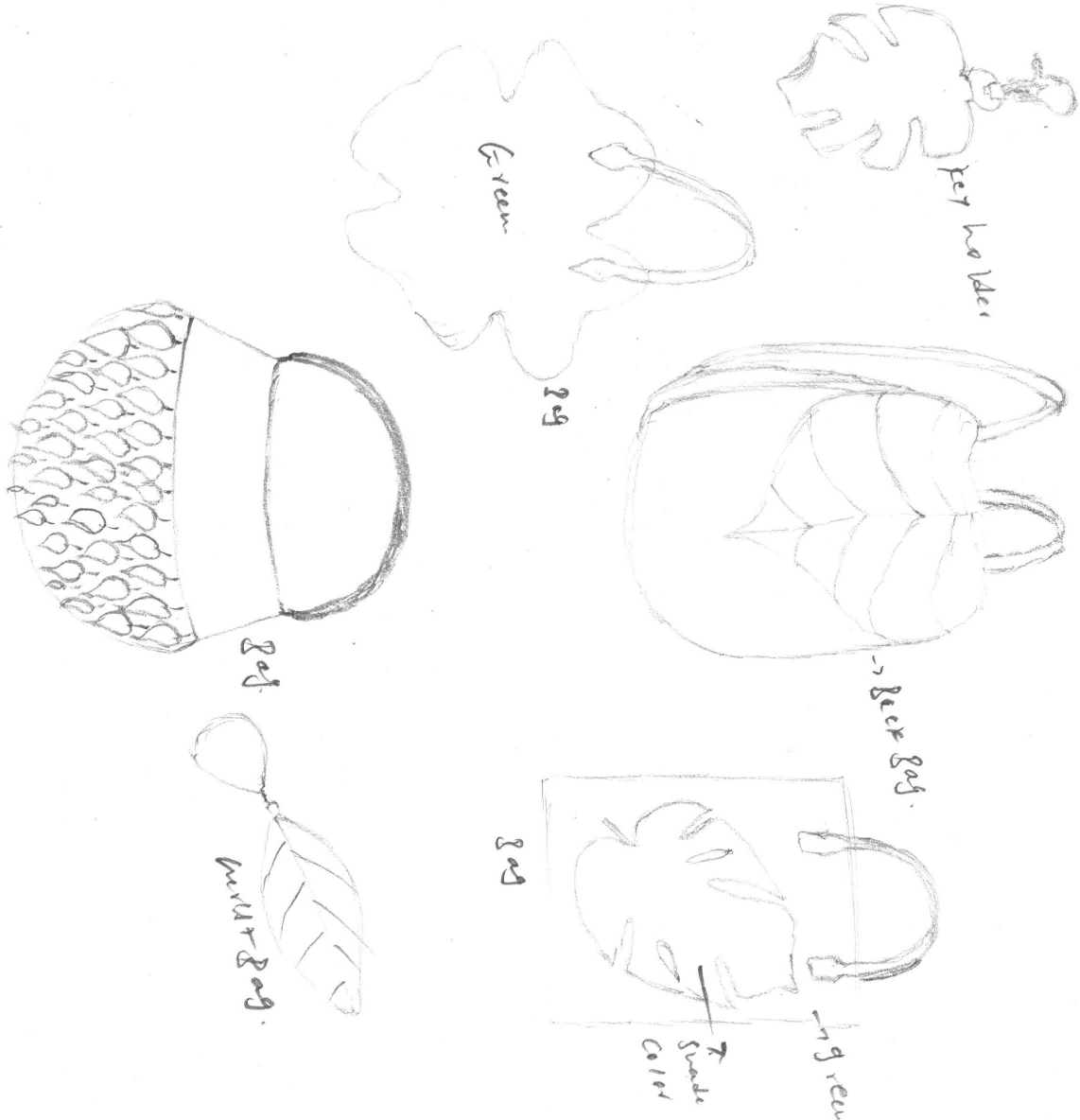
REAL LEATHER

Generally, my goal is to make environmental issues a serious concern in people's lives in the city. Raising awareness among all people can be achieved through various means, but creating products that they use every day and see regularly is a better way to raise awareness. Additionally, people can appreciate the beauty of nature by using natural materials. Nature is more beautiful than anything else, so people can understand this through the products they use and feel a sense of natural peace, encouraging them to do better for the environment. Therefore, I will produce leather products such as bags, bracelets, necklaces, and earrings using leather. I will create leaf textures on them and use the shapes of leaves and trees, as well as incorporate green colors.



