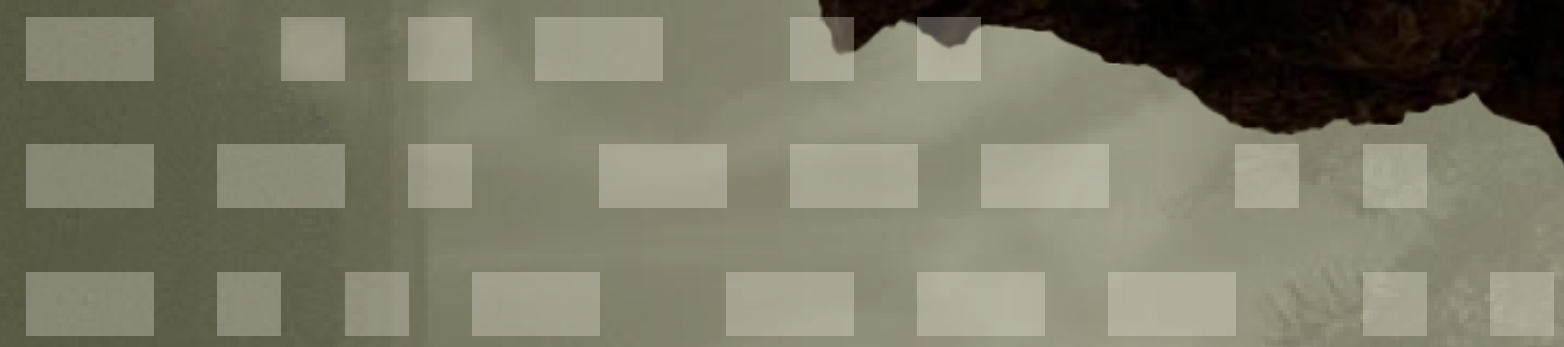
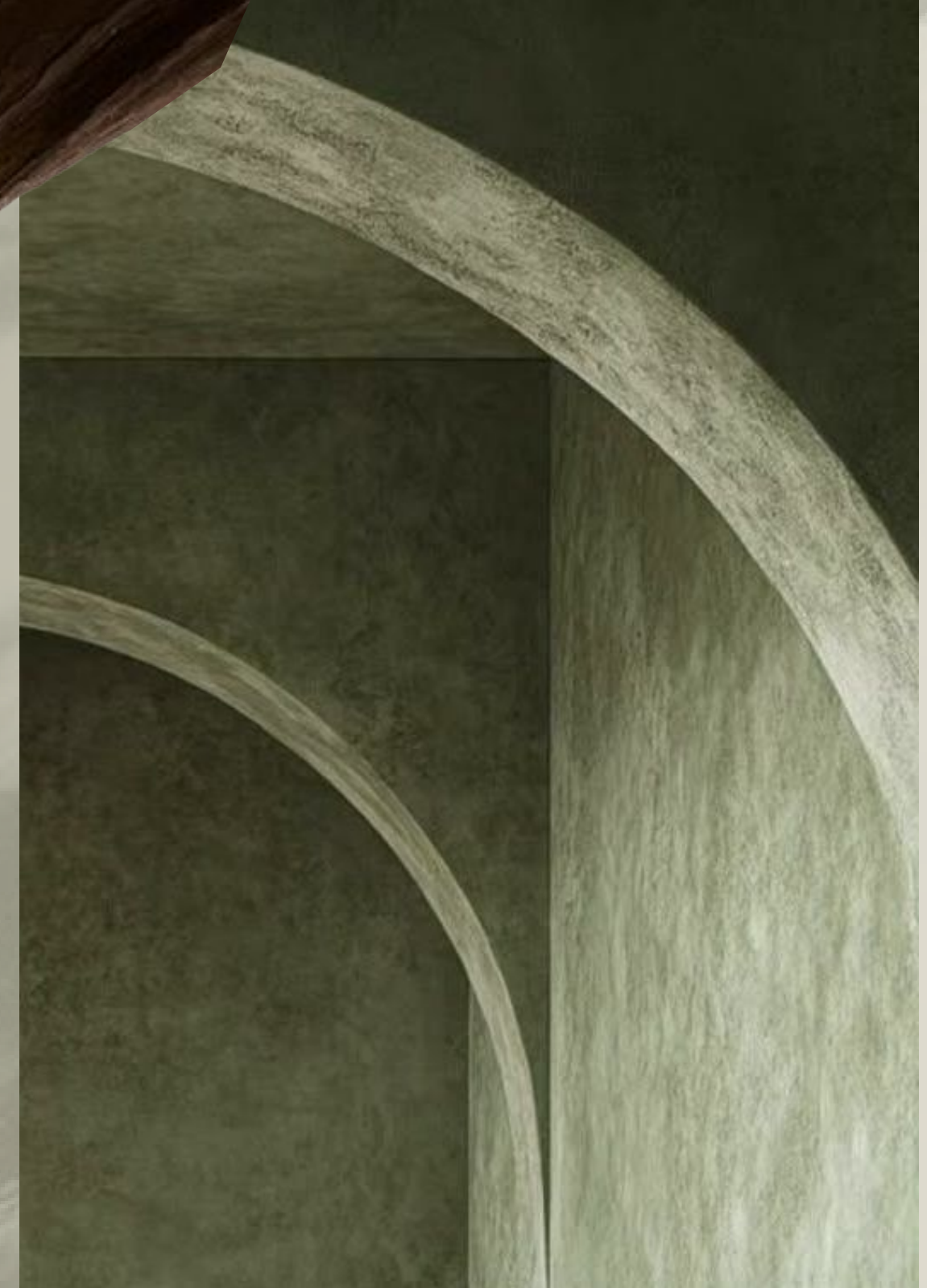
