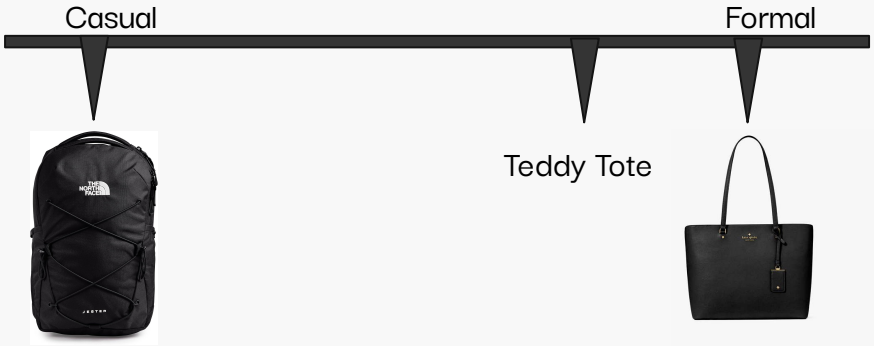
Teddy Tote

The Tote That Means Business (and Fun)

Hsiu Yu Lu

A work bag that's:
Functional, fun, minimal, cool ,
confident, stylish, playful,
empowering...



Concept:

As I prepare to enter the workforce as a Gen Zer, I often find myself fantasizing about work attire. Not the stiff, traditional kind, but something that still feels like me. In school, we dress sporty, comfy, and expressive. So why should we trade that in for something dull the moment we step into an office? I wanted to create a tote that matches our carefully curated outfits. Something that looks sharp, feels authentic, and adds a little surprise. Because being professional shouldn't mean hiding your personality.

Market Research

Recommended office bag Top 5

Observation:

Simple / Minimal detail

1. Leather
2. Can fit many things
3. Boxy

Customer Profile

Jordan Reyes
Age: 32
Location: Chicago, USA
Occupation: UX Designer at a Haptic startup
Income Level: Middle-class ($200K/year)
Lifestyle: Single, balances work, personal growth, and financial responsibility while indulging in occasional luxury purchases
Values: Quality over quantity, functional fashion, sustainability, and smart spending
Shopping Habits: Invests in timeless, durable pieces rather than chasing trends, prefers mid-luxury brands like Coach, and engages in secondhand and circular fashion models

A Day in the Life of Jordan Reyes

6:30 AM – Morning Routine & Planning
Tool used: Phone, Laptop, organizer, Maybe charger, makeup selfcare tool, breakfast

8:00 AM – Commute & Deep Work
Tool used: Phone, headphone, tablet, water bottle

11:00 AM – Team Collaboration & Presentations
Tool used: Work Desktop, Snacks, tablet

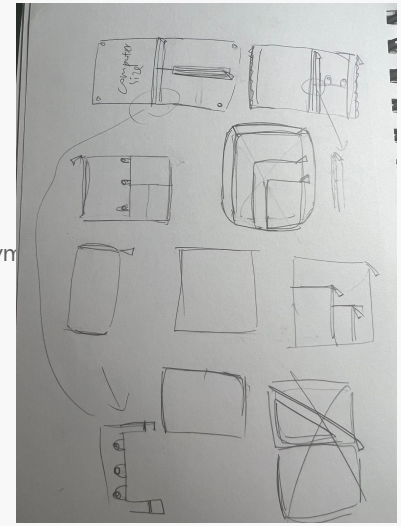
1:30 PM – Lunch & Learning
Tool used: Headphone, phone, notebook and pen, tablet

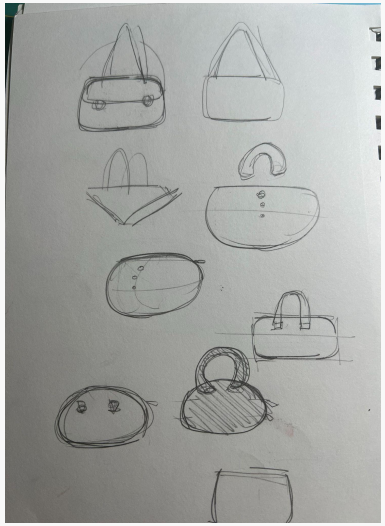
3:00 PM – Research & Strategy
Tool used: Work Desktop, tablet

5:30 PM – Personal Development & Fitness
Tool used: selfcare makeup products, fancy shoes, portable perfume, phone, gym outfit, gym

