

# DESIGN BRIEF

To design pockets to enhance utility by using Jawaja Craft techniques.





# MOOD BOARD





# PAPER PROTOTYPES OF POCKETS FROM THEIR EXISTING PRODUCTS

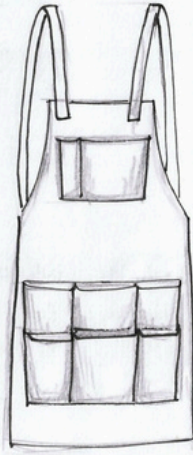




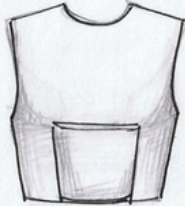
SKETCHES

2) Working Aprons

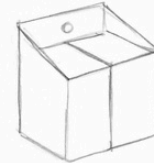
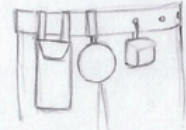
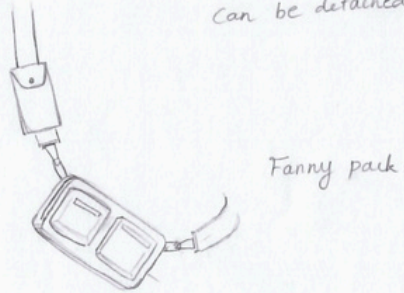
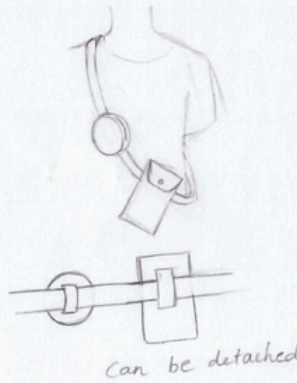
→ Artists, Craftsmen, chefs, gardeners, etc; workshops etc.



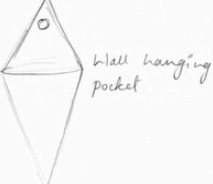
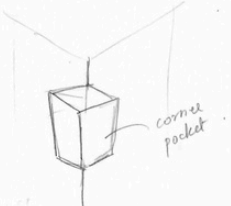
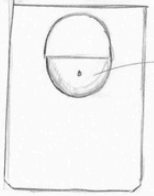
3) Apparel



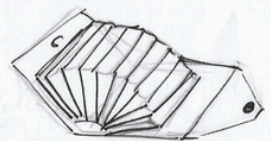
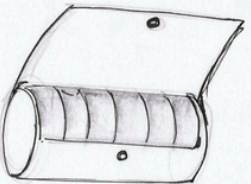
Phone case - with extra pocket



storage box can be hanged/kept on table



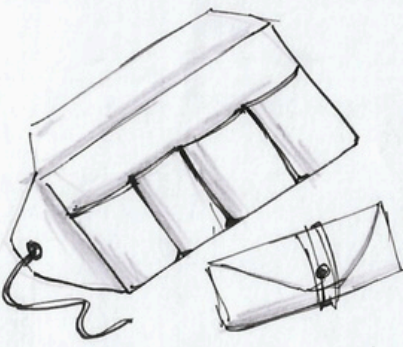
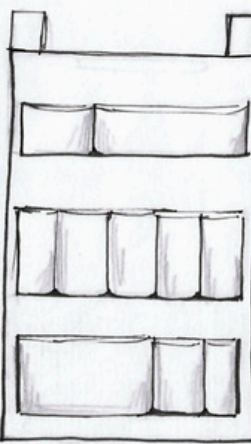
4) Accessories



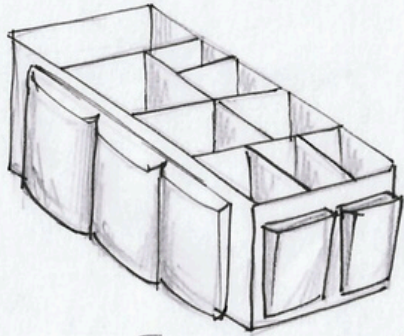
Pockets to enhance Utility

→ Functional storage space. Convenience to use. Organise.

