

SKATE CULTURE®



Materials

Genuine leather is made from real animal hides, typically tanned for use. It's known for its high durability, lasting 15-20 years. It has a flexible, breathable texture, becomes softer and more beautiful with prolonged use, and has a distinctive fragrance. It is generally more expensive than artificial leather.

PVC (Polyvinyl Chloride) artificial leather is easy to clean, durable, and available in a variety of colors.

The glossy metal makes the bag look more luxurious and increases its durability.

Material used inside

Polyester fabric is durable, doesn't tear easily, and is inexpensive.

Suede is characterized by its soft, velvety, fluffy texture and excellent breathability, giving it a luxurious, vintage look.

Target

18-25

Target group

:

People who like skateboarding, street fashion, and free-spirited styles reflect skateboarding culture and love graffiti on the streets.



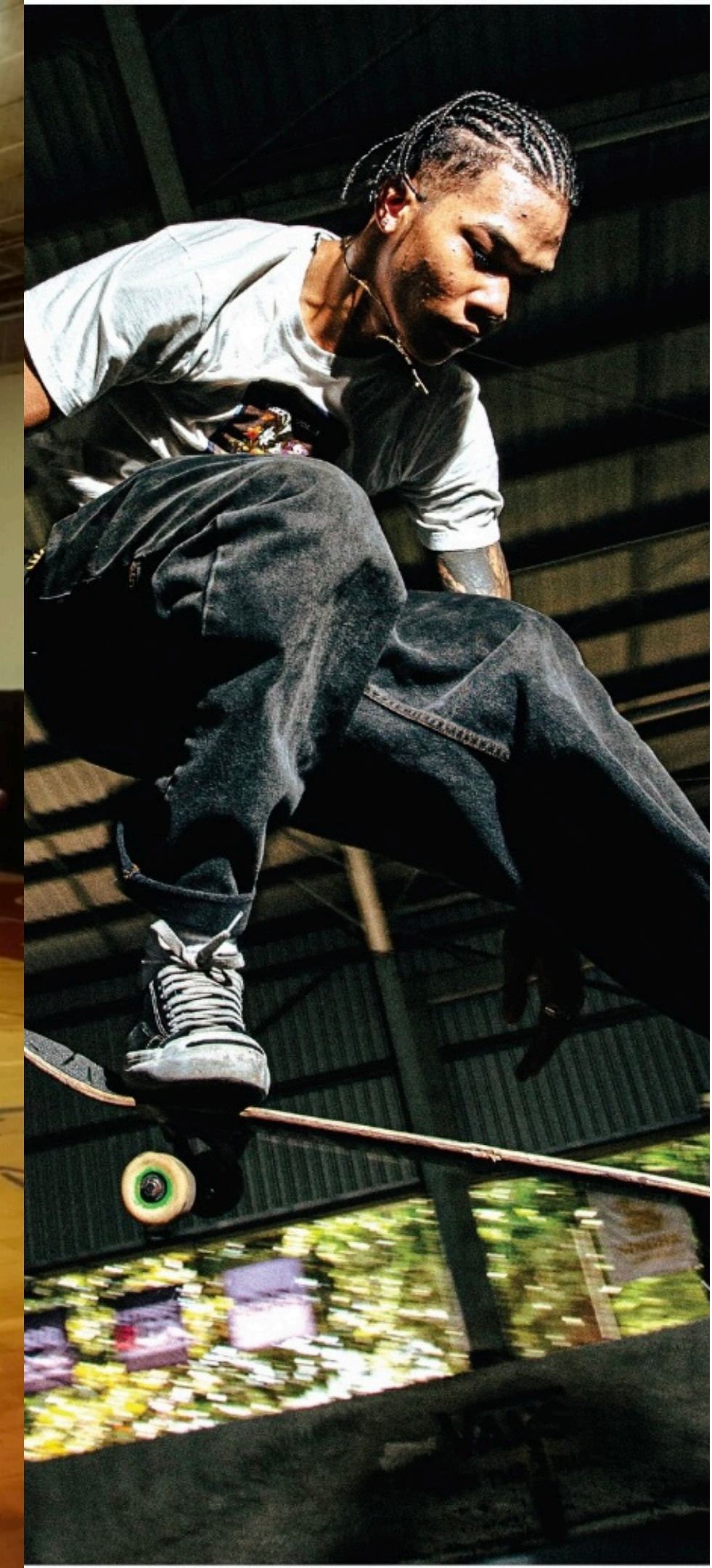
personal

Name: Coach

Occupation:

