

Wanderer's Trunk

By Diya Thakur

FORECAST RESEARCH

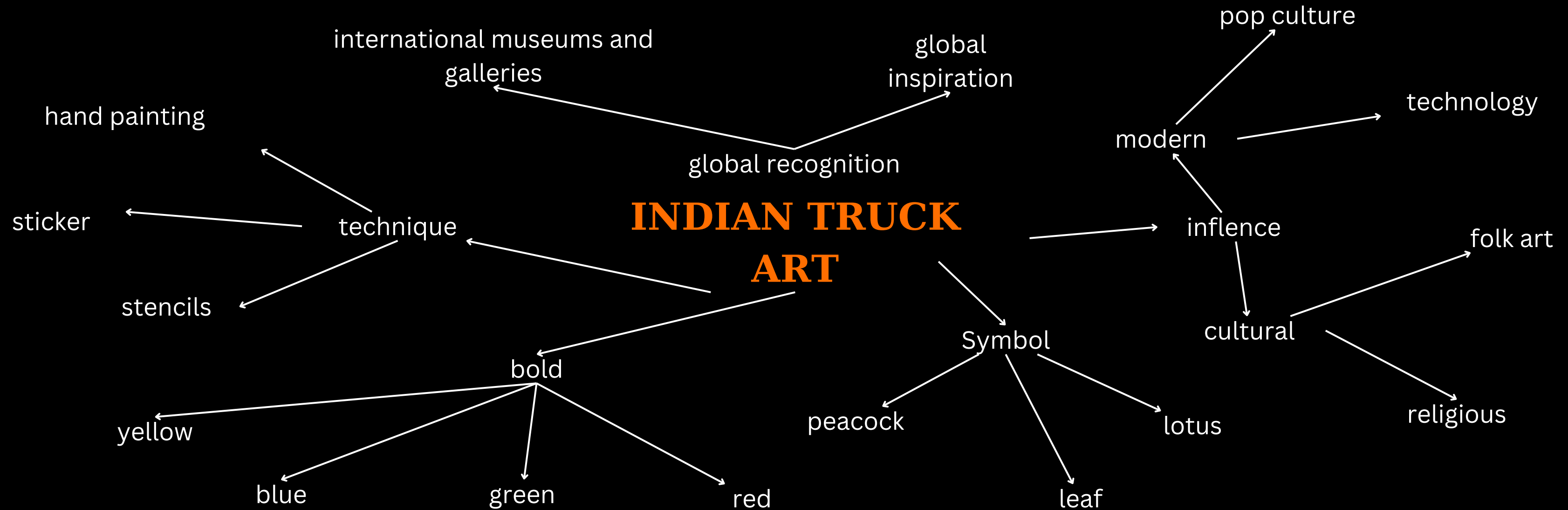
Utility fashion combines practicality with style, anticipating trends that prioritize functionality without sacrificing flair. As Gen Z gravitates toward expressive individuality, incorporating a playful Indian aesthetic—through vibrant colors, intricate motifs, and truck art symbolism—creates a dynamic and culturally resonant product story.

Simultaneously, eco-conscious consumers demand designs that consider the full product lifecycle, from durable construction to ease of repair, reuse, recycling, and end-of-life disposal. Choosing natural materials such as vegetable-tanned leather and minimizing synthetic components supports this shift.

Techniques like laser cutting and appliqué allow for bold, graphic storytelling while ensuring precision and repeatability in production. These methods also reduce waste through accurate material usage. To balance artisanal aesthetics with commercial scalability, designers must embrace modular construction, digital printing, and streamlined stitching methods. The future of leather accessories lies in merging cultural storytelling, sustainable design, and practical manufacturability. Delivering utility with soul



BRAINSTORMING



CONCEPT

In the dust-laden highway, vibrant hues and intricate patterns adorn the weary traveller's heart, weaving tales of longing and resilience under the scorching sun. Each stroke whispers of dreams pursued and spirits undeterred, echoing the laughter and tears of a wanderer finding solace in the open road.