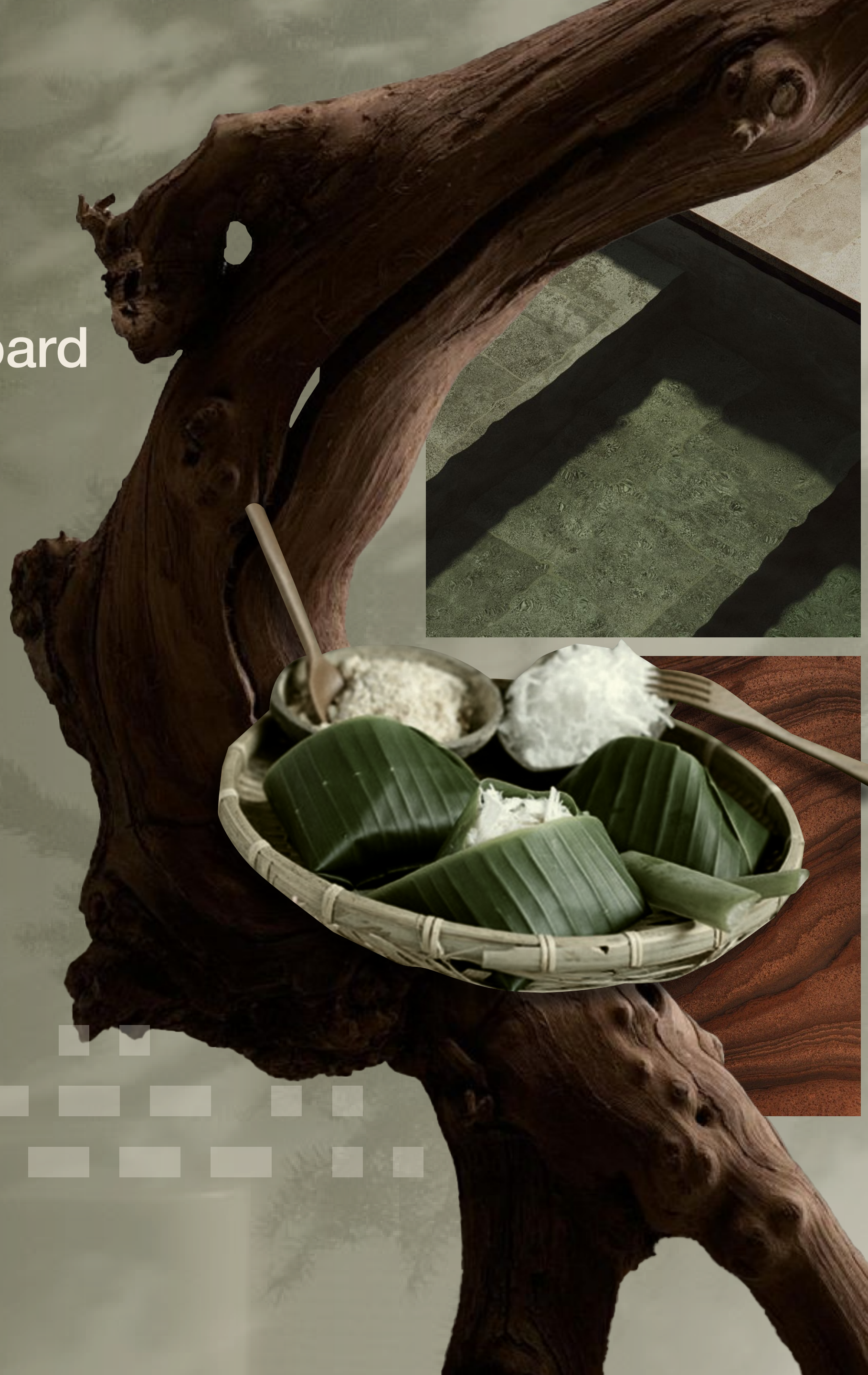