Student/Skateboarder

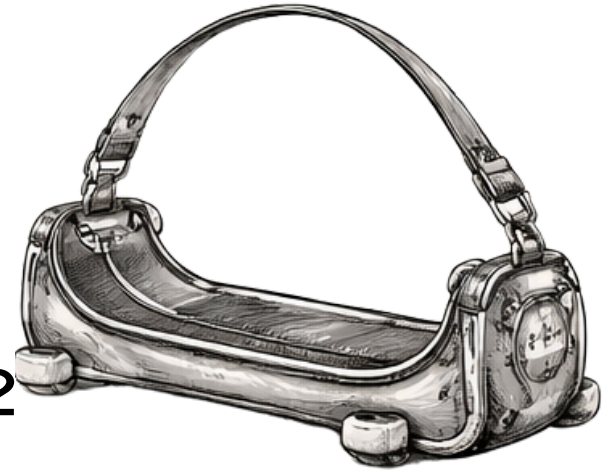
**Passionate about skateboarding
and skateboarding culture. Enjoys
listening to hip hop music and
loves graffiti art.**



1



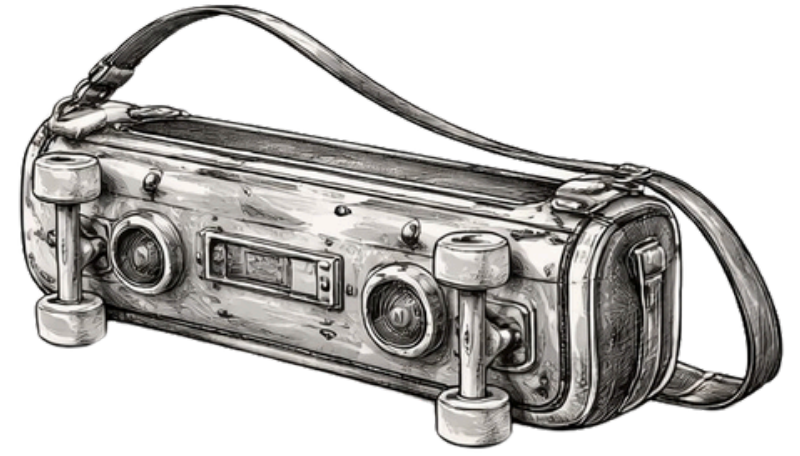