INSPO BOARD

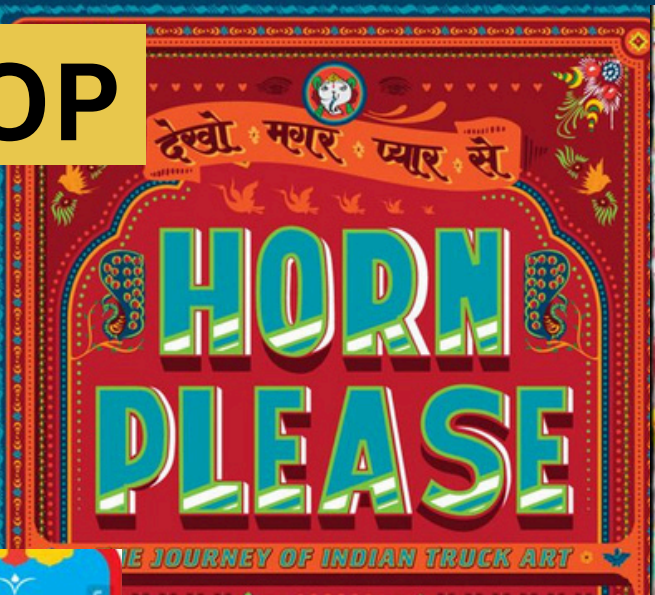
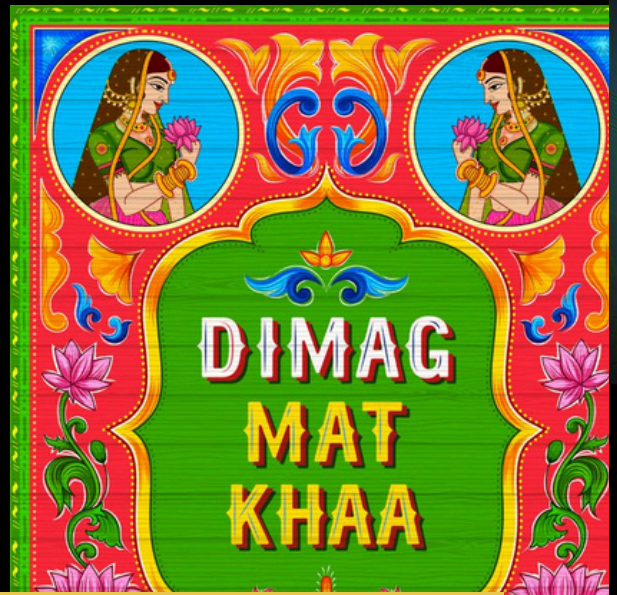
POP

CONTRAST

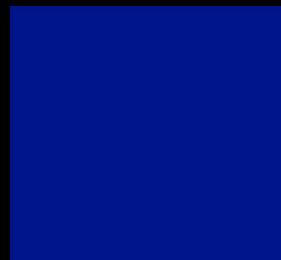
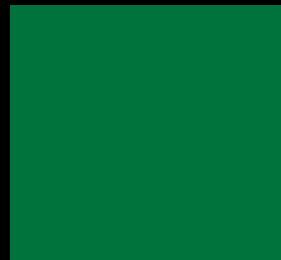
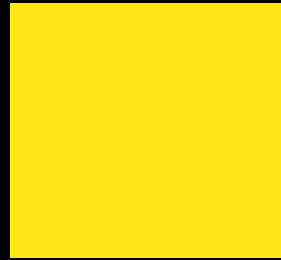
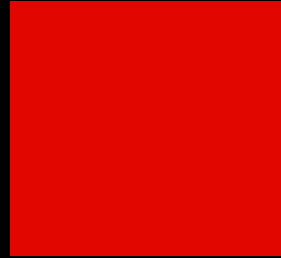
CULTURE

