



“Real Leather.
Stay Different,”
2024

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Idea Pitch

While riding a bicycle one should be comfortable. while creating cycling apparel for road, gravel and trail. we have to consider the factor that cyclist might need a bag to put their belongs.Green Innovation Challenge for creating bag strand out of 100% ghost net, This is also an effort to play our part in improving the environment. Through this project, we are helping save marine animals and giving bag owners a chance to be eco-friendlier as the bag strand is made out of 100% ghost net. One strand will use 0.5kg to 0.75kg of ghost net which is extremely sturdy Approximately 2 tons of ghost nets can be retrieved in the duration of 1 dive.

Concept Overview:

Our Eco-Leather hip Bag design marries fashion with functionality, sustainability, and innovation. It draws inspiration from the classic vest and reimagines it as a versatile, stylish bag. This piece not only showcases the beauty and durability of leather but also integrates eco-friendly materials to emphasize our commitment to sustainable fashion.



Functionality

- Multi-Purpose Use: The bag's design allows it to seamlessly transition from a fashion accessory to a functional bag, catering to various needs and occasions.
- Eco-Friendly Approach: Incorporates recycled and organic materials, reducing environmental impact and promoting sustainable fashion practices.
- Durability and Strength: The inherent qualities of leather ensure the bag is long-lasting, capable of withstanding daily use while maintaining its aesthetic appeal.

INNOVATION

The Innovative Leather-Net Hip Pack stands out by merging traditional leather craftsmanship with modern, eco-friendly materials. The use of recycled fishing nets for moisture management is a breakthrough in fashion innovation, addressing environmental concerns while enhancing product performance. This synergy of materials showcases the potential of sustainable design without compromising on quality or style.

The Innovative Leather-Net Hip Pack is a testament to the evolving landscape of fashion, where tradition meets innovation. It highlights the versatility, durability, and comfort of cattle hide leather, enhanced by the eco-friendly properties of recycled fishing nets. This design not only addresses modern fashion needs but also aligns with sustainable practices, making it a perfect fit for the "Real Leather. Stay Different" ethos.

INSPIRATION

The Eco-Leather Hip Pack embodies the perfect blend of durability, softness, and comfort, showcasing the versatile and timeless qualities of leather. The innovative use of recycled fishing nets for moisture management highlights the commitment to sustainability and environmental responsibility.

By choosing the Eco-Leather Hip Pack, consumers embrace a stylish and functional accessory that prioritizes comfort and practicality while making a positive impact on the environment. This design reflects the core values of "Real Leather. Stay Different," celebrating the enduring beauty and eco-consciousness of leather craftsmanship.

MATERIALS

- **Primary Material** - Cattle Hide Leather: High-quality, ethically sourced cattle hide leather is used for the main body of the hip pack, ensuring durability, softness, and comfort.
- **Secondary Material** - Recycled Fishing Nets:
 - **Moisture Management Lining:** The interior is lined with recycled fishing nets, which provide excellent moisture-wicking properties, keeping the contents dry and protected.
 - **Breathable Mesh Panels:** Strategic placement of mesh panels on the back and sides enhances breathability and comfort against the skin.