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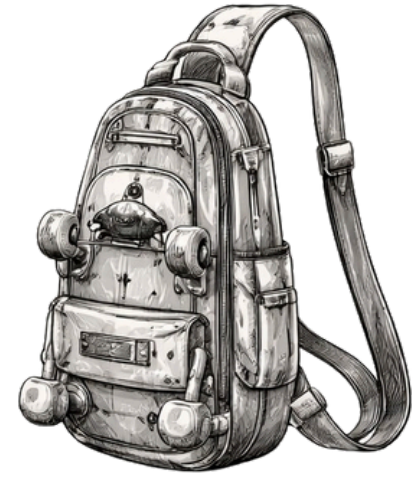
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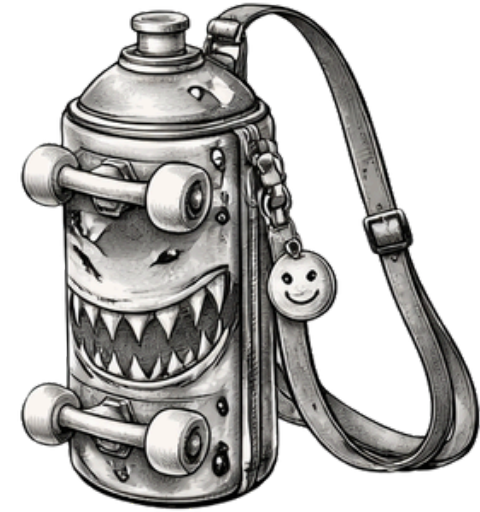
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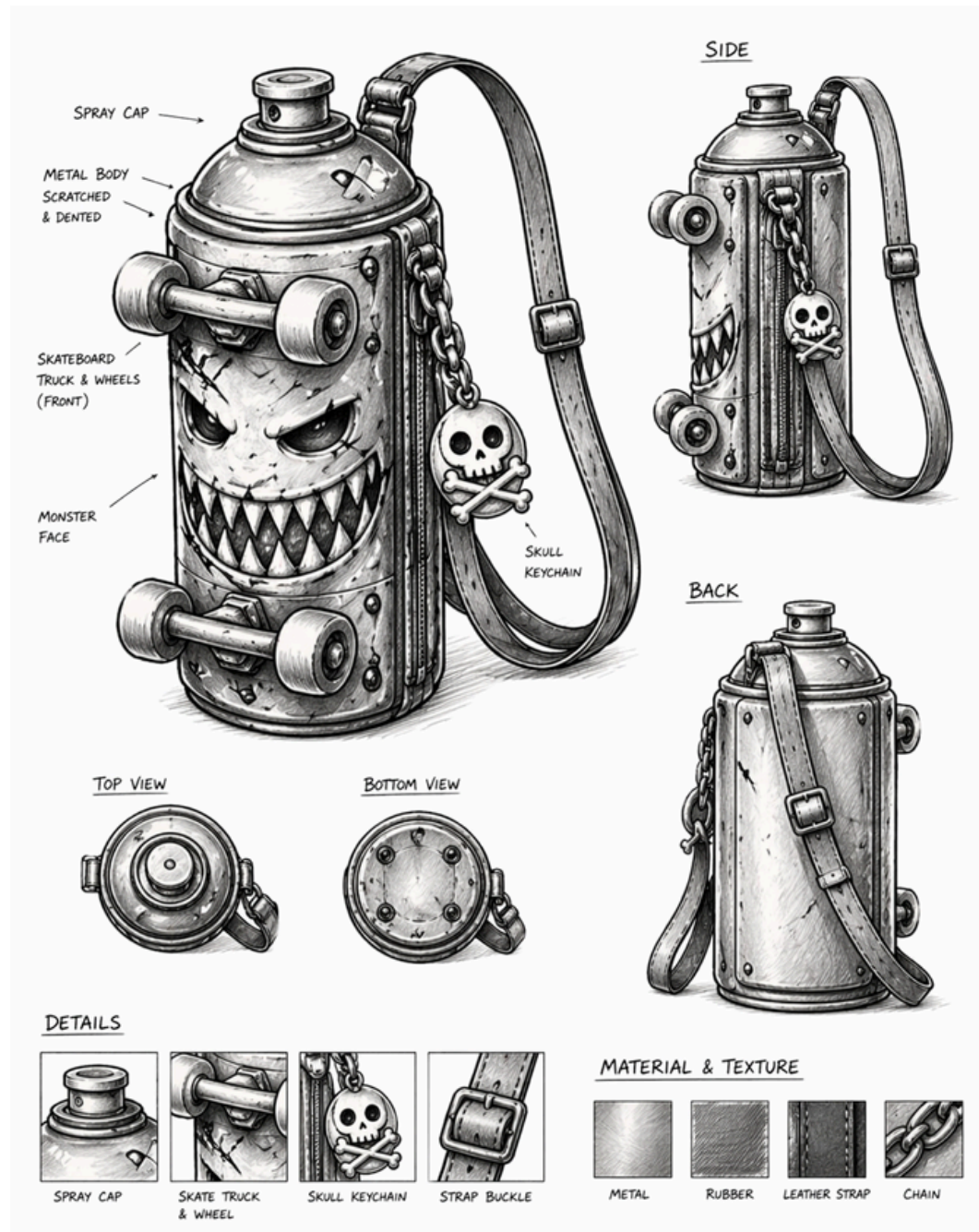