EASY GOING

CAREFREE



MOODBOARD





KEY COLOURS

The bright
colours represent
the feelings of joy
and the dark
colours represnt
the dark times
which make us
grateful for the
joy

PANTONE
PMS 2347 C

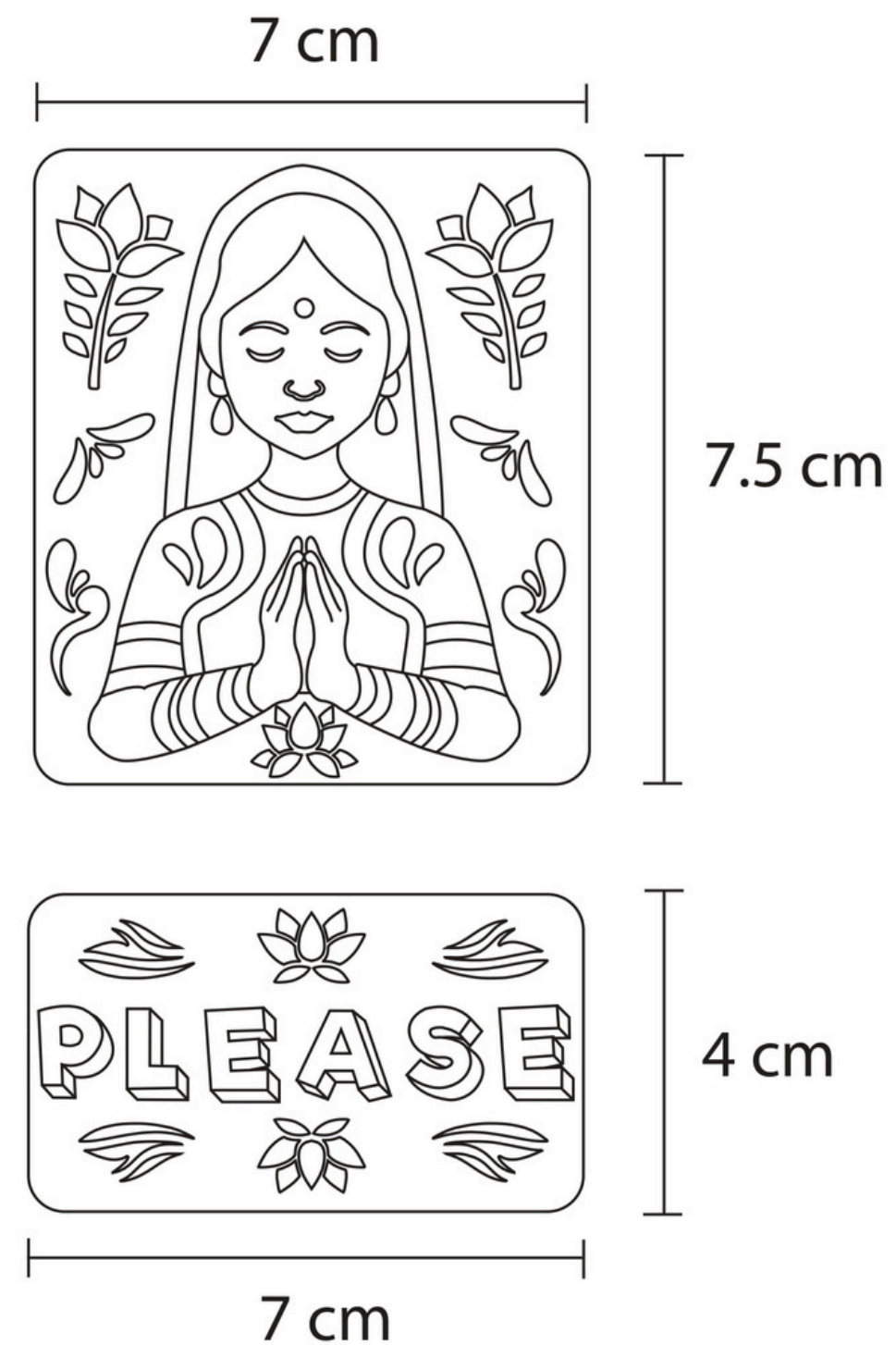
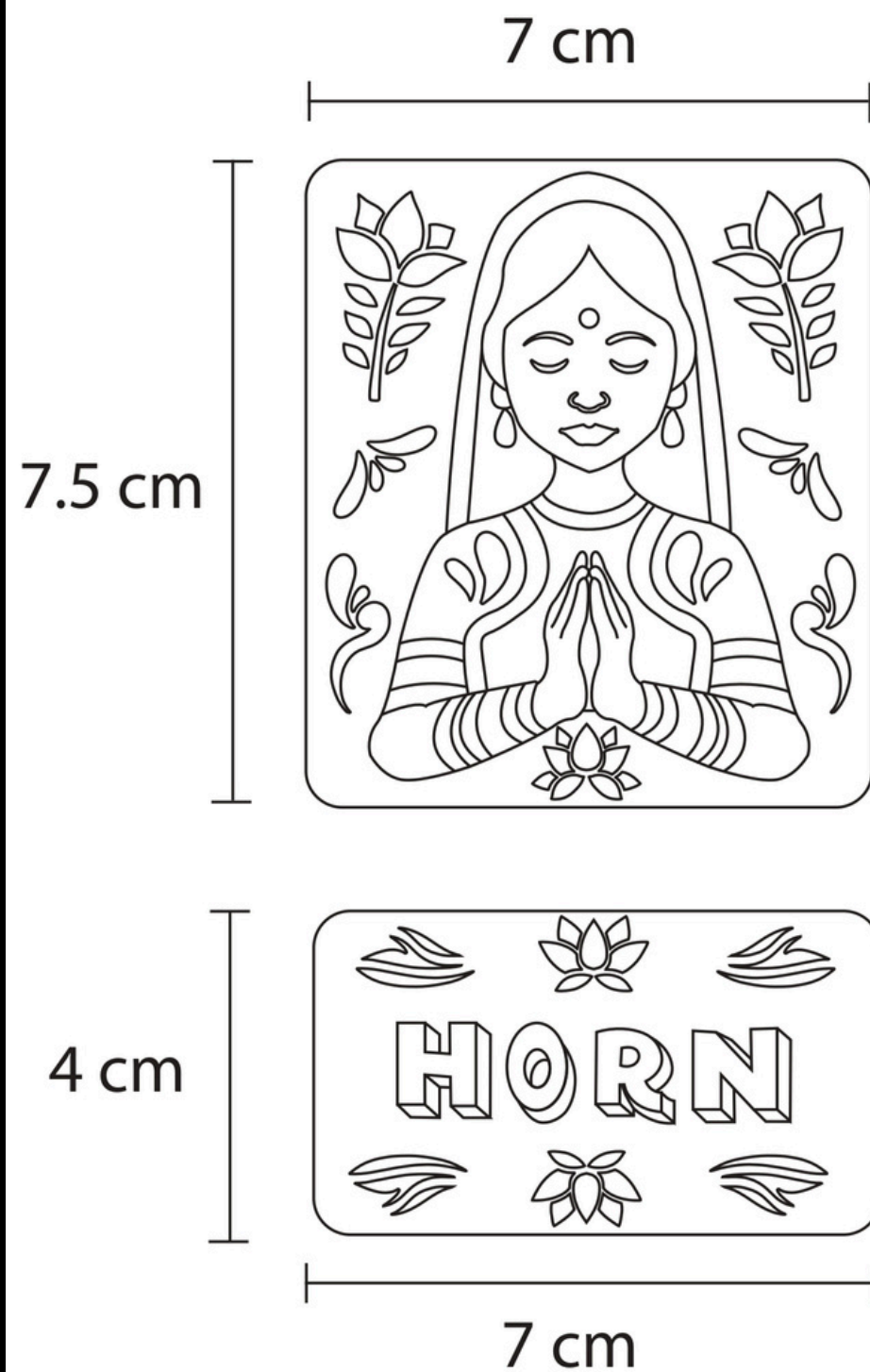
PANTONE
12-0634 TCX
Blazing Yellow

