



"I am pinocchio"

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Design Brief

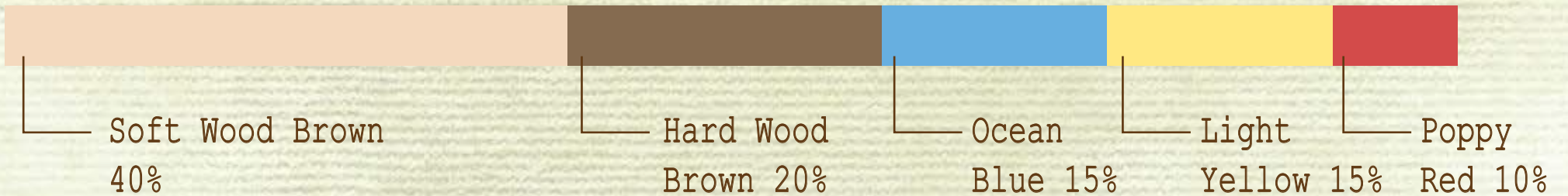
Design Brief				
รหัสวิชา	ชื่อวิชา	หน่วยกิต	ภาคเรียนที่	ปีการศึกษา
ชื่อนักศึกษา	Thitinan Jantarsi	วันที่		ชั้นปี
ชื่องาน Title	Iam PINOCCHIO			
ข้อมูลเบื้องต้น BACKGROUND	During adolescence and the transition into adulthood, young people often face expectations from society, family, and themselves regarding their future, identity, success, and mistakes. Many times, when things do not go according to plan, it can lead to confusion and denial of reality. Pinocchio represents the journey of humans from imperfection, through making mistakes, lying, and learning, until eventually accepting the consequences of their actions and growing into a "real human." This concept is therefore connected to the idea of accepting the realities and experiences that teenagers face in modern life.			
ปัญหา PROBLEM	Many teenagers are afraid to face or accept the realities of life, such as failure, uncertainty, or their own mistakes. As a result, they often experience emotional pressure, avoid reality, and struggle to grow into their true selves.			
วัตถุประสงค์ OBJECTIVE	<ul style="list-style-type: none">-To reflect the concept of accepting life's realities through the symbolism of Pinocchio.-To encourage teenagers to understand and embrace their own imperfections.-To inspire the target audience to face the truth and grow through life experiences.			
กลุ่มเป้าหมาย TARGET GROUP	Male teenagers and young adults aged 15–22, including high school and university students.			
DEMOGRAPHIC			PSYCHOGRAPHIC	
<ul style="list-style-type: none">-Gender: Male-Age: 15–22 years old-Status: High school / university students-Location: Urban and suburban areas-Lifestyle: Active on social media, interested in fashion, music, and contemporary art; appreciates vintage aesthetics, enjoys peace and simplicity, and dislikes chaotic environments.			<ul style="list-style-type: none">-In the process of discovering their identity-Feeling pressured by the future and expectations-Seeking to overcome mistakes and gain acceptance from both society and themselves	
ความคิดรวบยอด CONCEPT				
เหตุผลสนับสนุน SUPPORT	Pinocchio represents teenagers who are controlled by the "strings" of expectations and life circumstances. Accepting what happens in life does not mean giving up, but rather understanding the consequences of one's actions, learning from mistakes, and gradually cutting those strings in order to grow into one's true self. The story of Pinocchio is universal and easily relatable. Symbols such as the growing nose, strings, and wooden puppet reflect lies, fear, and being controlled, which strongly connect to the emotional state of teenagers in today's society.			
อารมณ์/ความรู้สึก/บุคลิกภาพ MOOD / TONE/ PERSONALITY	MOOD : European old-town, Vintage TONE : Warm, Bright PERSONALITY : Innocent, Childlike			
การตอบสนองที่คาดหวังจากกลุ่มเป้าหมาย DESIRE RESPONSE	<ul style="list-style-type: none">-Feel connected to the story of Pinocchio-Reflect on themselves and accept the imperfections of life, Gain the courage to face reality and future changes with confidence			
ประเภทงานชิ้นงาน SCOPE	Loafer shoe 5 designs, Crossbody bag 5 designs. Final Loafer shoe 1 design, Final Crossbody bag 1 design.			