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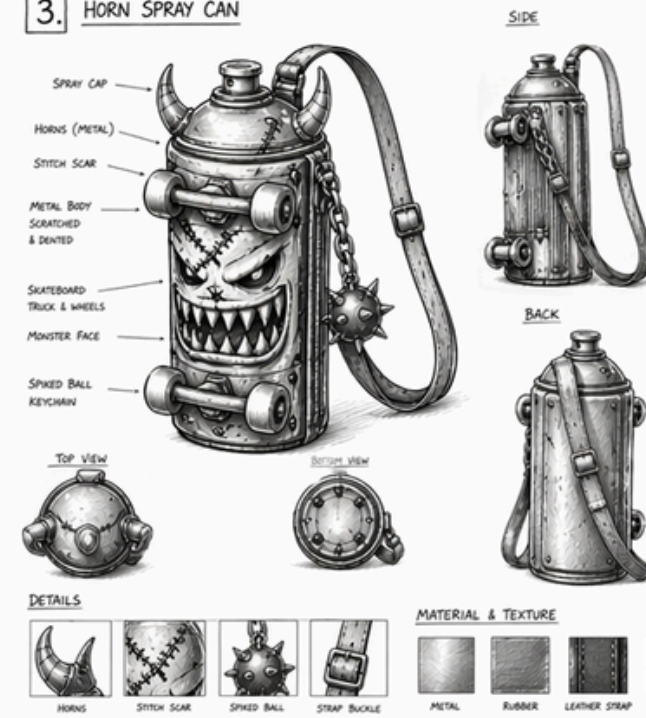




2. X-X SPRAY CAN



3. HORN SPRAY CAN



4. CROWN SPRAY CAN



5. KNIGHT SPRAY CAN



6. FLAME SPRAY CAN

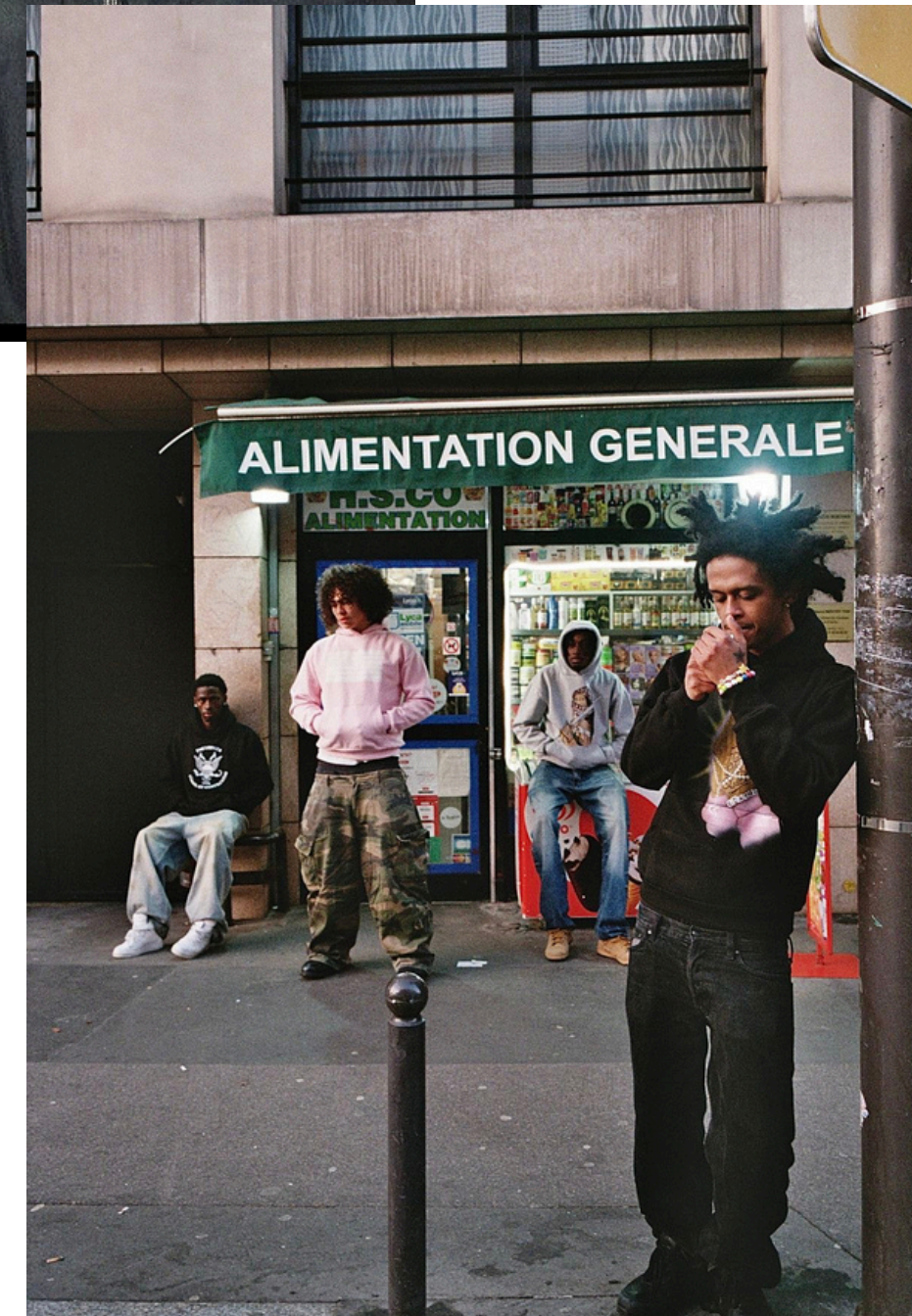


LOGO

SKATE CULTURE[®]

