

**REAL
LEATHER**



Preaching peace through leather design

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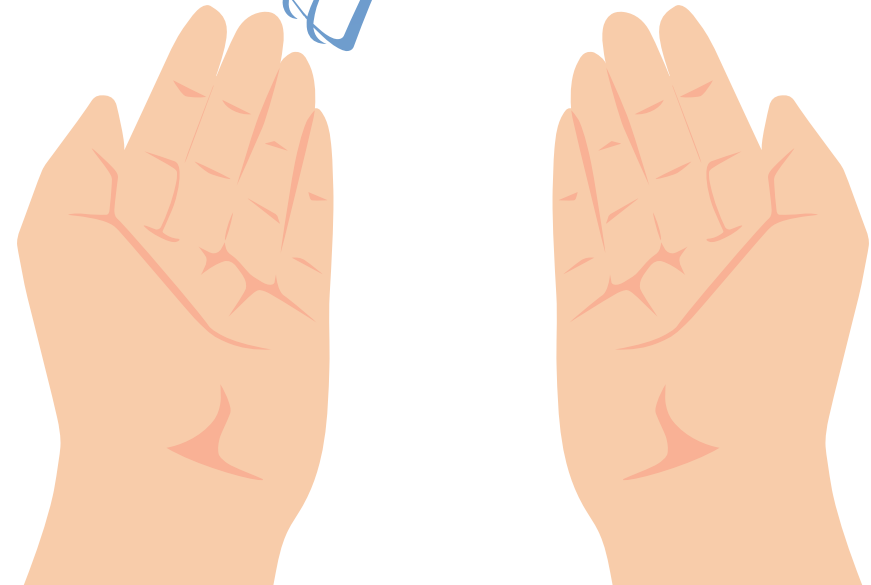
Addres: Bahir Dar, Ethiopia

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Inspiration





I see that there is a lot of war and a lack of peace in many countries around the world. In these conflict-ridden places, the daily lives of people are severely affected. They cannot walk freely in their neighborhoods, visit their friends and family without fear, or even carry out their daily routines without feeling threatened. This constant state of insecurity robs them of their basic human rights and freedoms. The reason behind this troubling situation is the lack of essential elements like love, peace, and a strong sense of community. When there is not enough love and compassion among people, it leads to division and hostility. This absence of mutual respect and understanding fuels conflicts and perpetuates a cycle of violence.

A strong sense of community is also missing in these regions. When people do not feel connected to one another, they become isolated and distrustful. This lack of community spirit means that individuals do not come together to support each other in times of need, further deepening the divisions within society.



To address this global issue, I propose creating a line of leather products that symbolize and promote peace, freedom, and love. Leather is a material known for its strength, sustainability, and aesthetic appeal. By using white leather, incorporating different textures, and designing elements shaped like white birds, I aim to create products that carry a powerful message of hope and unity.

In a world often overshadowed by conflict and darkness, the brightness of peace can always shine through. By using the stark contrast of white and black, our designs symbolize the triumph of light over darkness, and peace over war. White, representing peace, purity, and hope, stands out boldly against the dark backdrop, illustrating that even in the darkest times, the light of peace can prevail.

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I n s p i r a t i o n



When people use these leather products, they will be reminded of the importance of peace and freedom. The designs will inspire them to think about love and compassion for one another, fostering a sense of community and connectedness. Through this collection, we can spread a message of peace to the world, encouraging individuals to embrace these values in their own lives and communities.

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Color Choice

- **White:** Represents peace, purity, and hope. It stands for the possibility of a new beginning and the power of unity and love.
- **Black:** Represents war, conflict, and darkness. It symbolizes the challenges and struggles faced in times of turmoil.

Visual Impact

- White against a black background creates a strong visual contrast, making the white elements more prominent and attention-grabbing. This visual strategy emphasizes the idea that peace (white) can stand out and prevail even in the midst of conflict (black).



Storyboards and design inspiration



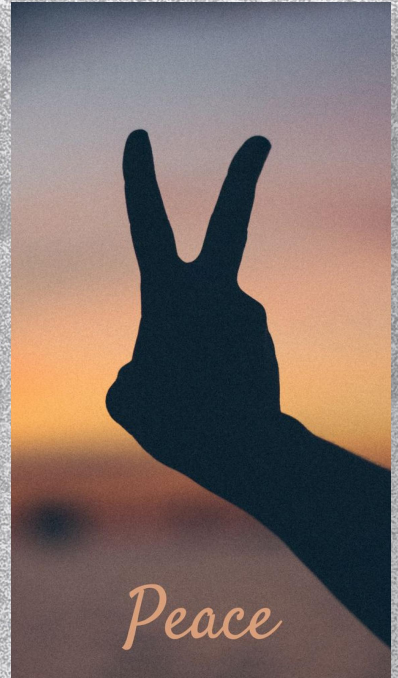
Story Board



Leather designs speak the language of peace, turning everyday items into symbols of hope.



