

INTERNATIONAL STUDENT DESIGN COMPETITION

Real Leather. Stay Different. 2025



BABY THEO LEATHER BAG
By Tammietan





INTRODUCTION

About me

Hi yall, my name is Tâm but you can call me Tammiestan.

I am a senior year student at Ton Duc Thang University in Viet Nam. I'm majored in Industrial Design and it is my absolutely favorite thing to do. I love to design functional, thus aesthetic products. Making prototypes with craft paper, plastic, plaster, clay, wood or leather & fabric are all my strength. I'm quite a handy girl haha.

About the product

My entry for this competition is **Baby Theo Leather Bag**. This is my first ever leather design project. I followed mimicry design style and I chose the Cougar - a mountain lion to be my inspiration because it has a adorable, yet, wild & fierce appearance. The cougar represents my inner self and also the general characters of today folks aka the gen Z, which are bold, fresh, and friendly. Moreover, this animal also brings out the warm and strong feeling due to its features like its feather and strength which has a good link with the leather feature as well. Moreover, by combining natural materials and an animal looking shape, I hope that this bag could remind us of animal/natural coincidence as a lovely friend to love and care about.

Baby Theo Leather Bag is 26cm long - 16cm wide - 43cm (max) high. I chose waxed and suede leather in neutral color in order to enhance the wild and natural vibe. It can be a cute occasional accessory item to mix & match with cutie bossy or street style outfits. And I believe that it is an unisex item that would go well with both boys and girls. You can bring it to a coffee date, a picnic or head around the city with it. In my opinion, accessories can tell a lot about user's character, it's can be considered as a customizable item for users. Baby Theo's vibe can vary between genders, bold or cute depends on the size of the eyes and what kind or color of the leather is used.