Brand Style – Mood / Tone / Style

- Mood Cool, independent
- Tone : Street Fashion / Skateboard
- Style : Graffiti + Urban + Vintage Luxury
- Main colors: Black, Gray, Silver, Dark Red



Marketing

Sales channels

- Instagram
- TikTok
- Shopee / Lazada
- Pop-up ตามงาน Street Market



Selling point

- The bag's design is inspired by skateboarding.
- It has a high street style and fashion appeal.
- Multiple textures of materials are used to add a touch



price

- 9500 – 15000 บาท

Product Bag

Model: Tarsonaget Deck Bag

Long, skate deck-like bag

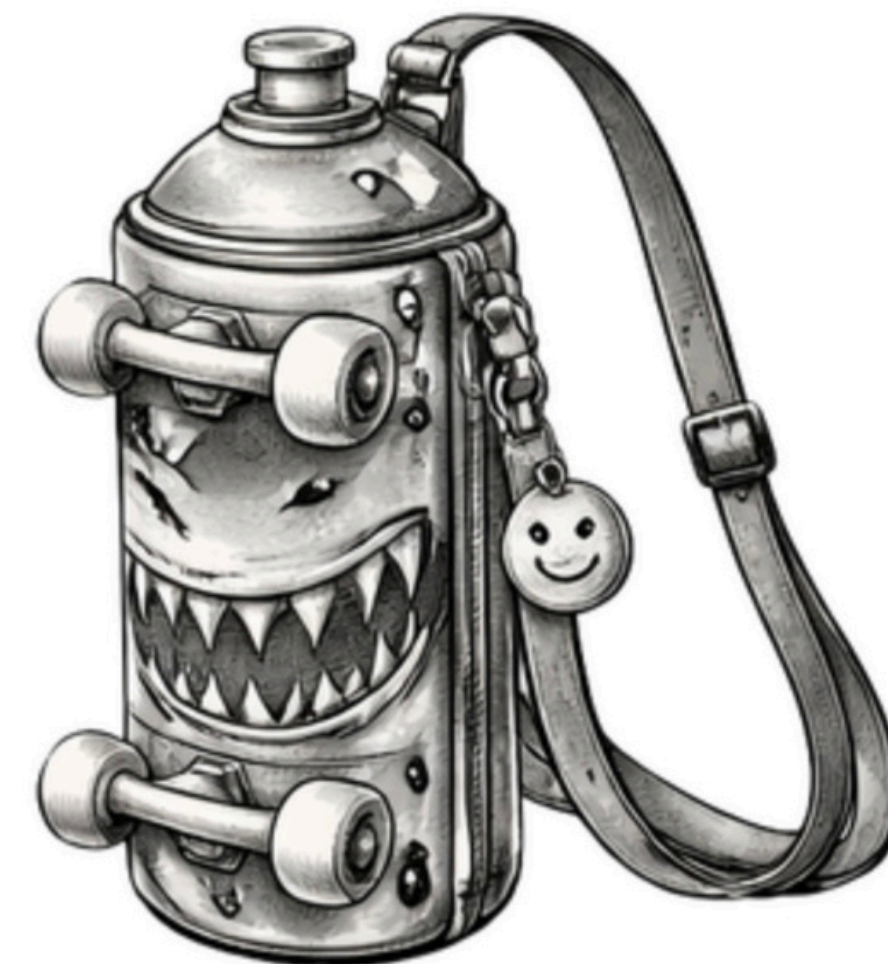