Inspiration Board



Using leather goods, one can join in preaching a message of love, peace, and unity.



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Promoting peace, love, and supporting each other is a rare thing in today's competitive world. Due to the competition in our world, there are many wars everywhere. Therefore, my goal is to promote peace through leather products by creating different textures and colors. Repetition or experience is very useful in the human mind, so seeing and using the positive message products can create peace and love in people. Thus, we can promote peace through leather products.



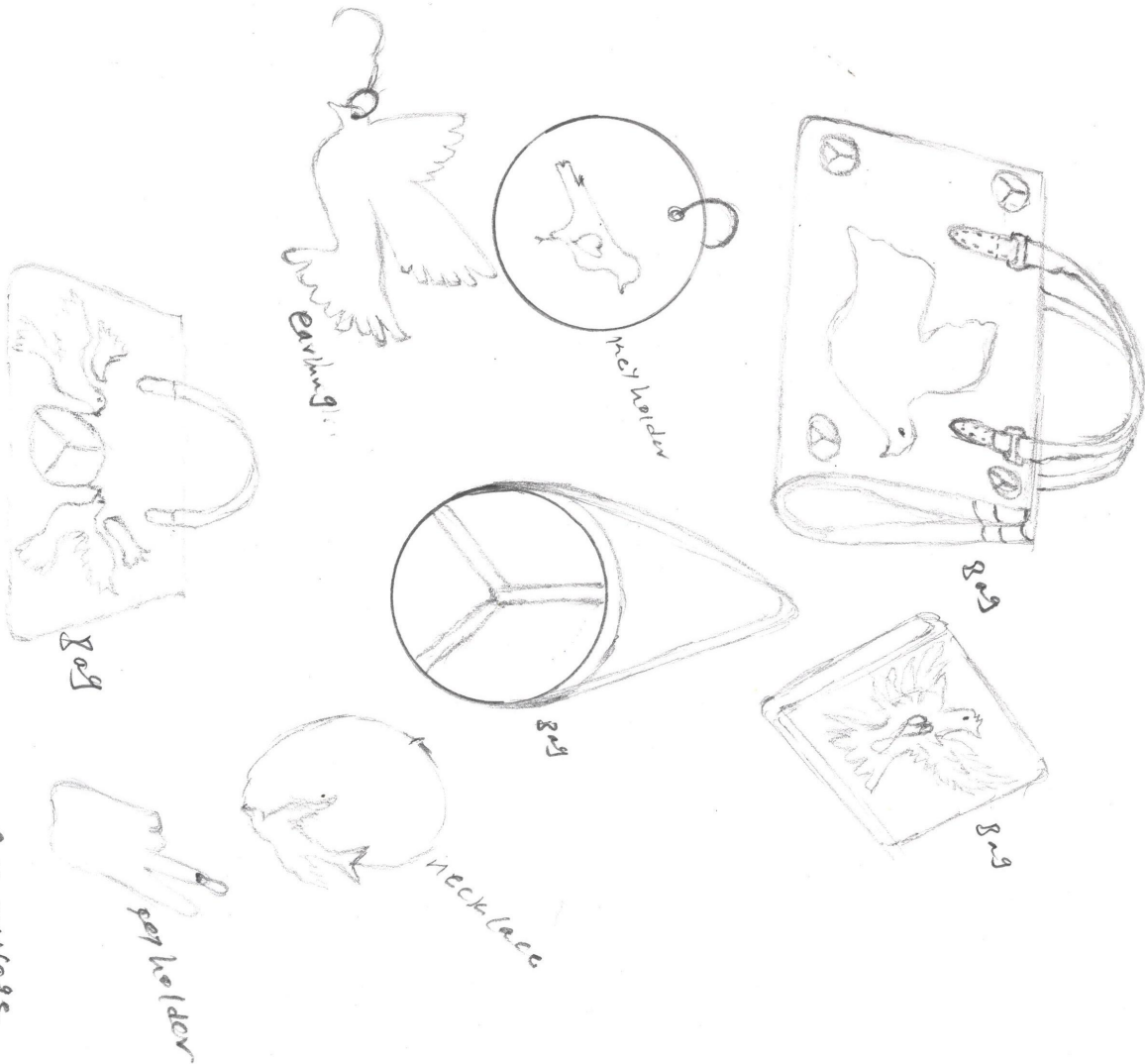
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Initial Sketch

Initial Sketch

This is my initial/conceptual flat sketch. I used only a pencil to create this design, aiming to express my idea and the message I want to pass to people.