The concept behind this bag and footwear collection is inspired by Pinocchio, representing teenagers during the transition into adulthood while facing expectations, mistakes, and uncertainty. Symbols such as strings, wooden puppet elements, and the elongated nose are used to reflect control, fear, and hidden truths. The collection symbolizes learning from mistakes, accepting reality, and gradually growing into one's true self.



Color ways



Material

Vegetable Tanned Leather

- Uneven surface with natural markings
- Symbolizes "growth along with the marks of life"
- Becomes more beautiful with use → Like Pinocchio gradually becoming human

Wood

- Wooden Buttons
- Wooden Locks
- Wood Burned Brand Logos

Natural Rubber

- Dull yellow or raw rubber
- gives an old-school, handcrafted feel.
- Conveys a sense of "authenticity and unadulterated".

Suede

- Matte finish, soft, not stiff.
- Gives a feeling of fragility and sensitivity.
- Suitable for teenagers who love peace and quiet, without much excitement.



Jointed Construction

Connected with wooden pegs/
metal nails/rope

Allows for free movement,
not stiffness.

Key technique: Spacing the joints
to create "imperfect" movement.

String Mechanism

Use ropes, cotton, or fishing line.

Tie them from the arms, legs,
and head to a control bar at the top.

Pulling each rope controls the movement.

Symbolic: Ropes = Control /
External Expectation

Wood Carving

The carving technique reveals the wood grain, splinters, and imperfections.

Some parts may utilize multiple layers of laminated wood for added strength.

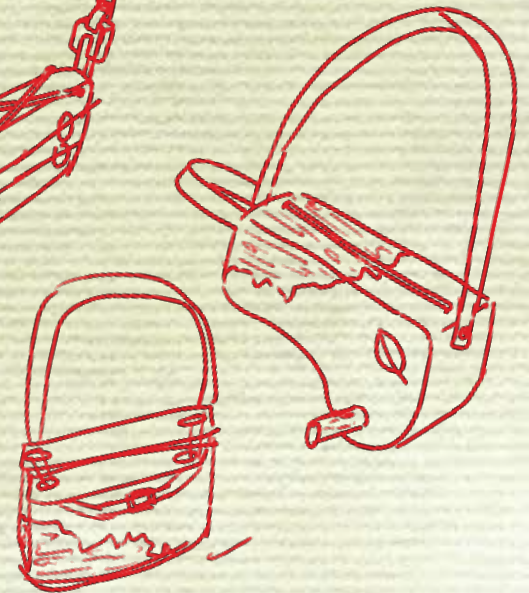
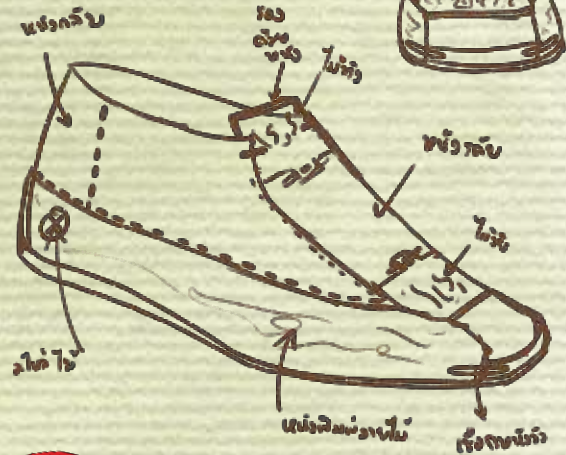
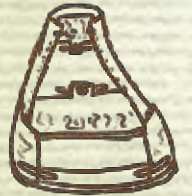
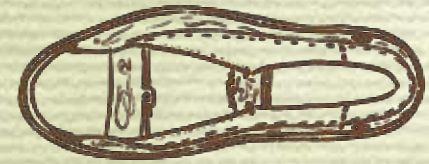
Concept: The raw nature of the material reflects the incomplete nature of the figure.