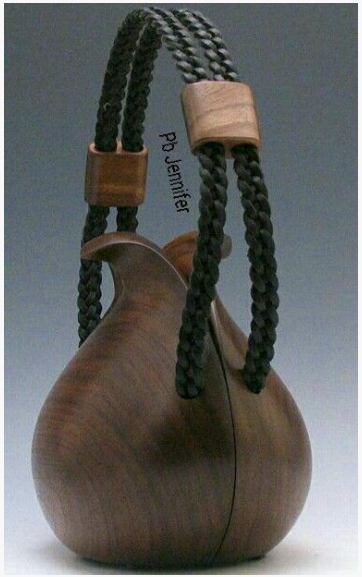
8:00 PM – Side Projects & Financial Check-in
Took used: laptop, organizer

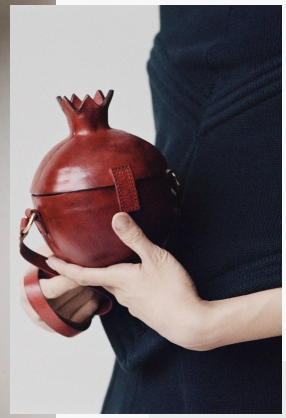
10:30 PM – Wind Down & Reflection
Tool Used: Laptop, Journal, skincare products





What's in her Bag

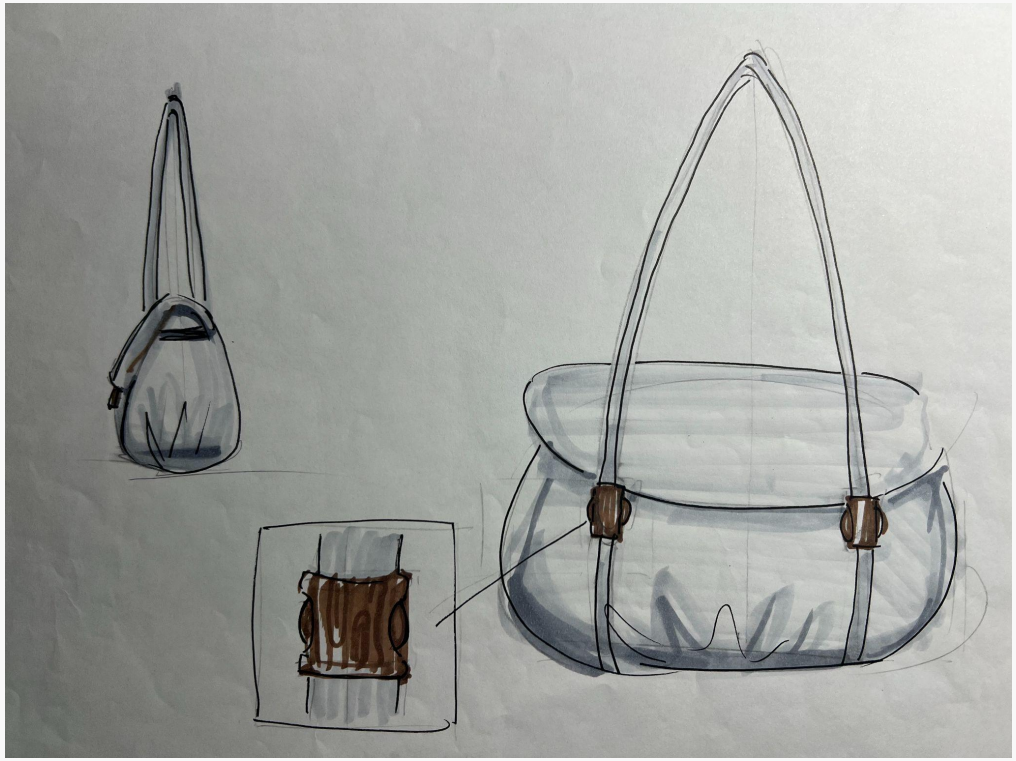

Pb Jennifer



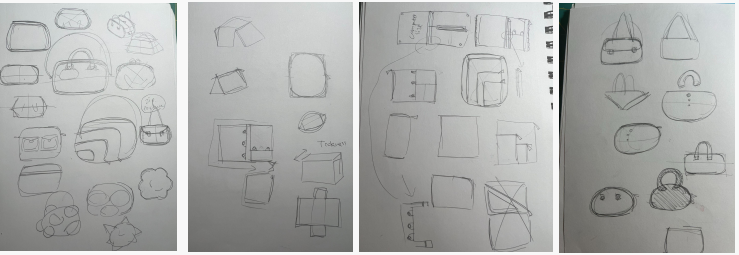
Ideate:

I start of drawing work totes,

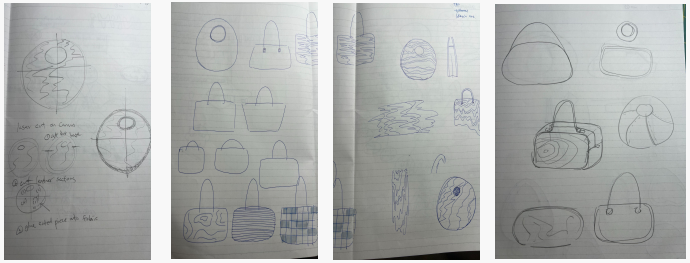
figuring out what design details people are interested



Stage1: modular and futuristic

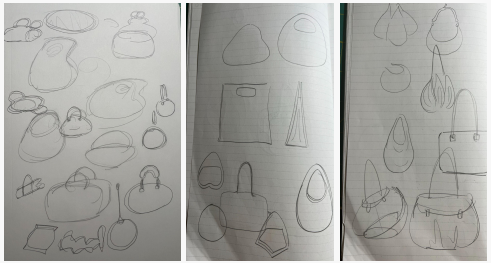


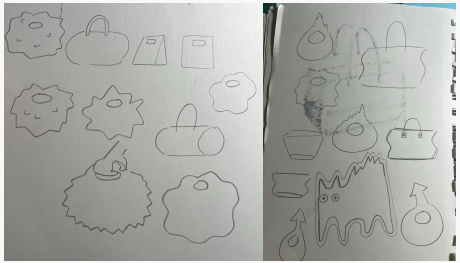
Stage3: sustainable and recycled leather textile

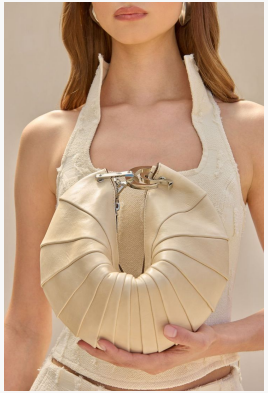


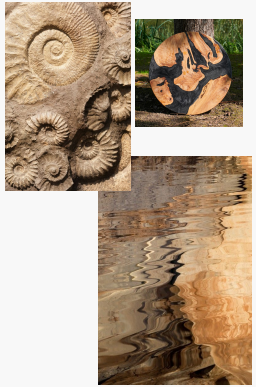
Then it starts with
A lot of drawings...