**REAL
LEATHER.
STAY
DIFFERENT.**

I chose the "GOI XOI", a very ordinary object, as a starting point to redefine the value of "Simplicity." The way banana leaves are folded and held in shape embodies an original structural logic: nothing superfluous, nothing ostentatious, yet sufficient to create a complete form. This leather bag design doesn't just use the form of the sticky rice package, but extracts the spirit of the things that make it up: the grain, the load, and the package. Leather is used as a contrasting surface: harder, more durable, more luxurious, yet still expressing the closeness and softness of the banana leaf through processing techniques and color. This is a study in translating from Craft to Contemporary, Natural materials to Leather materials, something familiar to a visual statement. For me, a bag is not just a container, but a "Package" - where Memories, Culture, and Love are preserved, packaged, and carried.

**REAL
LEATHER.
STAY
DIFFERENT.**

1.1 Moodboard



**REAL
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1.2 Storyboard



Using suede as the main material.
Gradual color cutting.

COLOR



Colors from nature.
The green of old banana leaves,
the brown of wood
& the silver of metal.



“HẠT”

Decorating and enhancing the aesthetics of the bag. Inspired by the corn kernels in sticky rice with corn, transforming the rustic material into an aesthetically pleasing embellishment effect, evoking familiar memories and creating a rich rhythmic visual effect.

“GÁNH”

The wooden handle is inspired by the carrying pole used for transporting sticky rice, transforming the familiar image of labor into a structural detail. Crafted from natural wood, each bag has its own unique grain and shape, creating individuality for each design.



“GÓI”

“Gói” refers to the structural form of the sticky rice packaging bag. Bringing together simple craftsmanship and high-end craftsmanship.

Concept Idea

**REAL
LEATHER.
STAY
DIFFERENT.**

1.3 Sketch



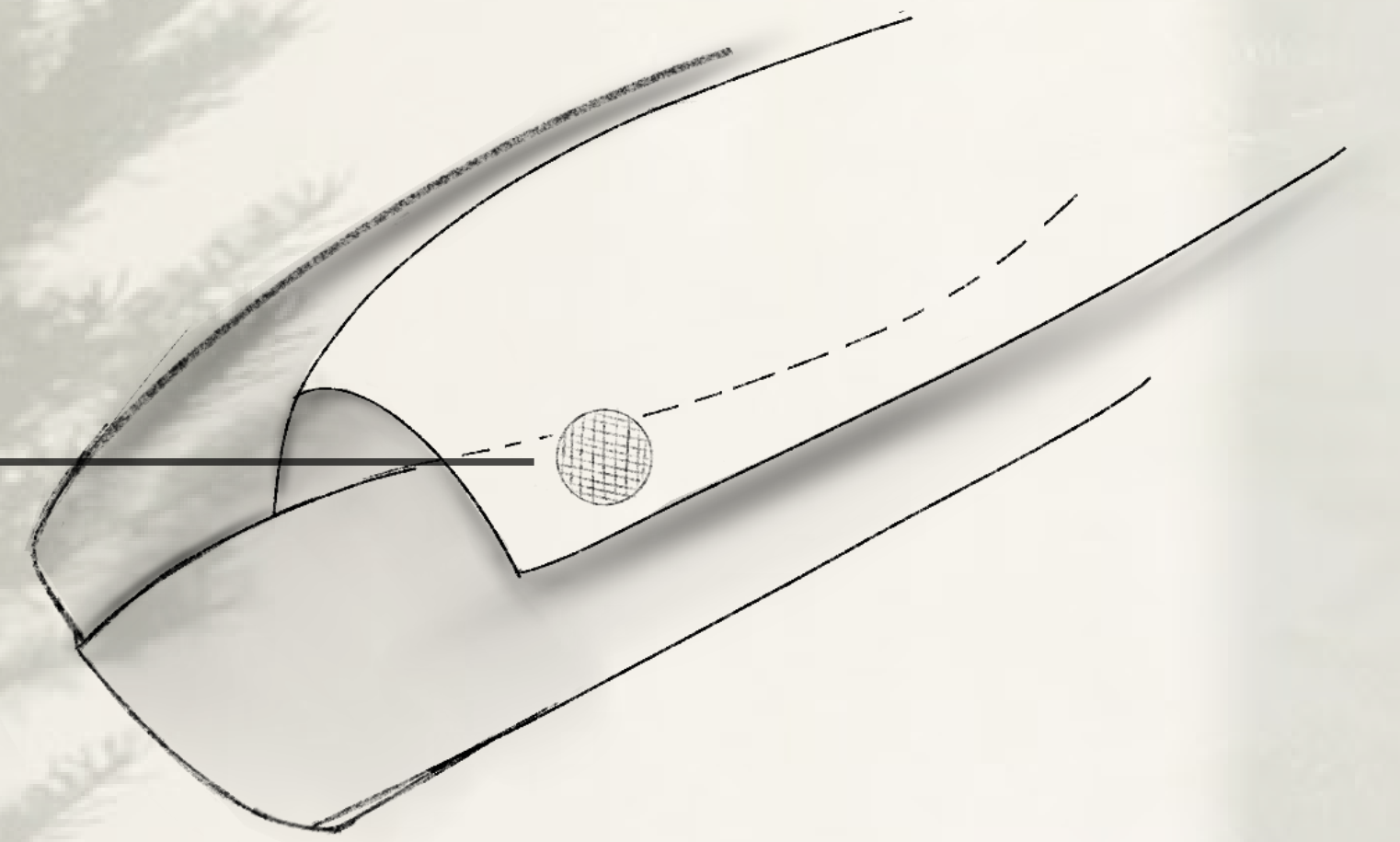
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1.4 Technical flats



10.25 inches

Magnet



4 inches