Technique

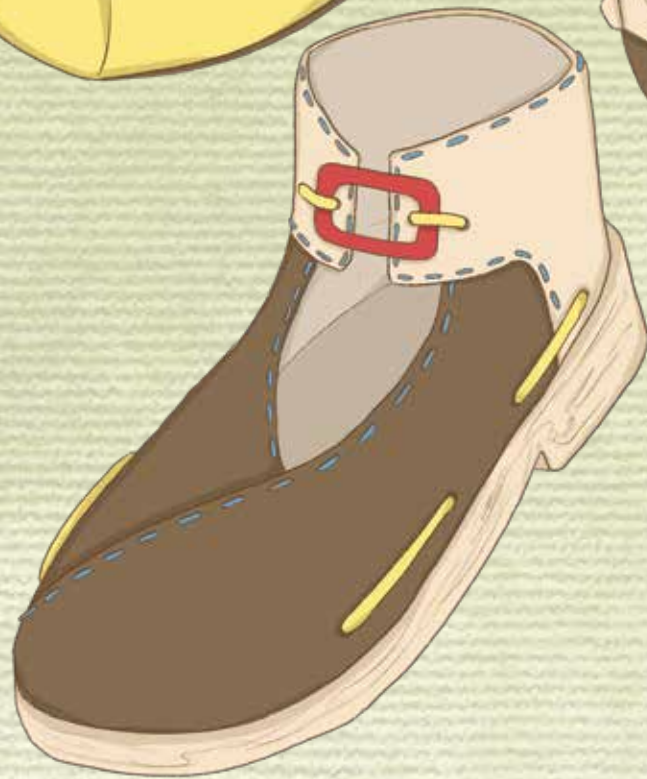
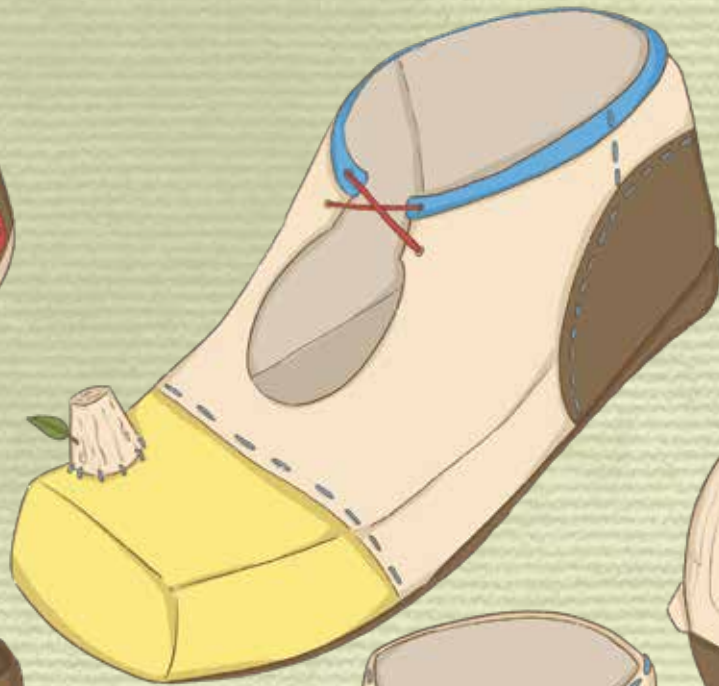
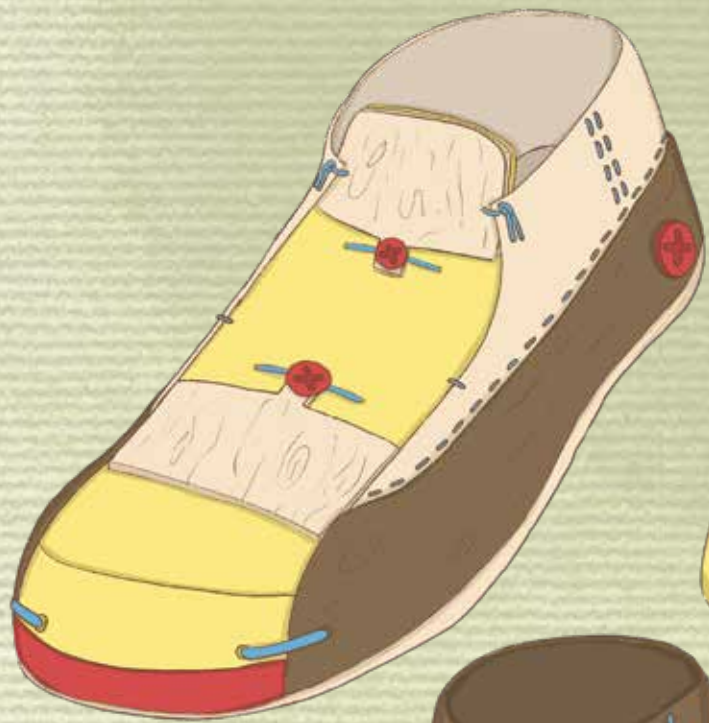