PANTONE
18-6031 TCX
First Tee

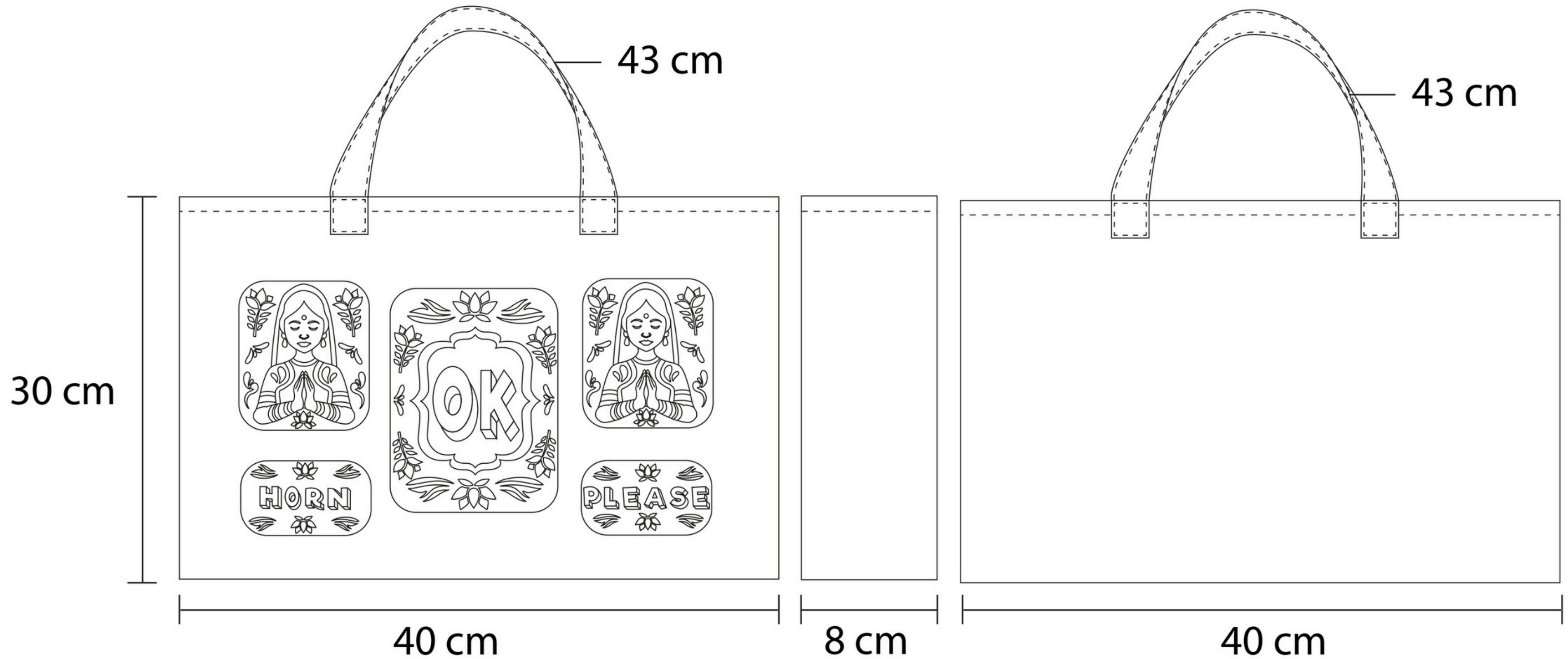
PANTONE
001489
Reflex Blue C

Design with specifications

Pockets