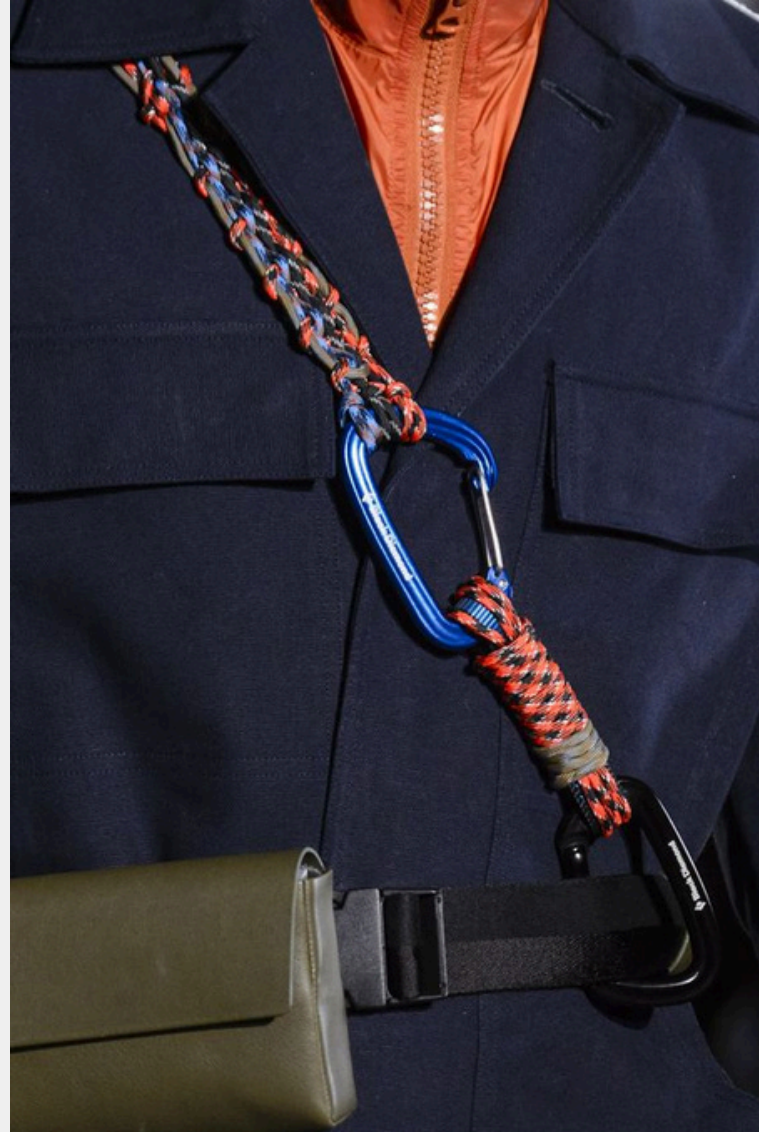
PROBLEM



WHAT IS THE PROBLEM YOU SEEK TO SOLVE?

Although most of us try and leave the backpack at home while cycling, there are definitely situations that call for the use of a small pack
Cyclist needs to keep a towel, a few extra snacks, water bottle.

UPCYCLING



Producing recycled polyester requires half the energy of virgin polyester.

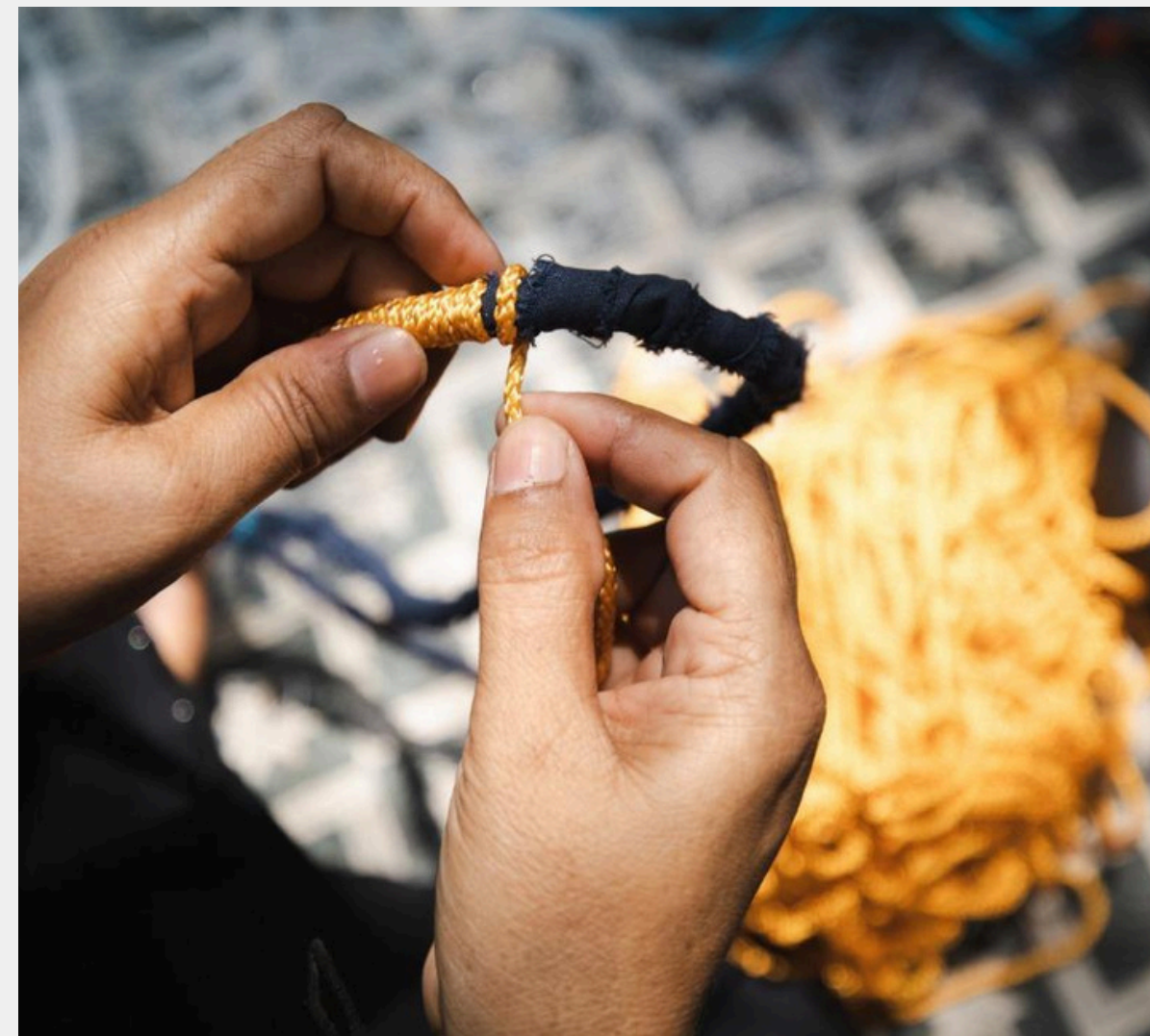
.We depend on the oceans. They cover 72% of the Earth, supply 70% of the oxygen we breathe, hold 97% of the planet's water and lock away 30% of carbon emissions. However, our oceans are under threat.