Design summary table

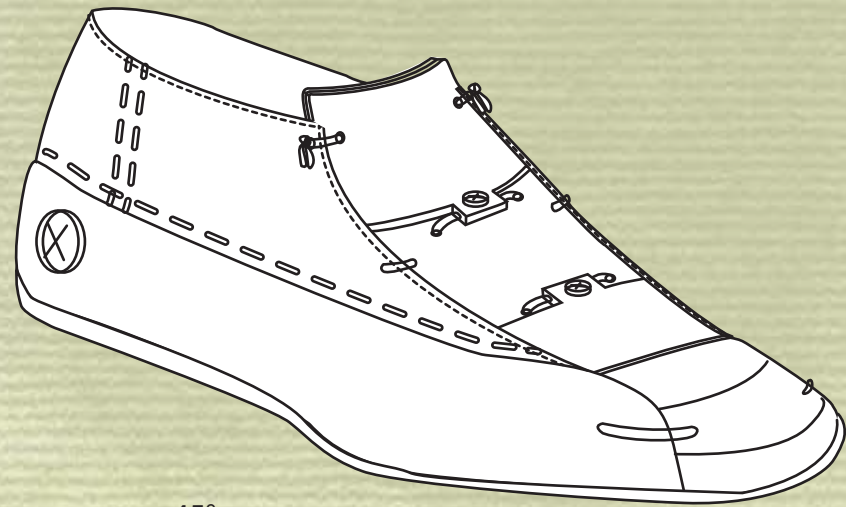
design elements		Factors affecting design			Summary of design elements
		Target group	design trends	inspiration	
Definition		Young men aged 15–22 who are in the process of finding their identity who like vintage style and enjoy dressing up.	Conceptual design Emphasizes simplicity, the rawness of materials, and imperfection.	The story of Pinocchio. The growth from a wooden puppet to a human.	Accepting reality and growing through the traces of life through the perspective of Pinocchio.
Color tone		Those who prefer calm, simple color tones, but still with a vibrancy suitable for their age.	Sartorial heritage hues (S/S 2026) Primarily natural color tones, mixed with vibrant colors in low proportions, to create mood and storytelling, with a use of colors reminiscent of classic styles.	The colors from the wood grain, the raw materials, and the emotions from the story of Pinocchio.	
Silhouette		For those who desire simplicity but without repetition. Practical and usable.	The structure is clear, but not overly polished. Classic shape mixed with contemporary elements. -The BoatShoe -The lace-up shoe	A puppet structure made up of multiple pieces: wooden heels and a wooden puppet frame.	Simple, sturdy design with a rhythmic pattern of seams. Simple design, wooden heel or a combination of wood and rubber sole.
shape	shoe heel				
Materials		Value materials that have a story. Appreciate natural materials.	Natural materials, minimally processed.	The origins of Pinocchio begin with wood. The pulling of the strings taut the wooden puppet.	Solid wood, canvas, linen, suede. Wooden hardware, wood-patterned leather, leather cord.
Specific techniques		Those who appreciate detail, craftsmanship mixed with industrial work.	A blend of craftsmanship and industrial work.	Puppet-making techniques (joint, string, carving)	Hand stitching, jointing techniques, wood and leather combinations, showcasing material textures.