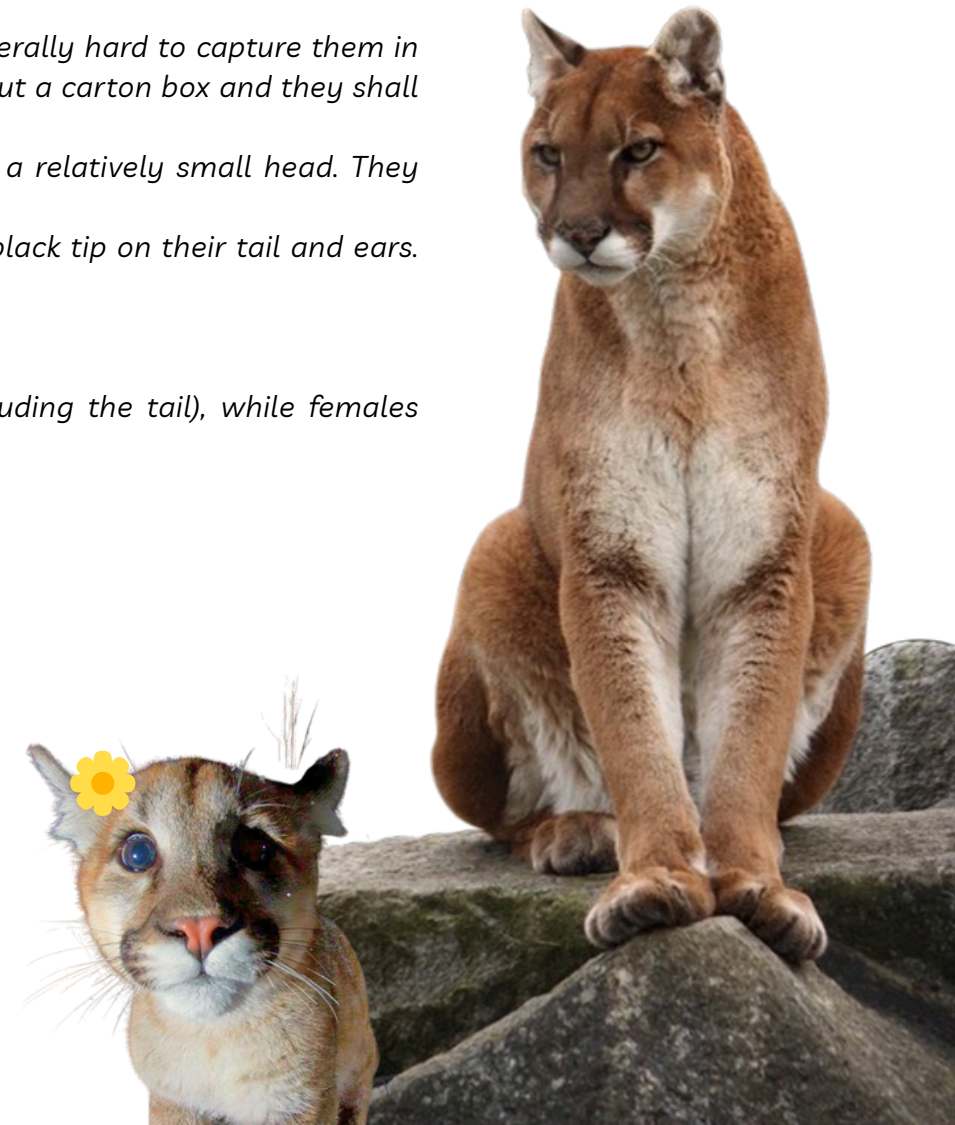
FUNDAMENTAL RESEARCH

Cougar - Mountain Lion

Cougars are primarily known for their prowess as stealthy, powerful predators. They are skilled hunters, capable of taking down a wide variety of prey. Beyond their hunting abilities, cougars are also recognized for their impressive physical attributes, including their strength, agility, and leaping capabilities.

They are large, tan-colored cats with long tails and powerful legs. Fun facts: It's generally hard to capture them in wildlife, however, they are just barely a big cat so photographers can simply throw out a carton box and they shall go out to play with it =')). Other features are:

- ✿ *Size and Build: Mountain lions are powerfully built with a sleek, lithe body and a relatively small head. They have long, heavy legs and large paws with sharp, curved claws.*
- ✿ *Coat: Their fur is typically a tawny-beige color, paler on the underparts, with a black tip on their tail and ears. Young mountain lions have spots that fade by about six months of age.*
- ✿ *Tail: The tail is long, almost one-third of their total body length.*
- ✿ *Eyes: Their eyes are large and forward-facing, aiding in hunting.*
- ✿ *Weight and Length: Males average 150-190 pounds and 7 feet in length (including the tail), while females average 70-120 pounds and 6 feet in length.*



FUNDAMENTAL RESEARCH

Bag types - Medium size Hobo bag

Hobo bag features

- Spacious interior for carrying essentials.
- Adjustable shoulder strap for a customized fit.
- Multiple pockets for organization.
- Soft, flexible material that molds to the body.
- Evenly distributed weight for comfort during a busy day

Bag capacity

- A5 size note book
- Phone & charger
- Purse
- Makeup product & other personal items