Every year, approximately 8 million metric tonnes of plastic waste enter our oceans. This is not only a great threat to marine wildlife, but to human health. If this continues, the oceans will contain more plastic than fish by 2050.

The oceans are just one, albeit huge, reason to work towards switching regenerated nylon. It elevates recycled materials to a new level by transforming waste into a resource.

Innovative regenerated nylon, made from fishing nets removed from the oceans

Yarn is made from fishing nets collected from the oceans and recycled and regenerated into a new nylon yarn that is exactly the same quality as virgin nylon.



ELEVATOR PITCH

Introducing the ultimate adventure companion - the HipPack! Hands-free accessory for the modern adventurer. Our stylish and functional design revolutionize the way you carry your essentials. It is your perfect companion for urban exploration, outdoor escapades, and everything in between. With multiple compartments and smart organization, you can securely carry all your essentials. It's perfect for organizing your phone, keys, wallet, and more. Say goodbye to bulky bags and hello to effortless style and convenience.

No more juggling bags or worrying about pickpockets—our HipPack keeps your belongings safe and easily accessible. Made from high-quality, sustainable materials, it's durable and eco-friendly. Whether you're traveling the world, hiking a scenic trail, or simply strolling through the city, our HipPack is the ultimate blend of style, convenience, and freedom. Embrace the adventure and experience the next level of convenience. Join the trendsetters who are redefining on-the-go fashion with the HipPack!"

WHY IS YOUR IDEA UNIQUE



These are all made of 85% waste material. 60% is purely used fishnets rescued from the oceans that kill marine life



Every product has about 0.25kg of fish net in them, so the more you create, the more we clean the oceans

SOLUTIONS



Hip packs

Hip packs provide that little extra packing space without feeling cumbersome or restrictive, and won't irritate your shoulders or back after a long day of pedaling. Best of all, their size means they are difficult to overpack, unlike a backpack, so you can focus on riding and not your comfort on the bike.

There are many benefits of using a hip pack. This small, hands-free bag is the perfect size for a cellphone, some hand sanitizer and a lipstick. It's become a choice bag to pair with exercise clothes and bring along on hikes or sling over while biking or jogging. At the same time, the increasing prevalence of athleisure in high fashion

ECO SOLUTION



Innovative bags are crafted from recycled fishing nets and blended with .

Embrace fashion that makes a positive impact on the environment

without compromising on quality or design.

Each EcoNet Bag not only reduces plastic waste in our oceans but also supports local fishing communities.

The discarded fishing nets, once harmful to marine life, are now upcycled into durable and fashionable bag materials.

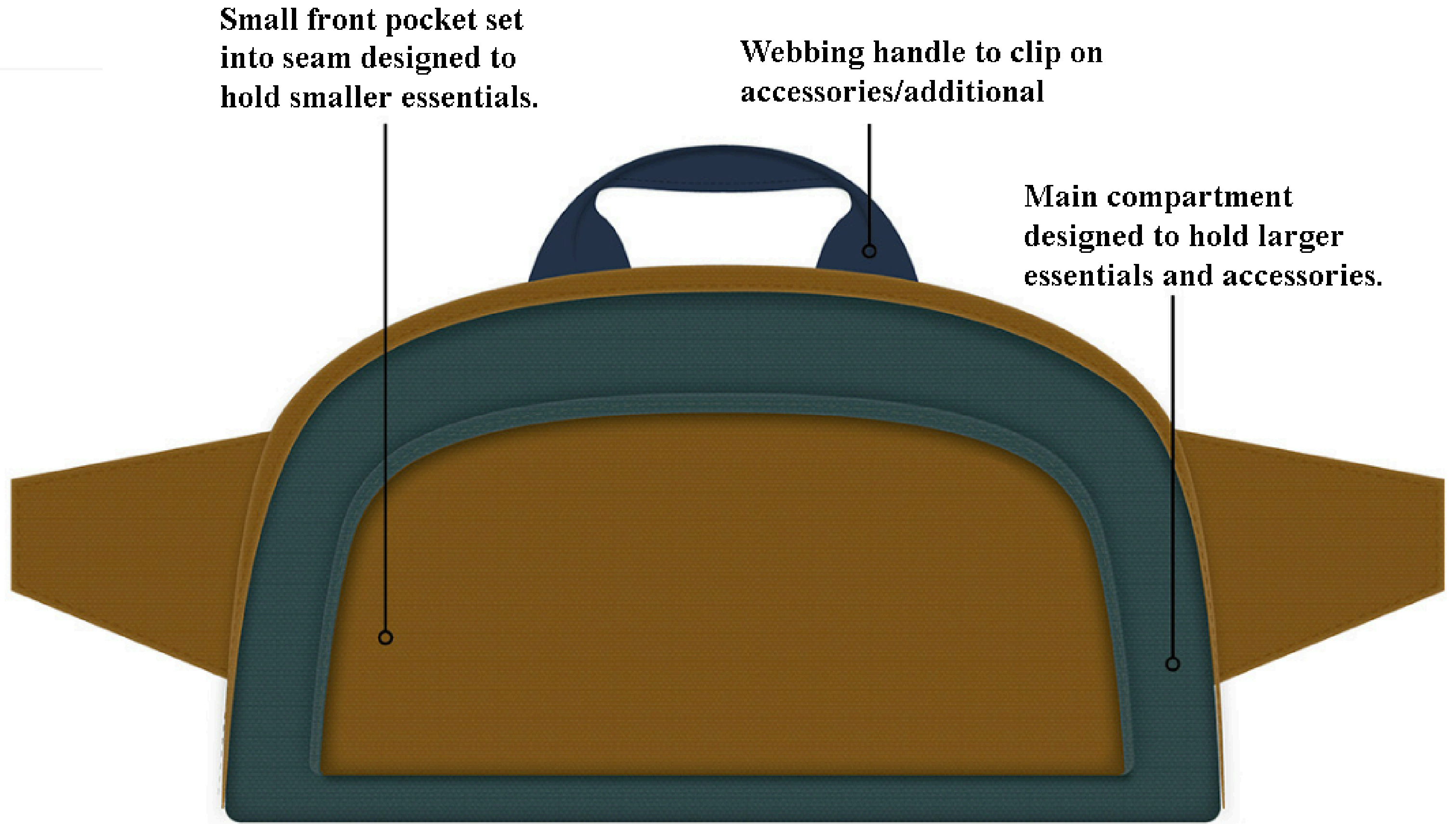
The adds a touch of warmth and softness, creating a unique and luxurious texture that stands out from the crowd.