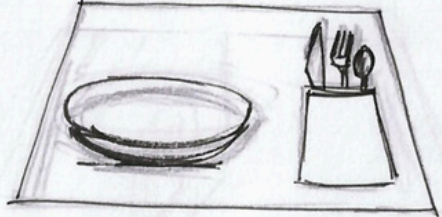
1) Pocket organizer



Tool roll up pouches



5) Table runners / kitchen accessories





# PRODUCT SPECIFICATIONS

## General Features:

- Product Type: Wall-mounted storage pouch
- Design: Minimal, three-piece modular storage system
- Craftsmanship: Handcrafted using authentic Jawaja leathercraft
- Usage: Home, office, and creative workspaces

## Material & Construction:

- Primary Material: 100% natural, vegetable-tanned leather
- Stitching Technique: Leather strip weaving (instead of conventional thread)
- Additional Details: Brass D rings for hanging it on the wall
- Processing: Handmade, with improved odor-free leather preparation

## Functionality & Features:

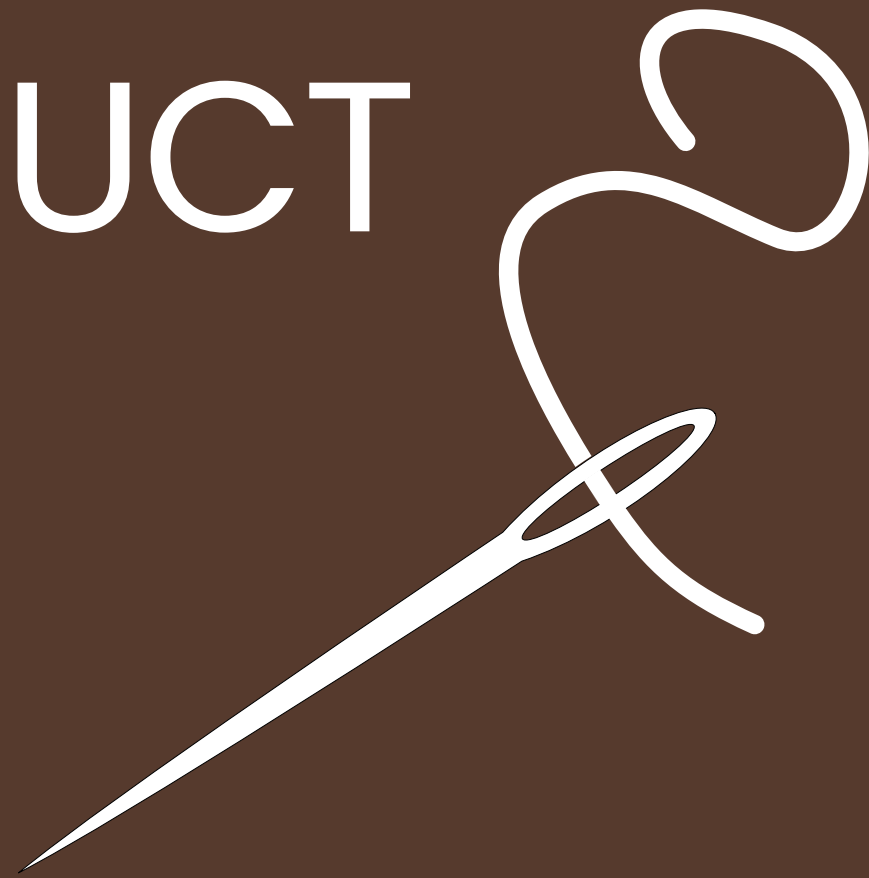
- Mounting Type: Easy-to-attach wall-mount system
- Stackability: Can be arranged in multiple configurations
- Storage Capacity: Suitable for stationery, gadgets, accessories, documents, and more
- Durability: High-quality leather that develops a rich patina over time
- Customization: Available in multiple colors and embossed patterns







# MAKING OF THE PRODUCT





# TOOLS FOR THE PROCESSING OF LEATHER

- 1.Mogri-Made of brass(left), for beating the leather
- 2.Nooha- For cutting the leather
- 3.Aari- For making slits in leather, used for diamond stitching
- 4.Pointer- For making lines
- 5.Rapa- For skiving/splitting, done by hand manually
- 6.Door Peni-Bigger version of Aari, for bigger work
- 7.Ghoti(Khabida)- To remove wrinkles from leather(made with plastic and wood)
- 8.Punches
- 9.Hammer
- 10.Silli(Emery stone)- For sharpening tools
- 11.Bottle- Used for glazing the leather
- 12.Scale
- 13.Leather glue
- 14.Teflon Board









**Product Description:** A pure representation of form follows function, minimal, three piece wall pouches with an accent of Jawaja Craft adorning its boundaries, making it simple yet elegant. Be it your home or office, varying sizes and its stackable nature adds to its versatility in various use cases along with the ability to simply attach it to any walls surrounding you.