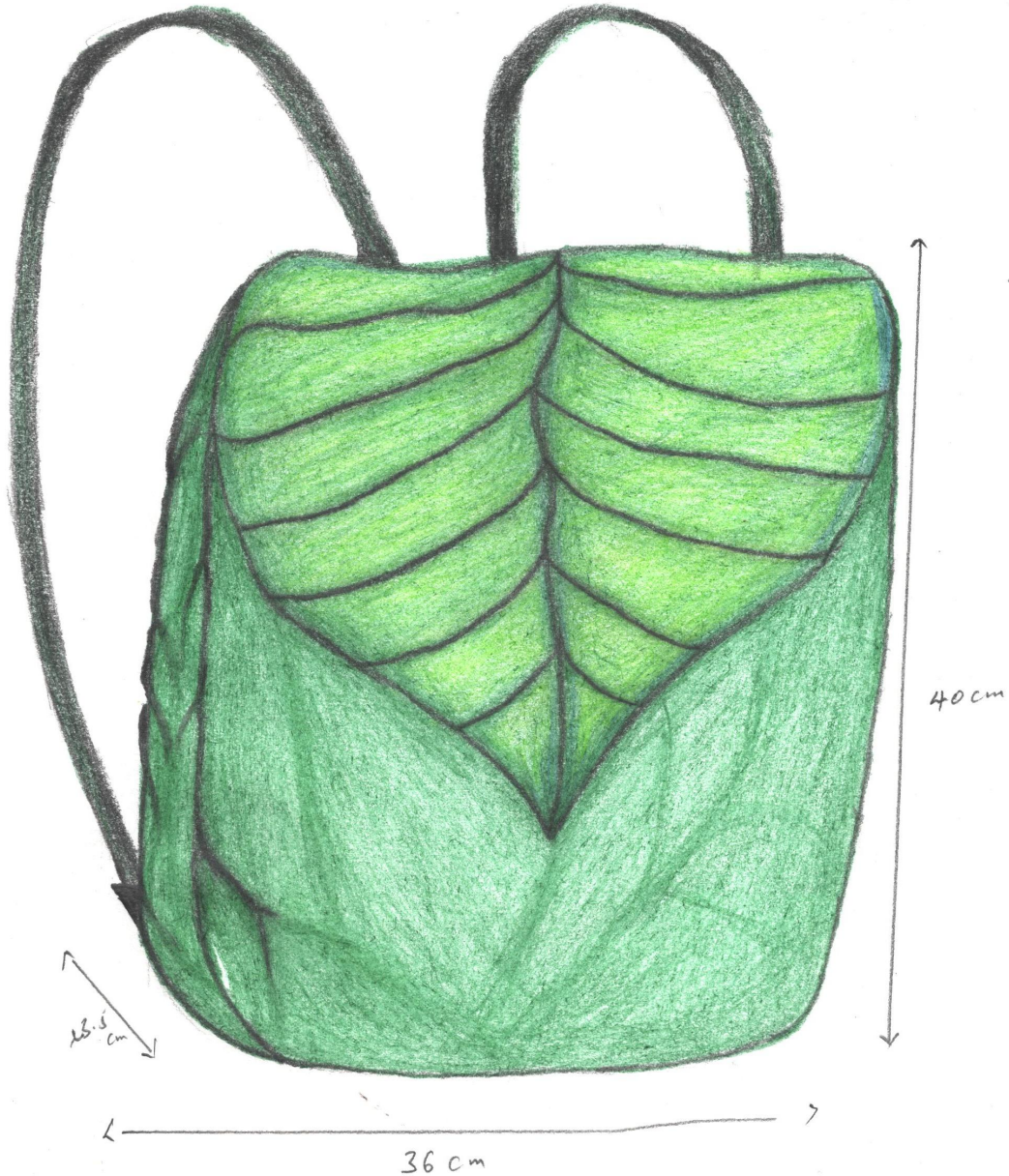
Initial Sketch

Conceptual Sketch
- talking about Environmental and
Beauty of Nature by leather Product.