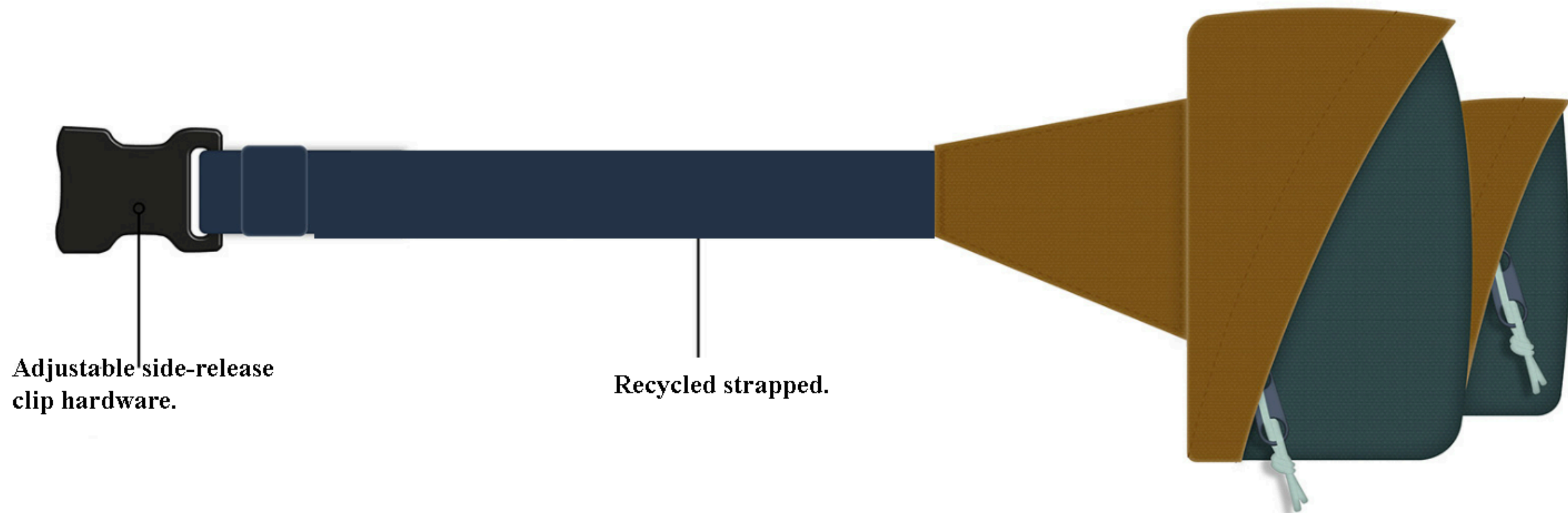
With multiple sizes and styles available, EcoNet Bags cater to every need, whether you're heading to the office, exploring the outdoors, or hitting the town with friends.

Carry your belongings in confidence, knowing you're contributing to a cleaner, greener planet.

Join the movement toward sustainability and make a fashion statement that matters. Choose EcoNet Bags – where eco-consciousness meets elegance.

VISUALISATIONS OF IDEA





Adjustable side-release
clip hardware.

Recycled strapped.

BACKGROUND RESEARCH AND INSPIRATION

TARGET CONSUMER

Green innovators
28-38 years

DESCRIPTION

The green innovators are those believe that design can be mind-blowing without blowing up the planet. They are style conscious. This age group often exhibits a strong interest in sustainability and eco-friendly practices in a very innovative way.