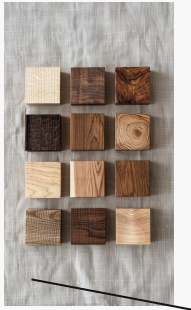
Stage2: Funky and minimal silhouette

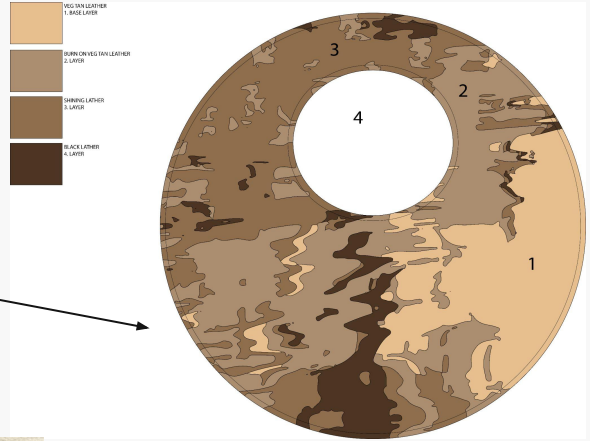


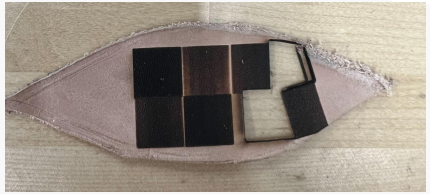






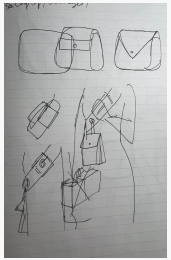
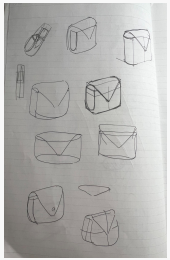
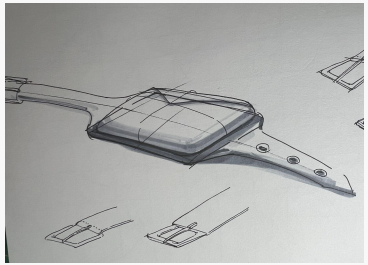
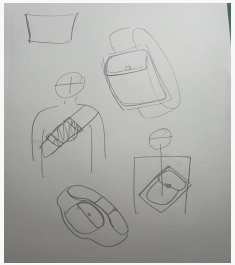
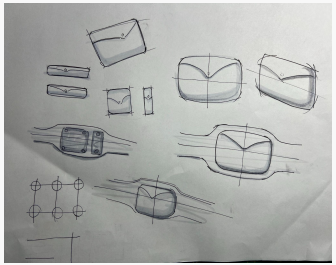
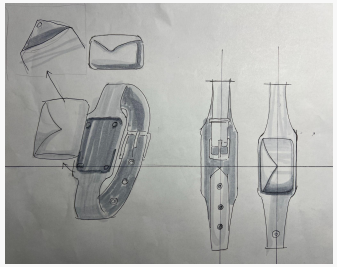




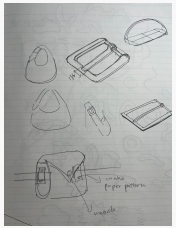
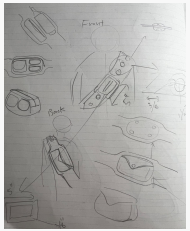


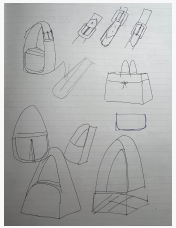
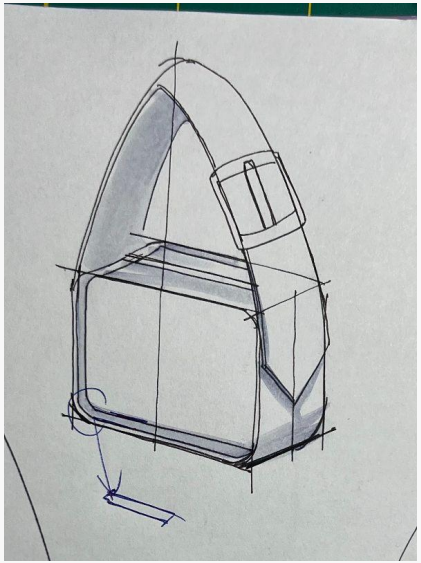
This idea discontinued
because I don't like the look of
the sample

Stage4: Technology inspired bag

Stage5: Minimal Large tote with wood trim

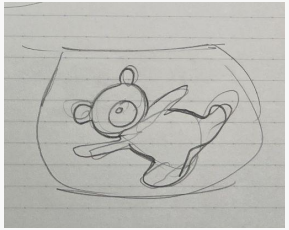



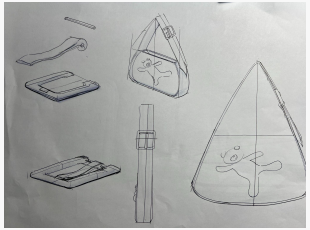
After I made this bag
I found it uninspiring,
So I have to continue