Technical Drawings

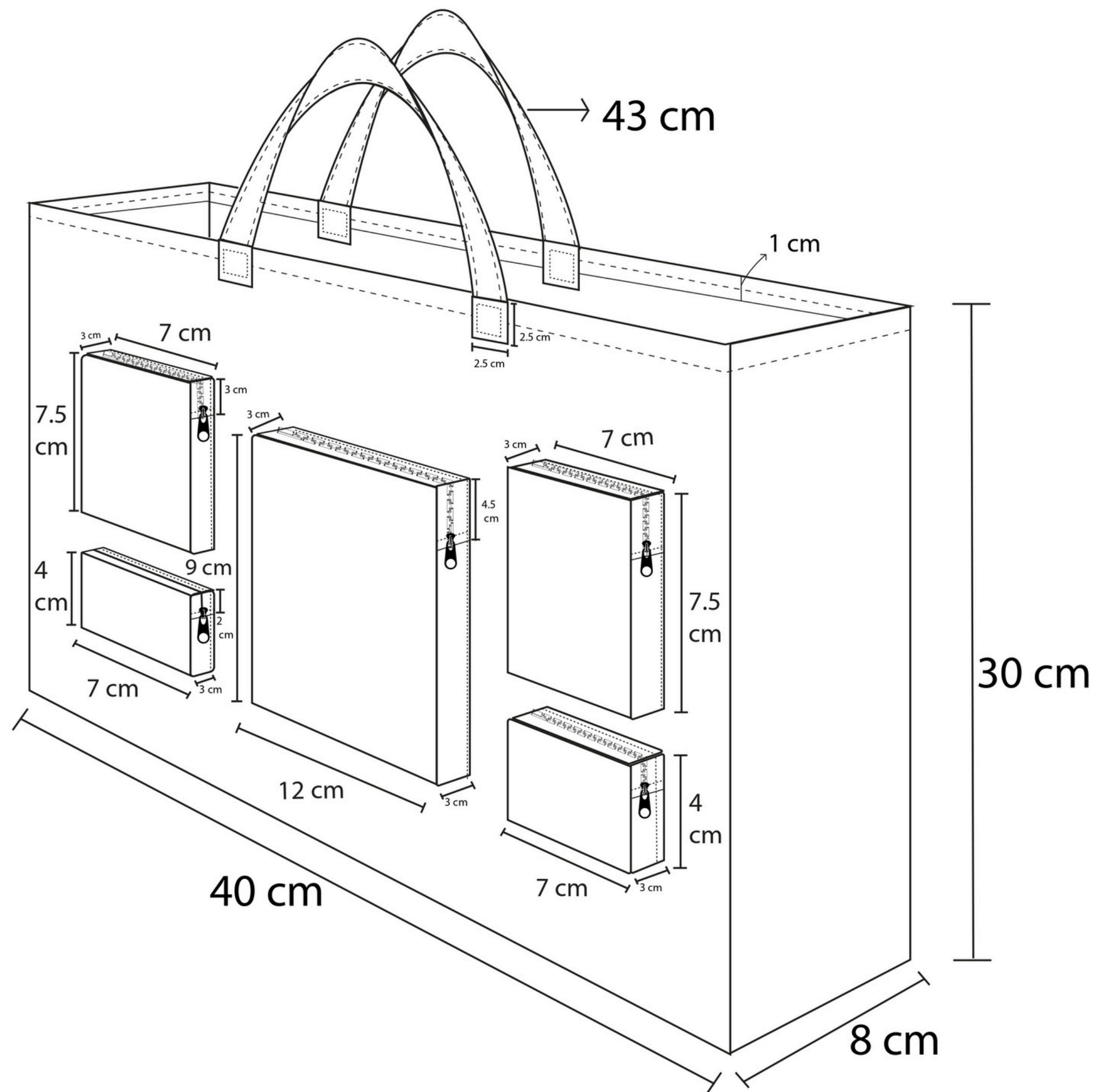




zip no 3



no 3 puller
2 cm



Final Product- Desi Swag Tote Bag