LARGE

H: 33cm
Top W: 36.5cm
Bottom W: 41cm
D: 14cm
Drop: 29cm



MEDIUM

H: 30cm
Top W: 34cm
Bottom W: 36.5cm
D: 14cm
Drop: 29cm



SMALL

H: 22cm
Top W: 27cm
Bottom W: 30cm
D: 11.5cm
Drop: 25.5cm



Medium size



Moodboard



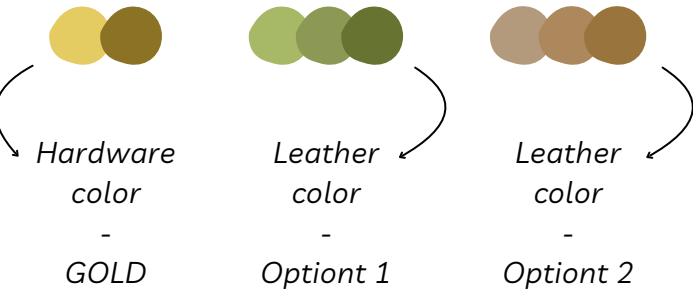
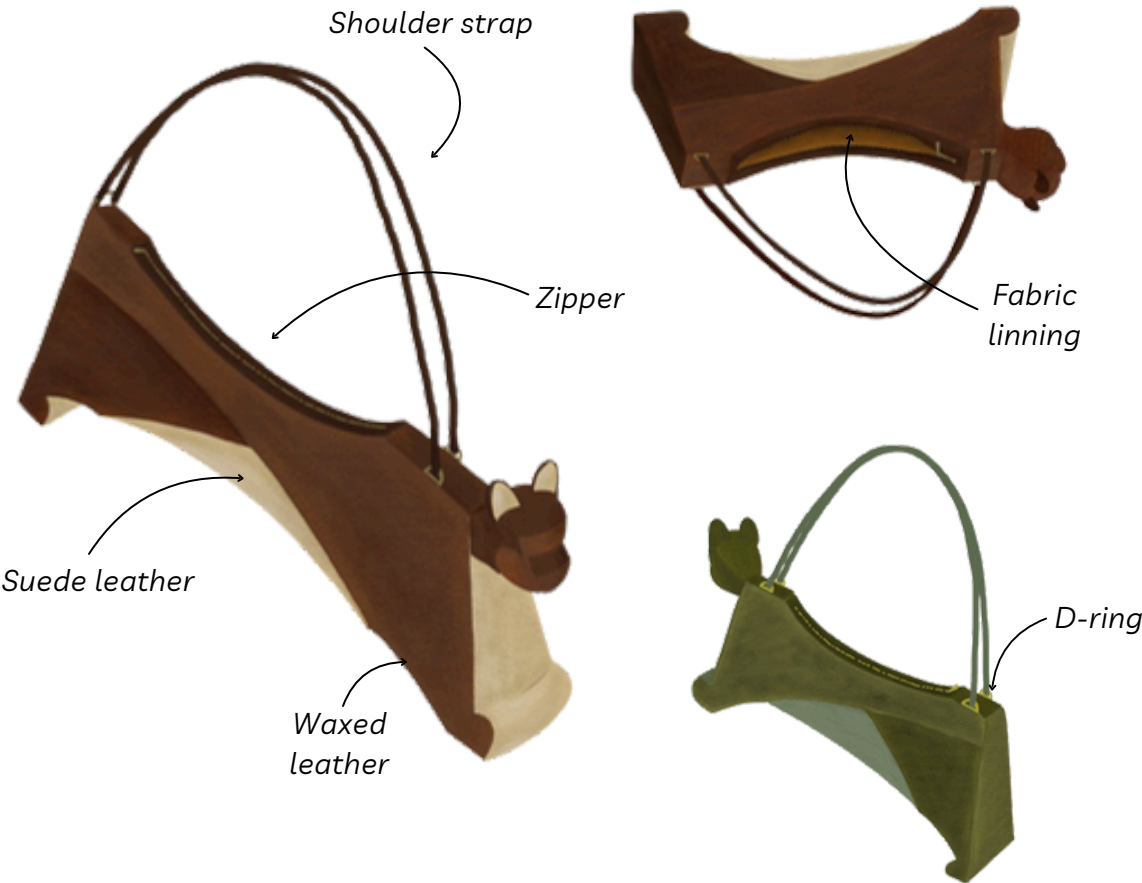
Leather Bag