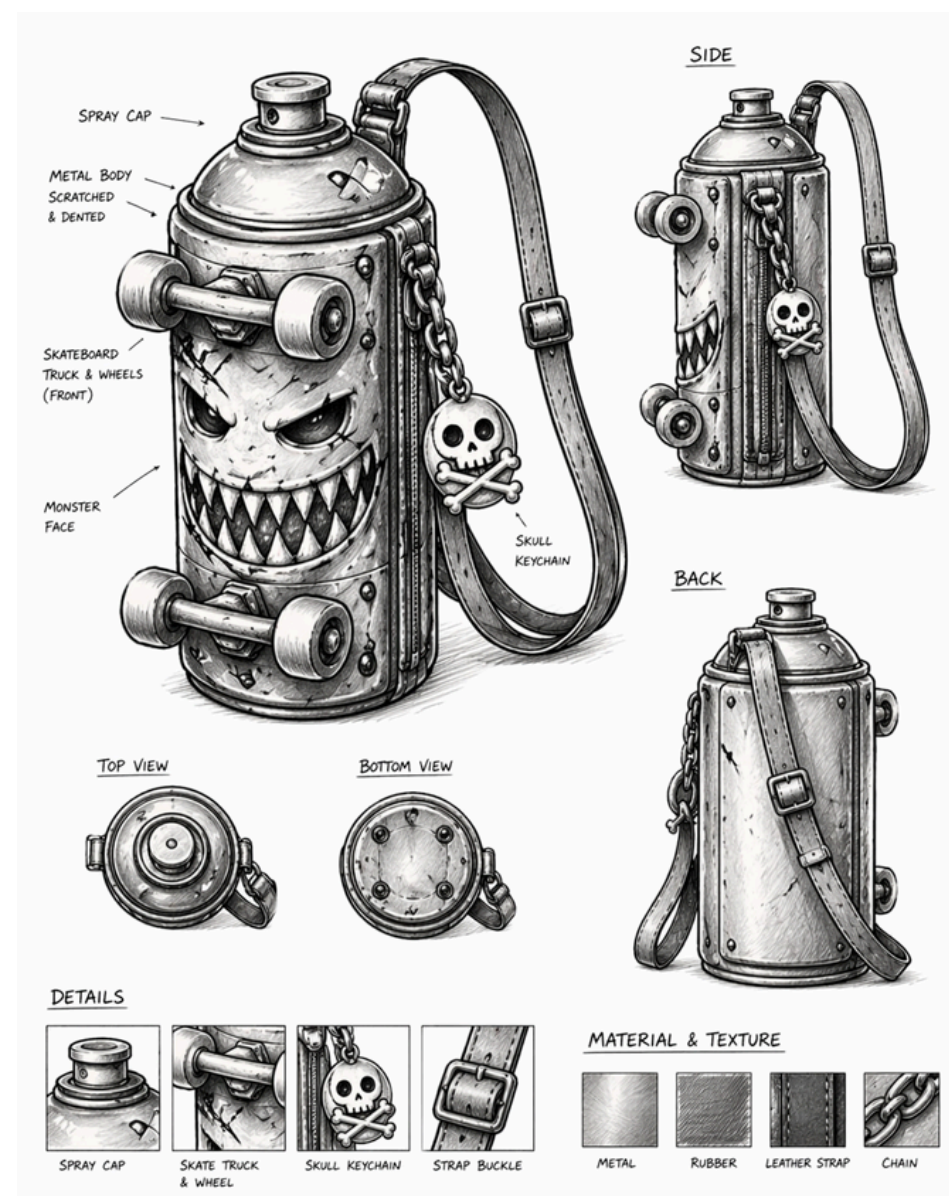
Can be worn as a shoulder bag or
crossbody bag

Suitable for everyday use and fashion



Design – Sketch → Final

- Starting with a sketch of a bag based on the shape of a skateboard.
- Adding storage compartments and a shoulder strap.
- Developed into a 3D mockup and the final product.



Inspiration

Inspiration

- City Street
- Graffiti
- Skate Park
- Hip-hop Fashion
- Color Tones
- Green
- Purple
- Black
- Dark Red
-



Material

Suede:

Soft, velvet-like texture; vintage and luxurious look.

PVC (Synthetic Leather):

Easy to clean, durable, available in many colors.