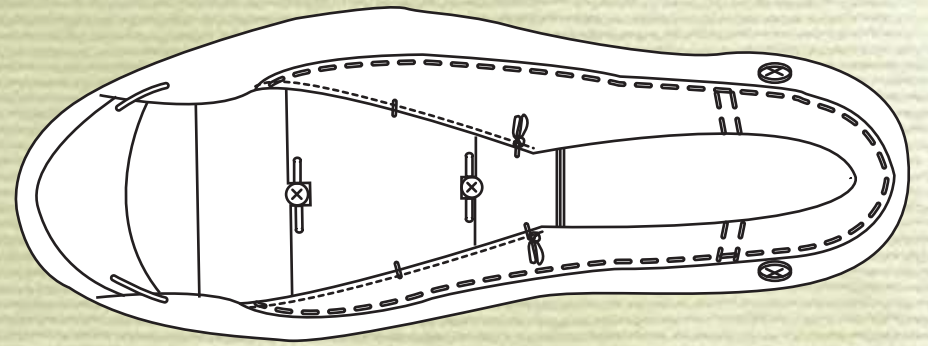
Sketch Design



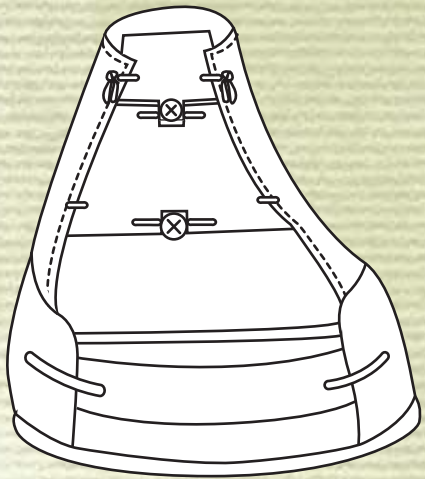




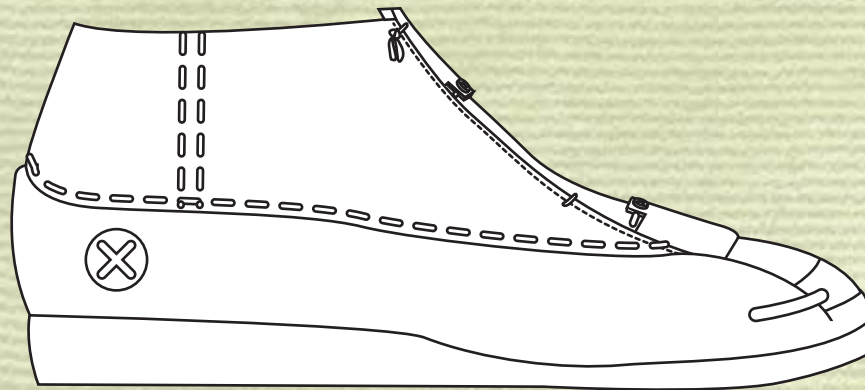
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