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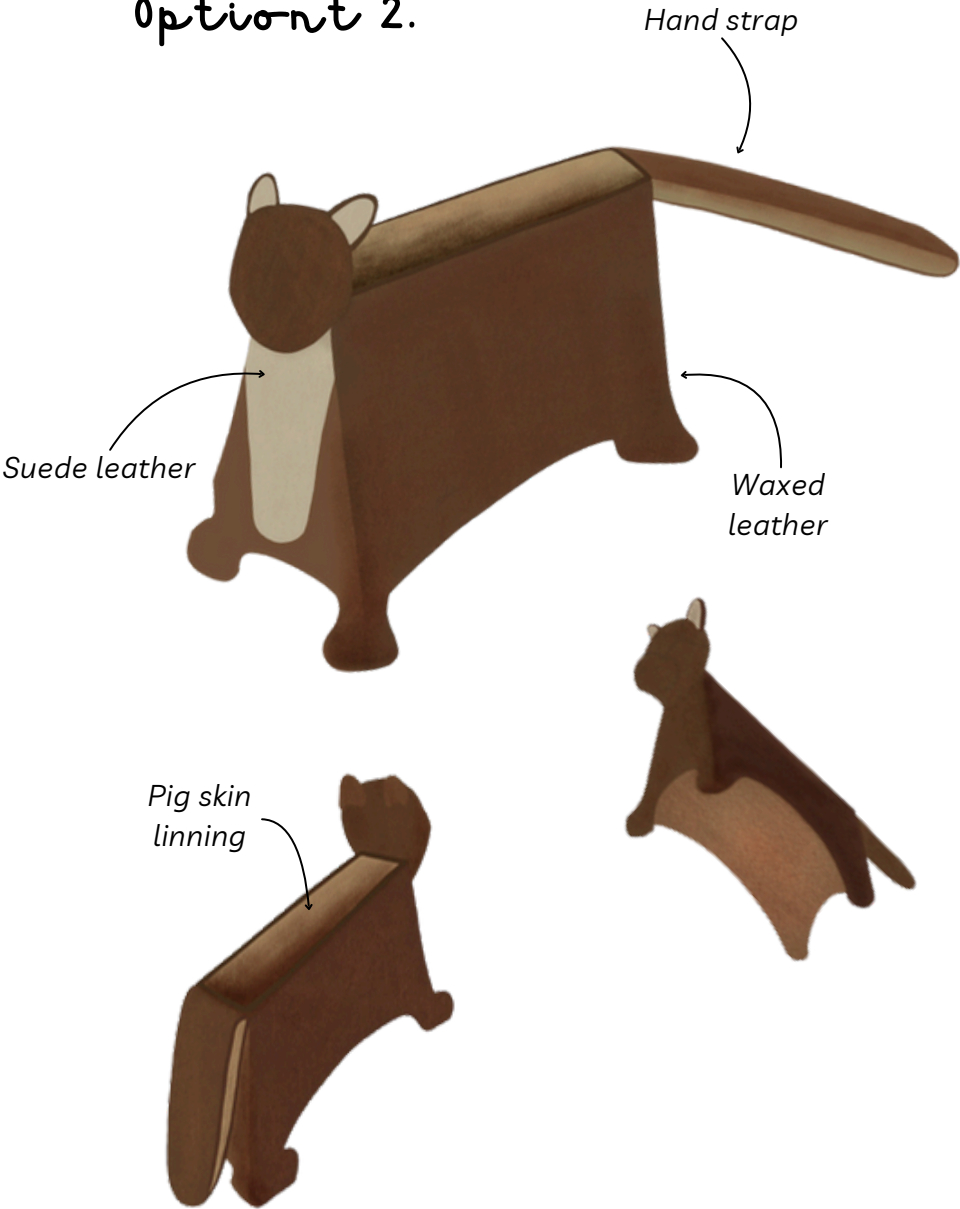
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SKETCHES

Optiont 1.