This is my initial/conceptual sketch. I aimed to generate a creative idea that expresses my vision and can influence people.

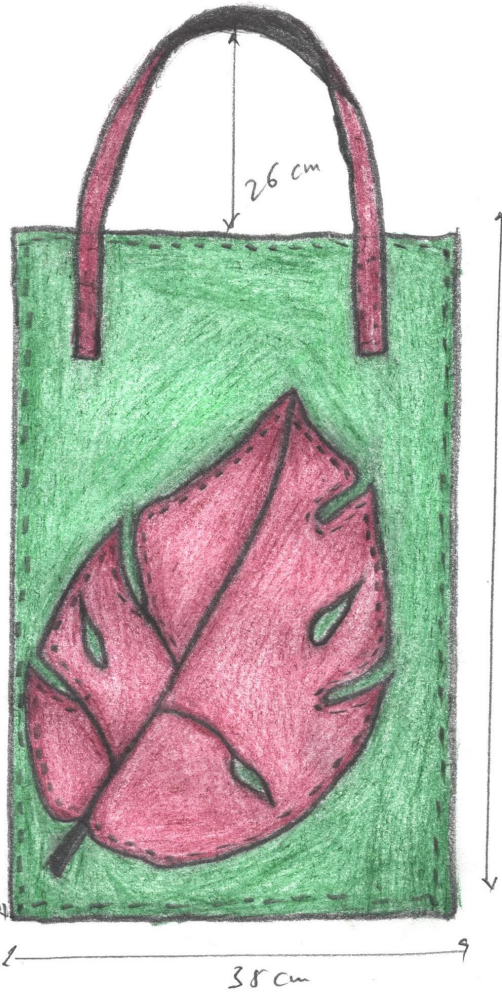
Technical Specifications



Back Bag (1st Product)
→ Green back bag which have
leaf like flap and same
color as tree leaves & try to
Express Nature feeling to
people.

This is the design I envision. It will have more accessories in production, but for expressing my idea, I have designed it in this way.

Technical Specifications



Shopping Bag
→ green leather with brown color.



lady hand Bag
- It's green color and leaf shape

These are women's handbags, such as clutch bags and shopping bags, which women use every day. This means that repetition creates more awareness than telling just once. I aim to influence them about the environment through this product.

Technical Specifications



→ Key holder.



→ Earrings

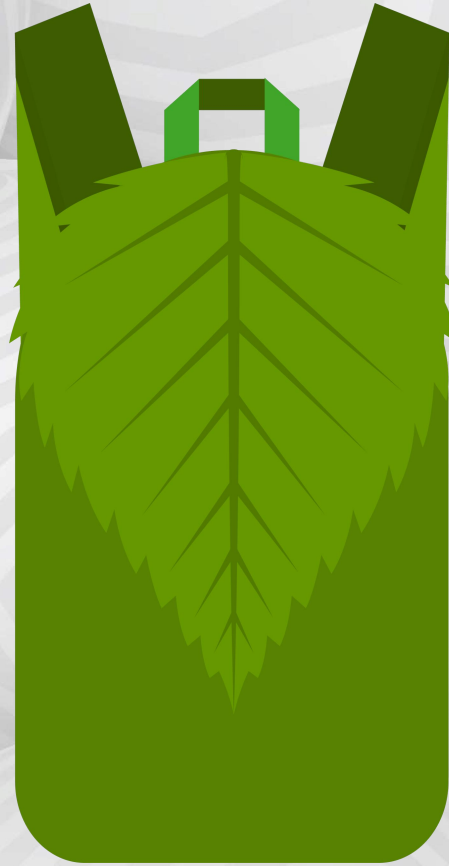


- Shoulder bag & have leave like flap.

These are accessories and clutch bags that I can use in different products.

Digital Sketch

This digital sketch serves as a refined iteration of my initial concept. Through digital tools, I've further developed the design, adding intricate details and refining proportions to enhance its visual appeal and functionality.



Front



Back



Side

Digital Sketch

Here is the digital sketch of the shopping bag design.





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LEATHER**

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should unduly suffer from
THANK YOU
nature disparity