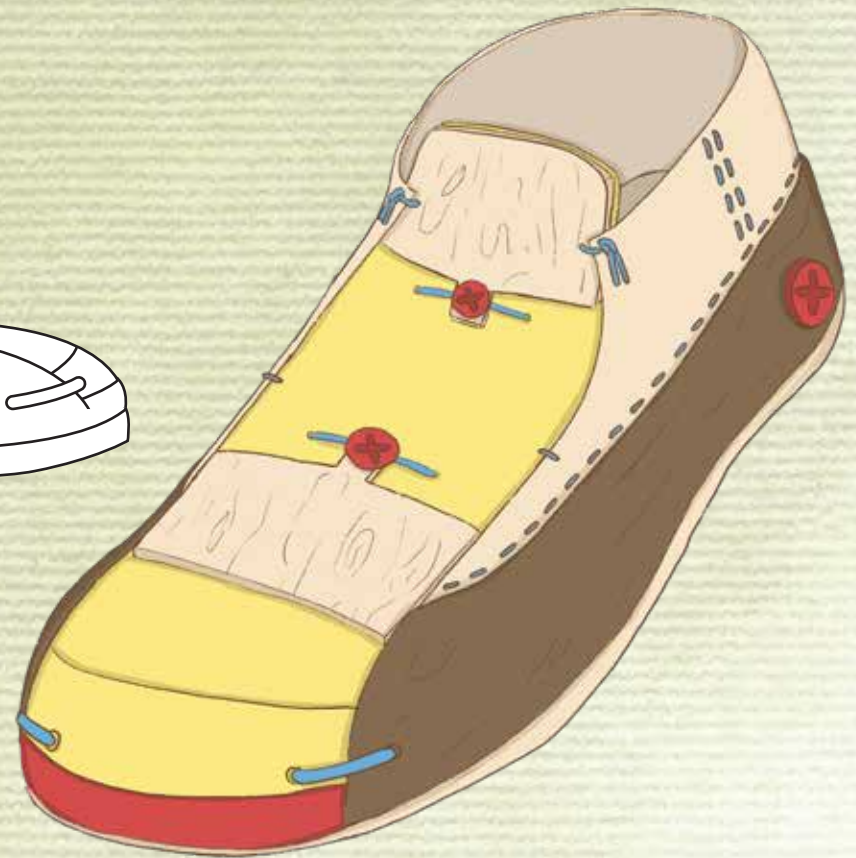
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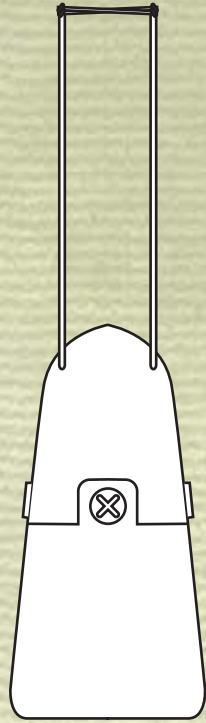
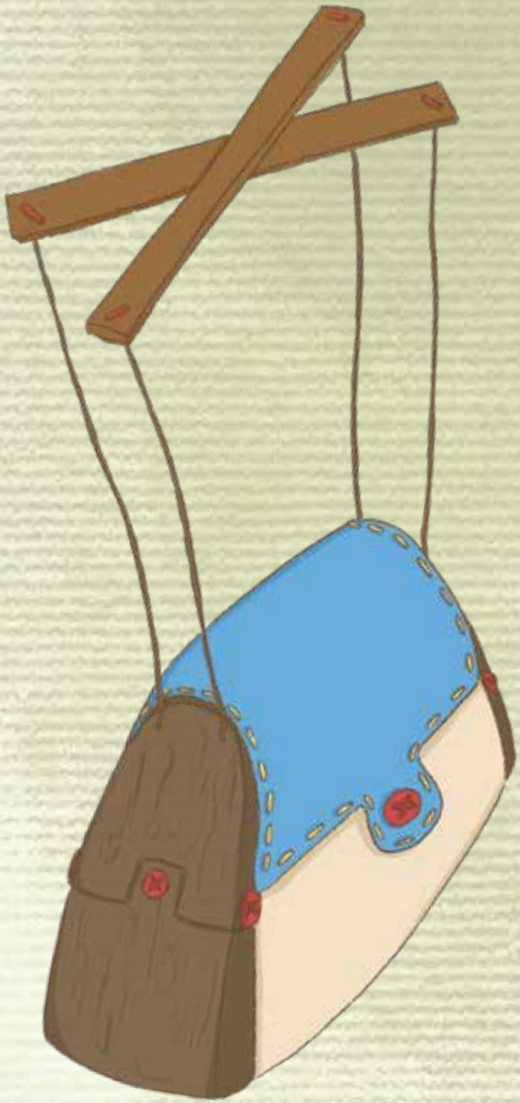