They are growing old and want to enjoy life; they will spend money on creative eco-friendly products, they actively seek reusable alternatives and be conscious of reducing their environmental impact.

CONSUME

Consider environment
Search for innovative products
Research about products
Spreadability

COMMUNICATION

social media campaigns,
collaborations with eco-conscious influencers

DISTRIBUTION

Retailers who keep eco-friendly products
or Directly to customers through online platforms

STRATEGY

Green innovators act ethically, motivated not only by their personal needs, but also by the respect and preservation of the welfare of entire society, because they take into account the environmental consequences of their private consumption.

They are more conscientious in their use of assets, for example by using their goods without wasting resources, so they will be very much interested in the upcycled product.

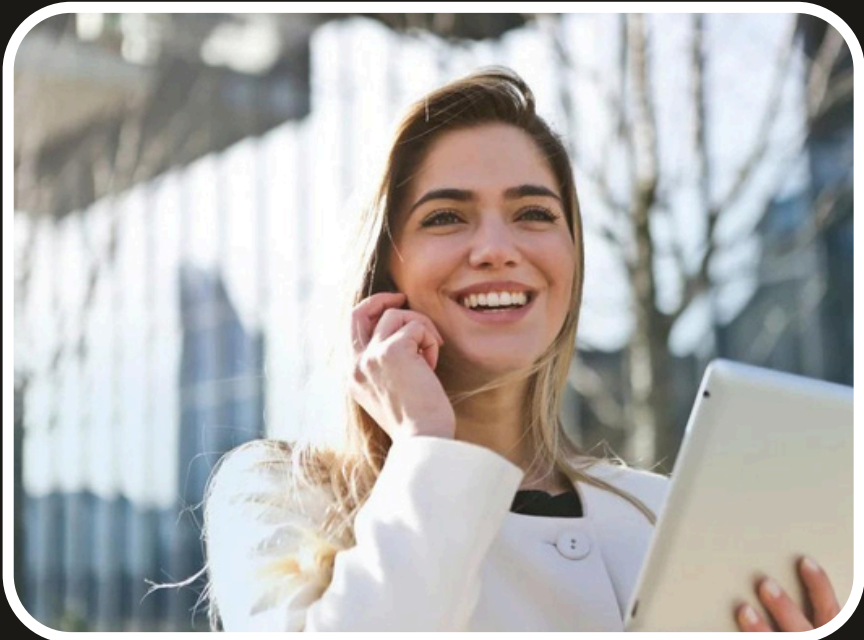
Innovates the entire product life cycle to develop a green offering will give assurance to client of being environmental friendly.

PERSONA

Andrea Sachs

PROFILE

Gender : Female
Age : 30
Education : Master's degree
Occupation : Content Creator



BIOGRAPHY

Andrea is a genuine girl, always up-to-date about climate change, but who never worried about doing anything concrete about it because she didn't think she could make a difference. Since working for this important newspaper, she has started to realise that every single gesture can help the planet, even if it is just writing articles about it and informing herself as much as possible to spread information that can help everyone.

BUYING BEHAVIOURS

Andrea is a complex buyer, looks for items that are innovative and that will make her look younger. She likes to do research before buying a product to know the story behind the item. She happily purchase sustainable clothes made from environmentally friendly methods and materials.

GOALS

Publish more articles about sustainable fashion and upcycling

FASHION PREFERENCES

Her looks are mainly composed of edgy and modern choices.
Sense of Fashion.
She looks for innovations in brands
She looks for spreadability and fashion supports, younger fashion brands

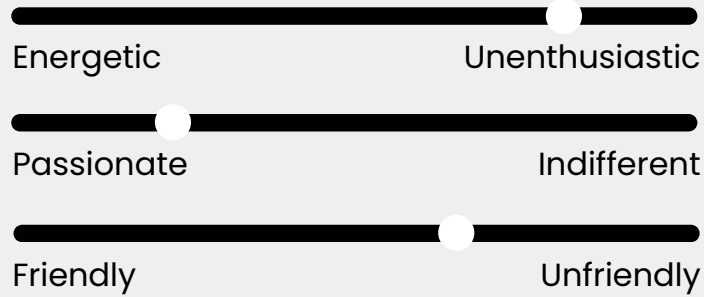
INTERESTS AND HOBBIES

She like to do yoga,cooking, hiking.
She is intrested in healthy eating,travelling and meeting new people

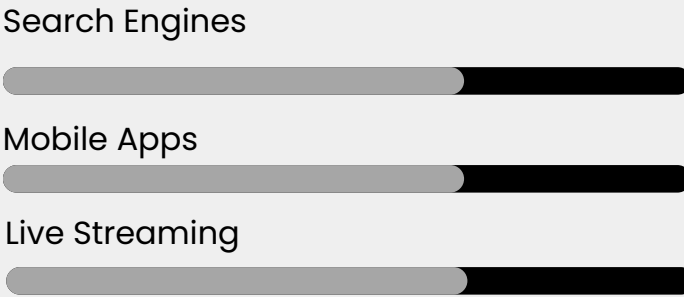
PAIN POINTS

- Have a desire to show herself with confidence
- Eco-conscious

PERSONALITY



TECHNOLOGY



I Ditched My Bag for a Fanny Pack and My Life Got Better

BY MARJON CARLOS

PUBLISHED: AUG 22, 2018



MARJON CARLOS

It was not irony that led me into the hip-hugging embrace of a fanny pack this past spring.