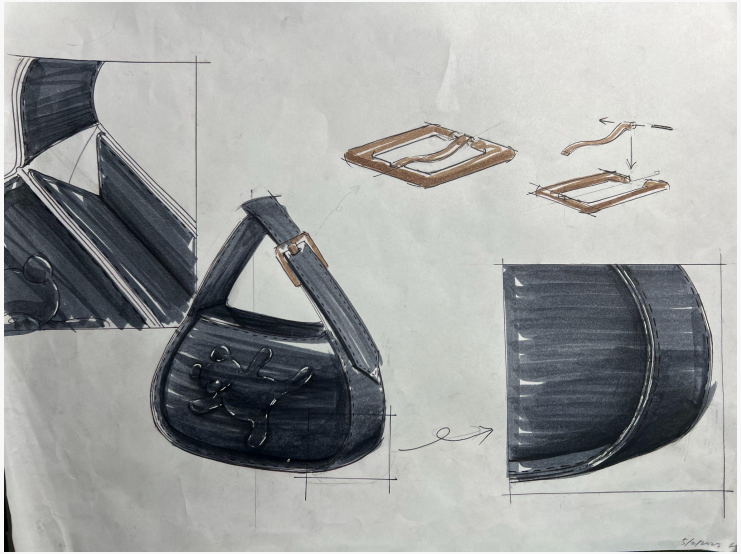
Stage6: Adding Visual Interest

I discover the interesting juxtaposition between work and childhood association

Stage 7-Final Teddy Tote Sketch

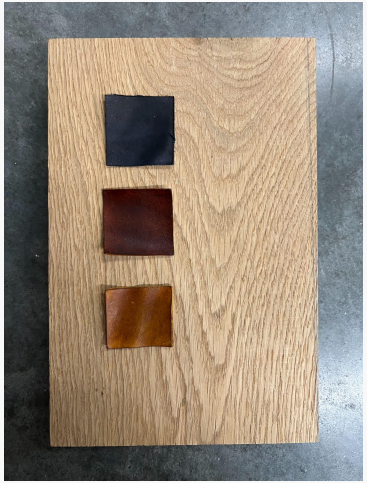






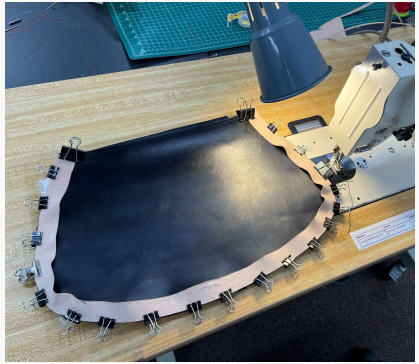
Prototyping

Pattern cutting



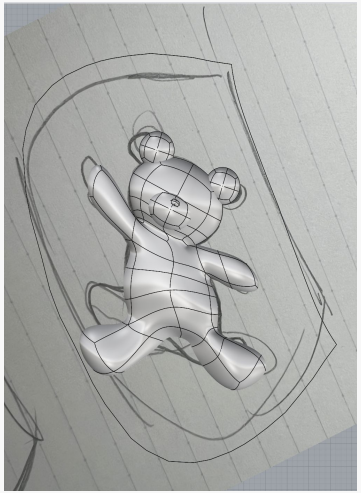
Colorway and wood selection

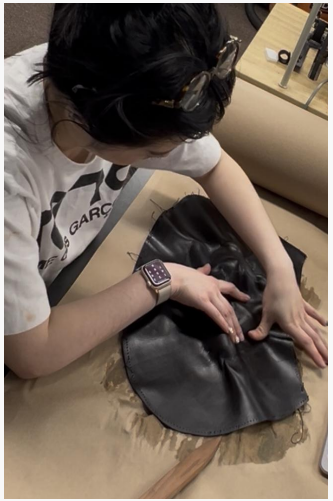
Black leather with cherry wood is final selection



leather dyeing

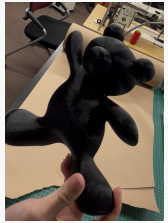
CNC Wooden Buckle





3D Print

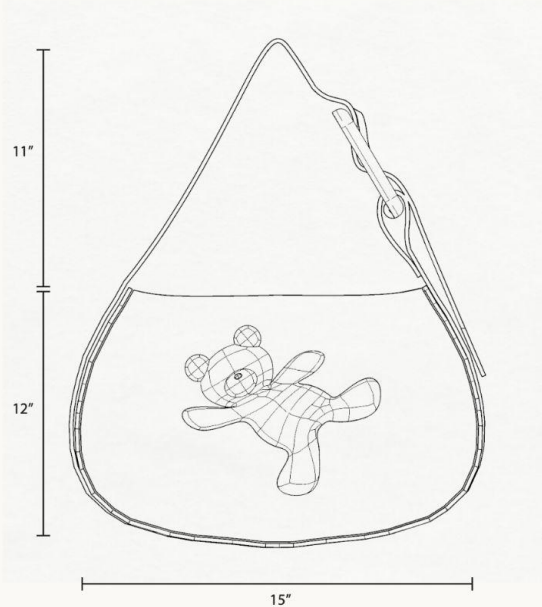
Wet Molding



Teddy Totes Spec Sheet

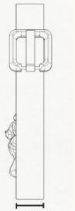
Date	May 6th, 2025	Product Name	Teddy Tote	Thread	Premium Bonded Nylon Thread Black
Deadline	May 8th, 2025	Product Number	001	Finish 1	Fiebing's Black Leather Dye
Company	Lumakestuffs.Co.	Last model	Spring Line #002	Finish 2	Fiebing's Leather Balm
Season	Spring Summer				