FRONT

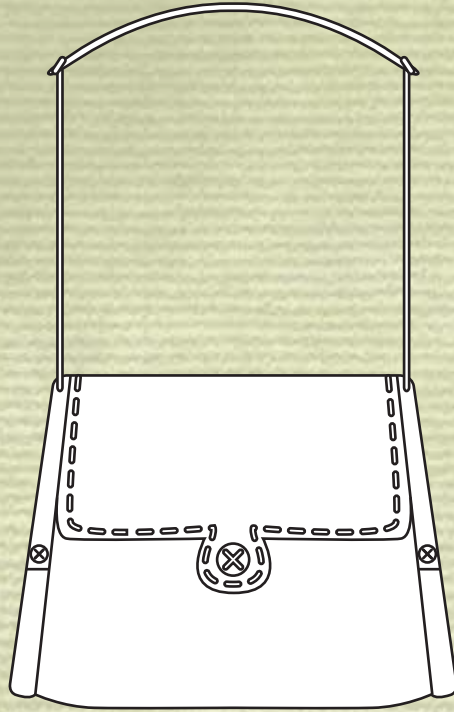


SIDE

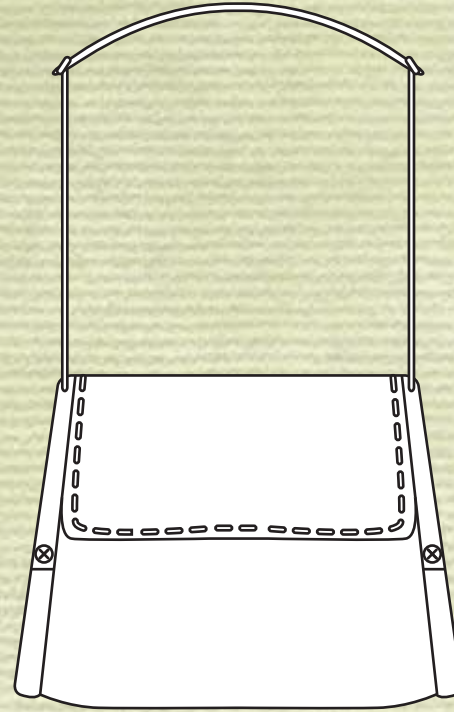




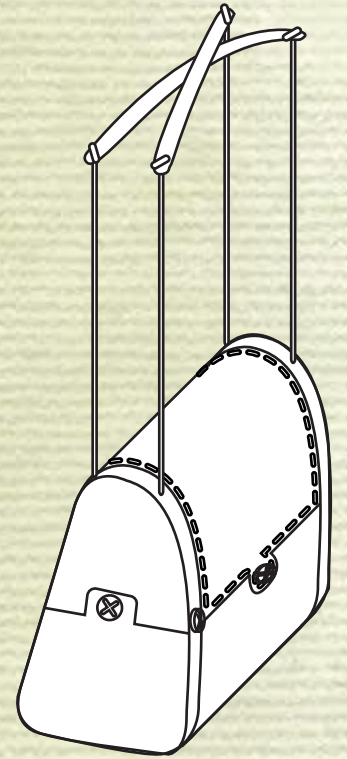
SIDE



FRONT



BACK



45°



" Pinocchio did not only want to become a real boy, he wanted to become the best version of himself. "





" The strings controlling us can be
the expectations of others. "

" Although he was made of wood,
Pinocchio slowly learned what it means to be human. "