I get it, though.

It's that whole so-bad-it's-good, geek-chic, dad vibes thing. But I wasn't trying to make that kind of tongue-in-cheek fashion statement. Watching the Insta-girls (the Hadids, Jenners and Kardashians) stride through airport terminals with their streetwear-inspired sacks styled across their sternums for a calculated "off duty" photo op wasn't a source of style inspiration either.

Mixing Cattle Hide Leather with a fishing net to make a hip pack can result in a unique and functional accessory that combines the best qualities of both materials. Here's how each material's properties can enhance the hip pack's performance:

- **Durability and Strength:** The leather exterior ensures the hip pack is tough and long-lasting, capable of withstanding daily wear and tear.
- **Softness and Comfort:** The natural softness of cattle hide leather offers a comfortable feel, while the ergonomic design ensures it sits comfortably against the body.
- **Moisture Management:** The recycled fishing net lining excels in moisture management, keeping the interior dry and preventing any buildup of sweat or moisture.

Design & Aesthetic:

- Modern Minimalism: The hip pack features a sleek, streamlined design that combines elegance with practicality. Its minimalistic aesthetic ensures it complements any outfit, from casual to chic.
- Versatile Wear: Designed for versatility, the pack can be worn around the waist, as a crossbody, or over the shoulder, adapting to various styles and preferences.

Sustainability Focus:

- Ethical Leather Sourcing: The cattle hide leather is sourced from reputable suppliers who adhere to ethical practices, ensuring sustainability and animal welfare.
- Recycled Materials: The use of recycled fishing nets not only promotes the reuse of materials but also reduces environmental pollution and waste.
- Eco-Friendly Practices: The design minimizes the use of plastics and relies on natural and organic materials wherever possible, aligning with sustainable fashion principles.

The Eco-Leather Hip Pack is a testament to the multifaceted nature of leather, capturing its strength, durability, softness, and comfort. It is a modern and sustainable accessory designed for the conscious consumer, offering a unique combination of style and functionality. This design aligns with the ethos of "Real Leather. Stay Different," promoting sustainable fashion and innovative use of natural materials.

IDEA DEVELOPMENT

Highlight of product

- Front zip pocket
 - waterproof
 - strong buckle
 - very light weigh
 - smooth zip easy to pull and rust proof
 - key hook
-

CATTLE HIDE LEATHER

Cattle hide leather is a versatile and widely used material in various industries, including fashion, upholstery, and automotive interiors. Here's an overview of the key aspects of cattle hide leather:

Characteristics of Cattle Hide Leather

1. **Durability:** Cattle hide leather is known for its strength and durability, making it ideal for products that require longevity.
2. **Texture:** It typically has a firm and somewhat coarse texture compared to other types of leather, such as lamb or calf leather.
3. **Grain:** The grain can vary from a smooth finish to a more pronounced texture, depending on the processing techniques.
4. **Thickness:** Cattle hide leather is generally thicker than other types of leather, contributing to its durability.
5. **Flexibility:** While it is durable, it also retains a degree of flexibility, making it suitable for various applications.