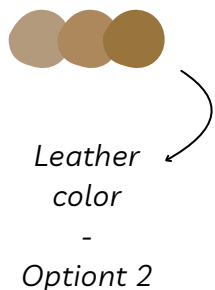
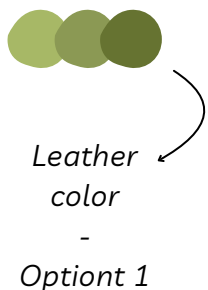
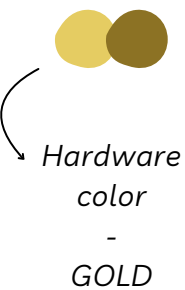
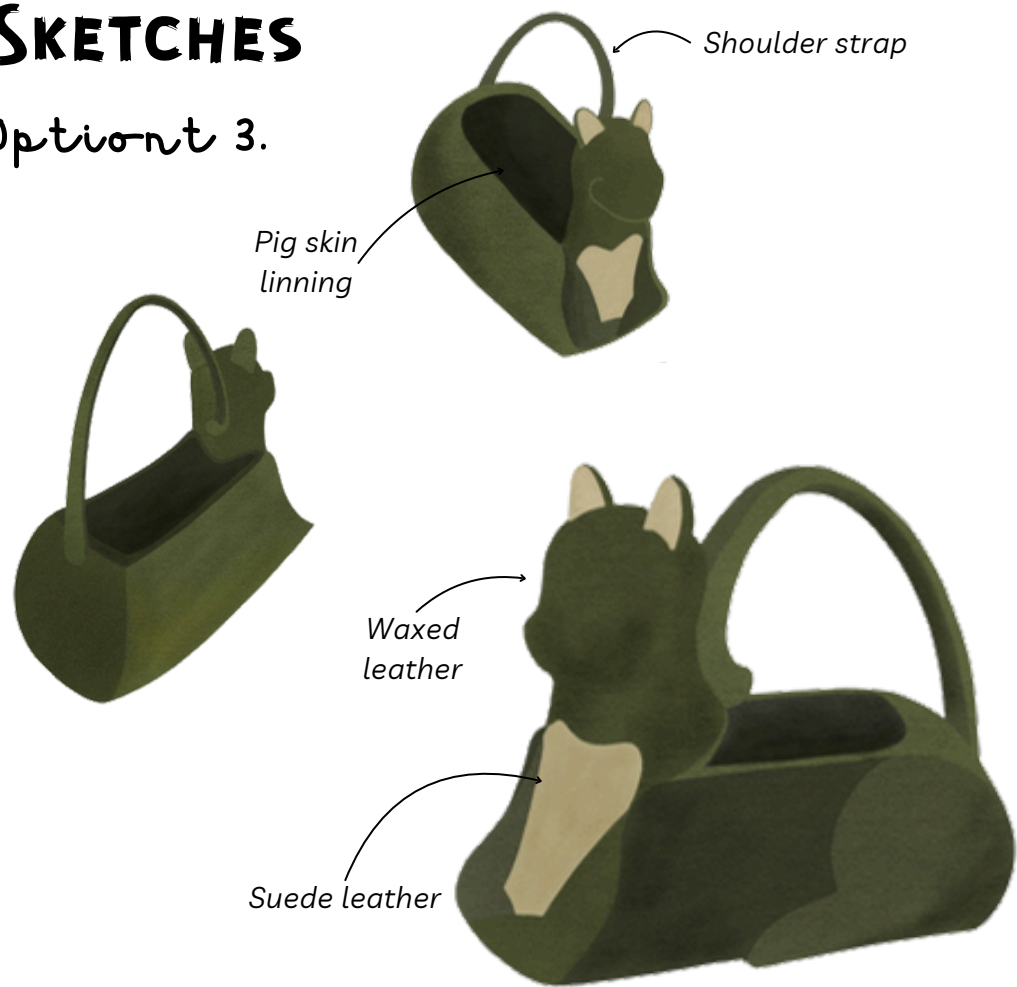


Optiont 2.



SKETCHES

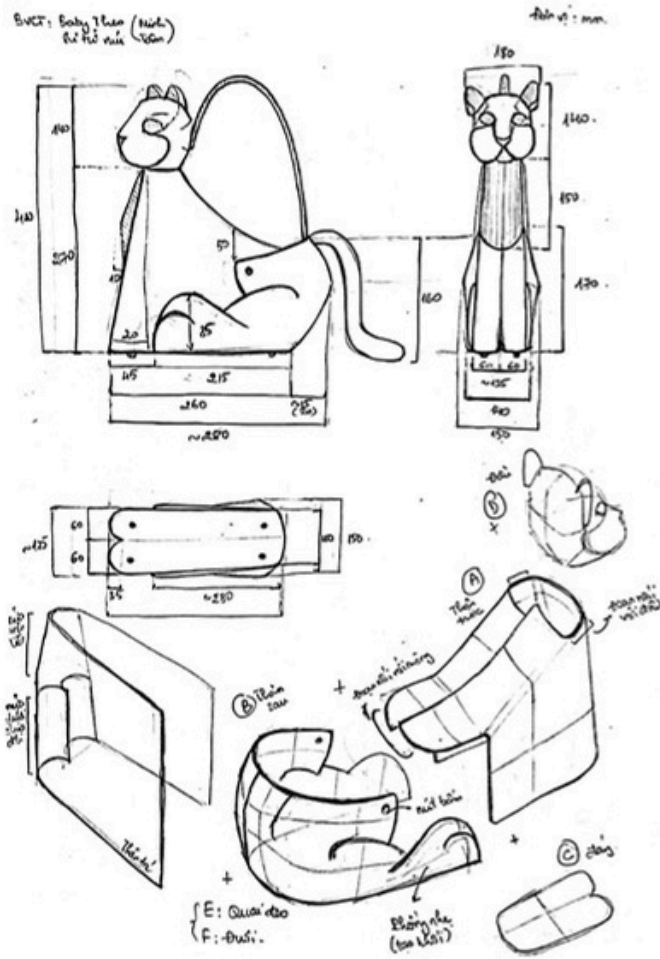
Optiont 3.