A



B

C



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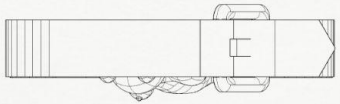

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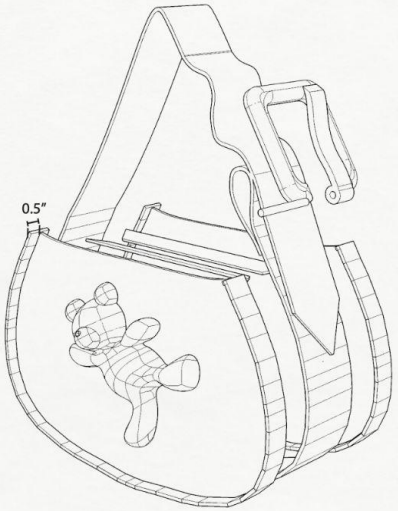
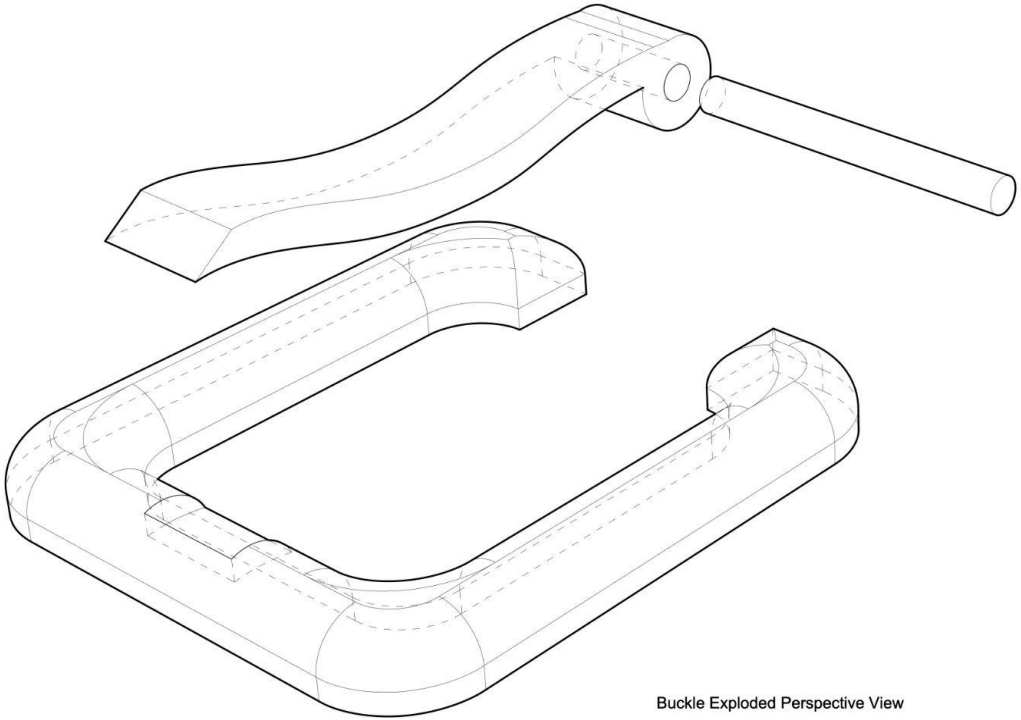


	Material	Description
Front Body	2oz Veg-Tan Leather	Dyed black
Back Body	2oz Veg-Tan Leather	Dyed black
Gusset / Starps	2oz Veg-Tan Leather	Dyed black

Notes

A	B	C	D
Front View 1. Wet mode with 3D printed teddy bear	Back View	Right Side View	Top View Trims: Exploaded Perspective View



Buckle Exploded Perspective View

Hsiu Yu Lu	
Project: Teddy Tote	Scale: 1:1
Date:5/5/2025	DWG by: Hsiu Yu Lu
Revison: 5/5/2025	Sheet NO.:3