Environmental and Ethical Considerations

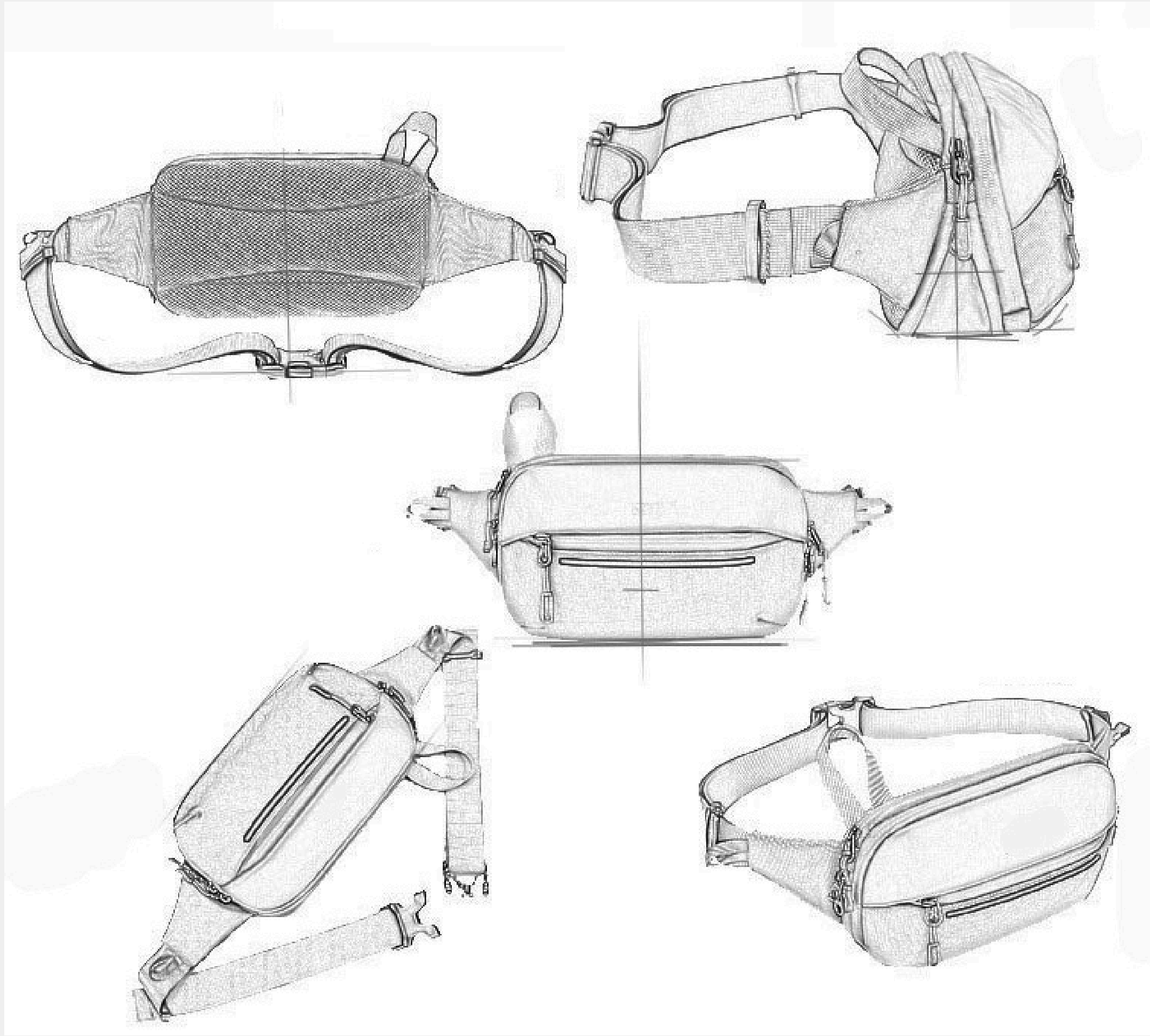
1. **Sustainability:** The leather industry faces scrutiny regarding environmental impact, including water usage and pollution from tanning processes.
2. **Ethical Sourcing:** Increasing emphasis on ethical sourcing practices to ensure humane treatment of animals and fair labor conditions.

Innovations and Alternatives

1. **Eco-Friendly Tanning:** Development of more sustainable tanning methods, such as vegetable tanning and the use of eco-friendly chemicals.
2. **Synthetic Alternatives:** Growth in the market for synthetic leathers, such as polyurethane (PU) and polyvinyl chloride (PVC), offering animal-free options.

Cattle hide leather remains a staple material due to its unique combination of durability, aesthetics, and versatility, despite the growing interest in sustainable and ethical alternatives.

DRAWING DEVELOPMENT



Moodboard



Materials:

Cattle Hide Leather: High-quality, ethically sourced cattle hide leather forms the main body, providing robustness, softness, and a premium feel.