Optiont 4.



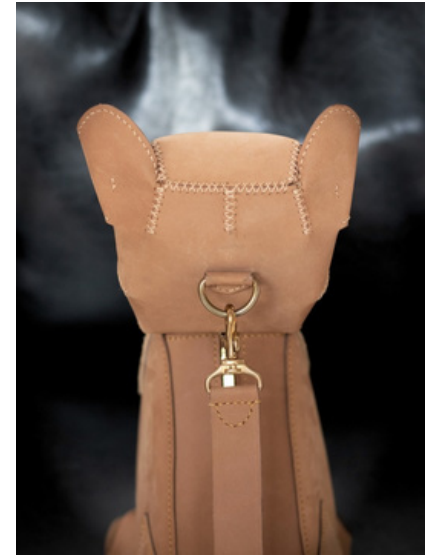
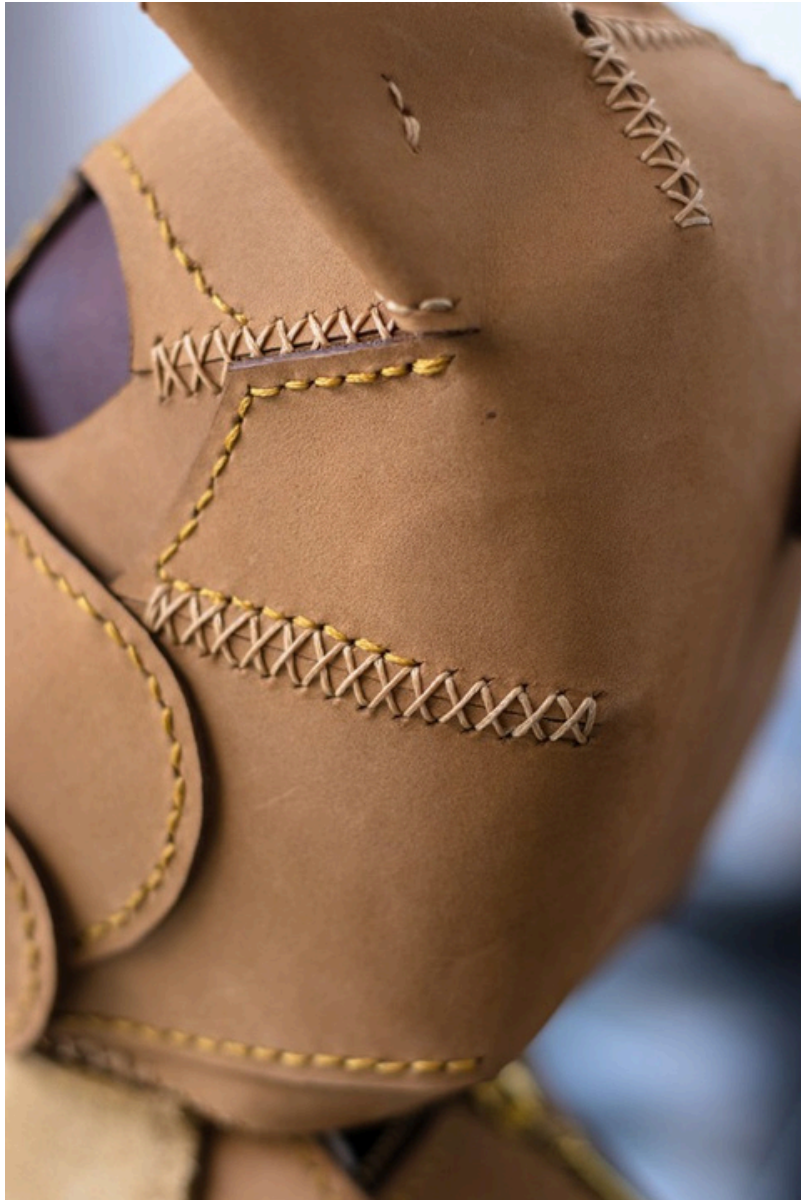
Optiont 5. Final opt.



FINAL PRODUCT



DETAILS



DETAILS





Adjustable
strap









My baby
MY MUSE





**THANKS FOR
WATCHING!!!**