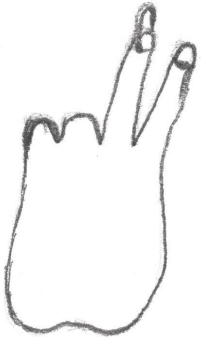
Initial Sketch



- I use different symbols of peace to express my peace message through different products of leather life.
- Bag.
 - Bagging
 - key holder
 - Neck lace

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technical specifications



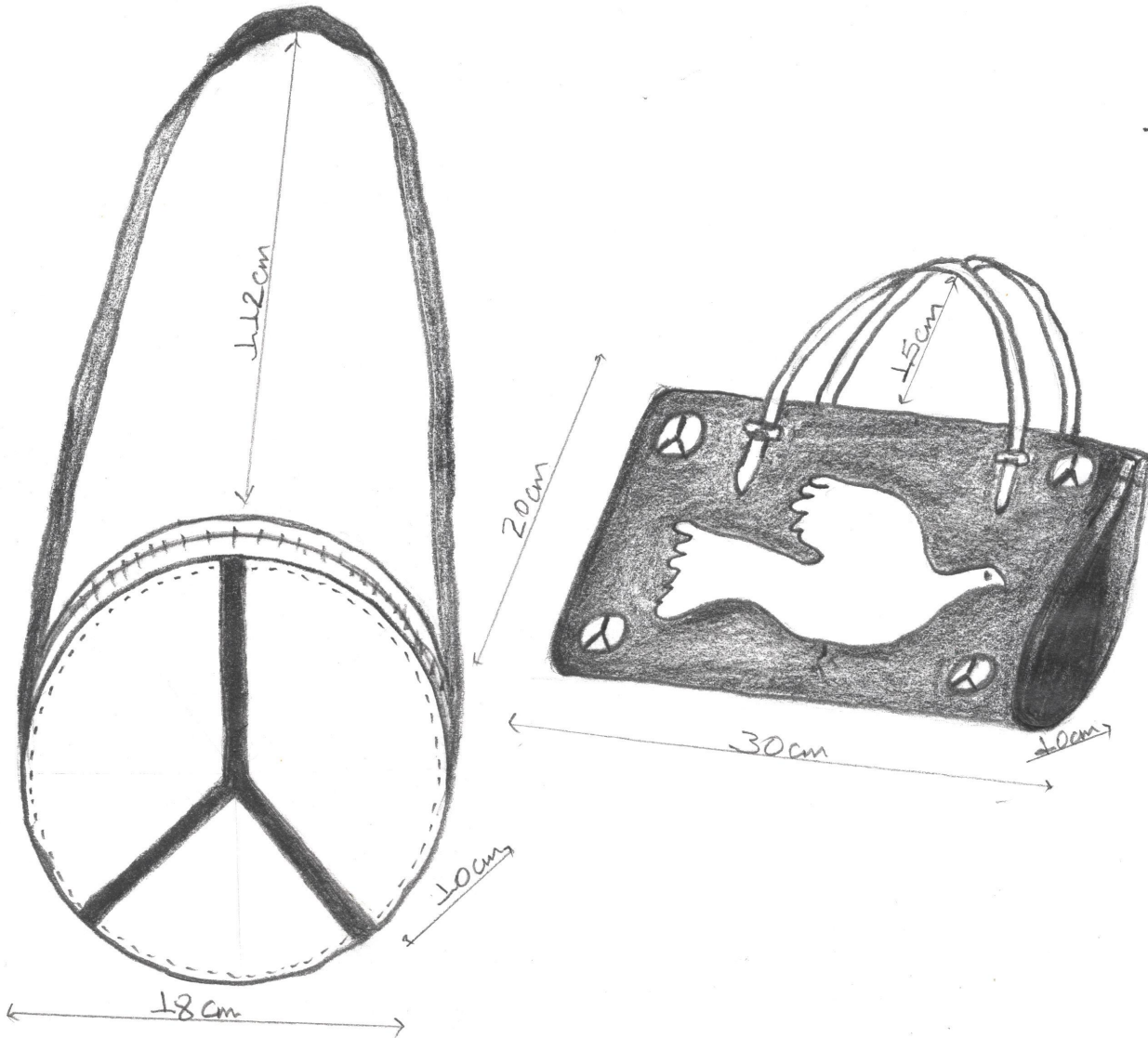
- These are leather product bag and accessories such as key holder, bracelet and earring.

Design Elements

The sketch illustrates the white bird motifs, specifically doves, which are universal symbols of peace. The contrasting textures of smooth white leather and matte black leather highlight the powerful message of light overcoming darkness.

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technical specifications



- Use white and black color. This visual strategy emphasizes the idea that peace (white) can stand out and prevail even in the midst of conflict (black).

Practical Application

Each accessory, from handbags to key holder, will be thoughtfully crafted to remind users of the importance of love and harmony. The white bird shapes and the use of contrasting textures add depth and emphasize the design's symbolic meaning.

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Final design



Final Digital Design

This is my final digital design of a bag. In addition to the bag, I will produce products like key holders, earrings, and other decorative and useful items. Each product will carry the same message of peace and unity, ensuring that the theme is consistent across the entire collection.



THANK YOU 