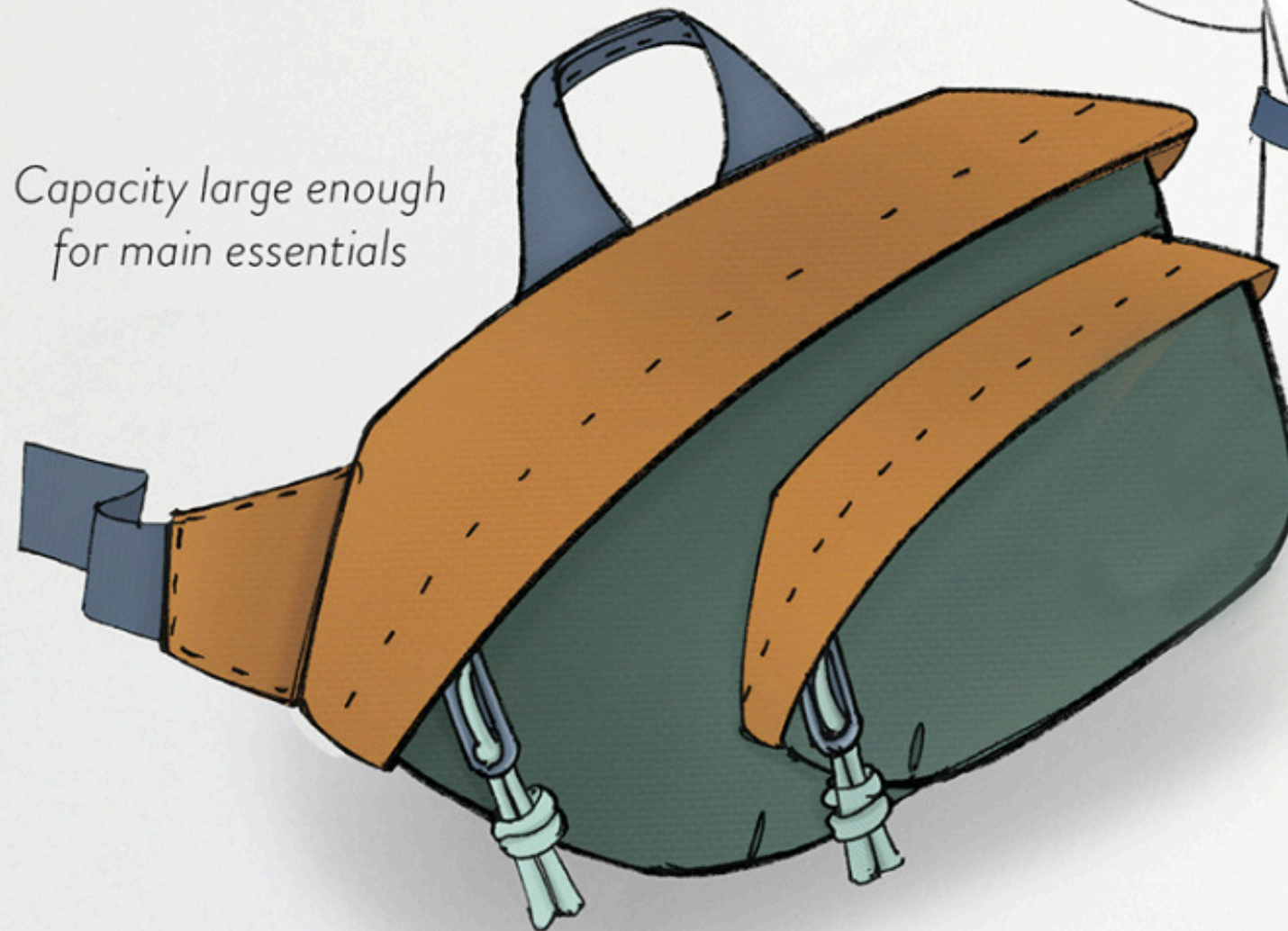
Recycled Fishing Nets:

Moisture-Wicking Lining: The interior is lined with recycled fishing nets, offering superior moisture management and sustainability.

Breathable Mesh Panels: Incorporated into the back panel and sides, these ensure comfort and airflow, enhancing wearability.

COLOR PALETTE

Capacity large enough
for main essentials



Color Palette



PRODUCT INFORMATION



LIGHTWEIGHT



LARGE PHONE
COMPATIBLE

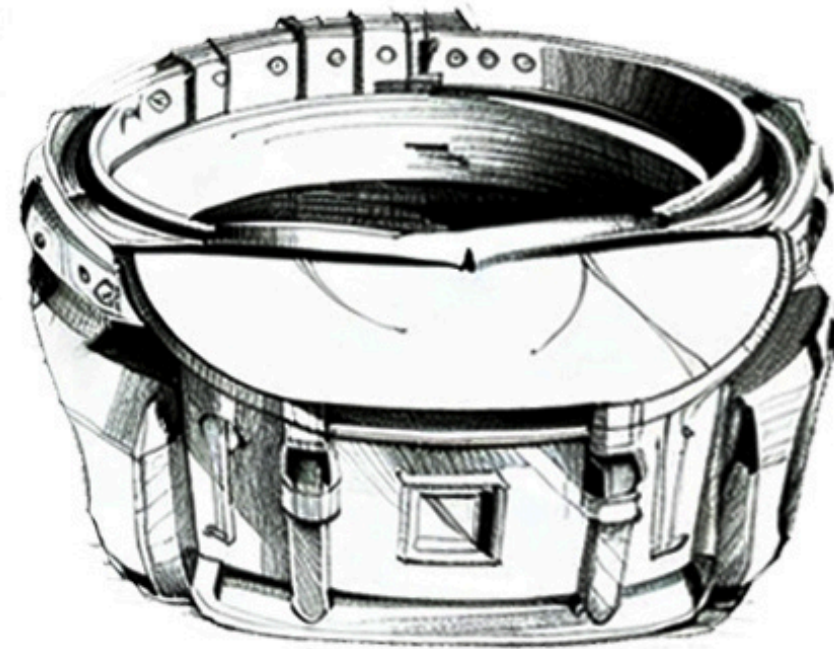


WATER RESISTANT

Height : 15cm

Depth : 5cm

Length : 24m



Size : 24cm x 5cm x 15cm	
Material : Waterproof	Compartment : Front pocket x 1, Inner pocket x 3, Main pocket x 1
Colour : Green	
Capacity : Can fit sunglasses, power bank, umbrella	

DETAILED TECHNICAL DRAWINGS



FINAL IDEA



Creating a hip pack from Cattle Hide Leather and fishing net addresses environmental concerns, promotes sustainable fashion choices, and offers consumers a stylish and functional accessory that aligns with their values for eco-conscious living.

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THANK YOU