Polyester Fabric:

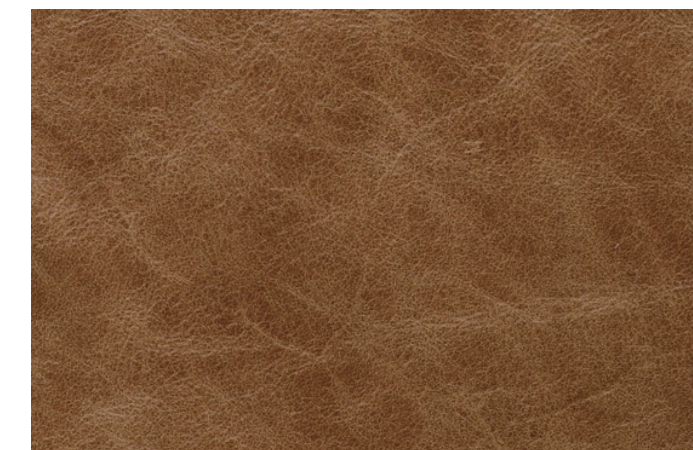
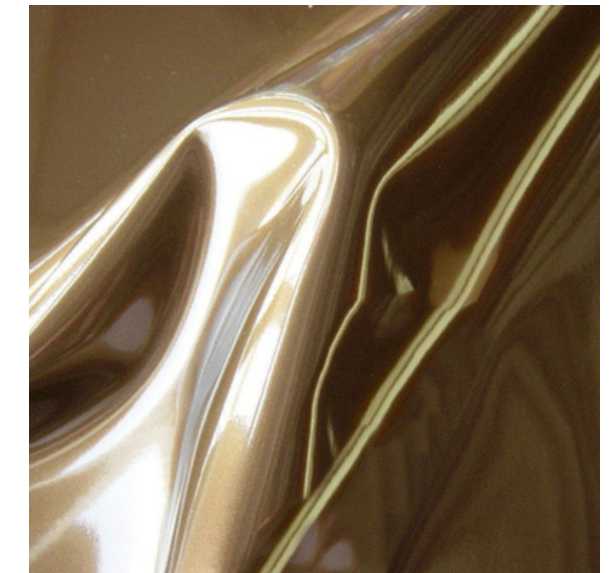
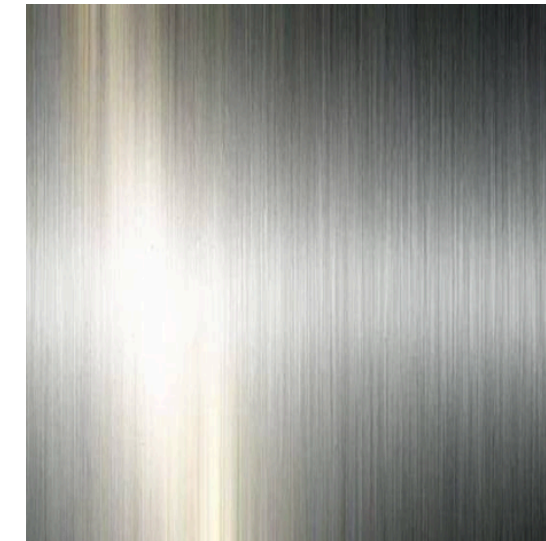
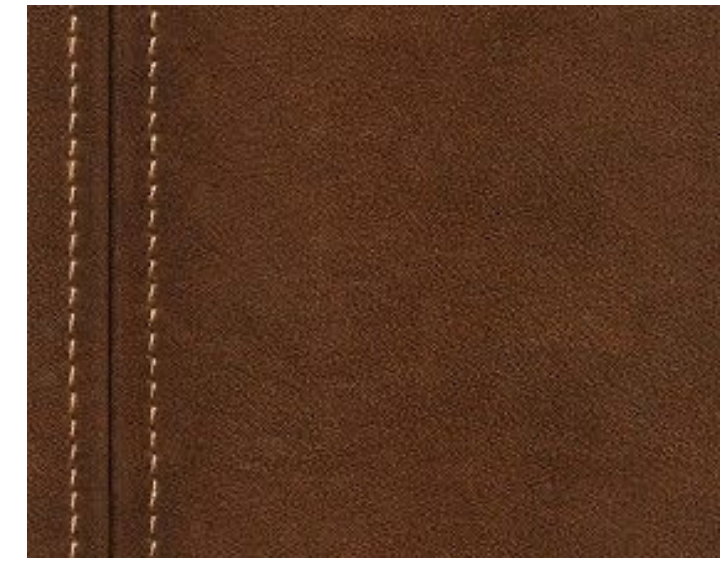
Durable, tear-resistant, and cost-effective.

Genuine Leather:

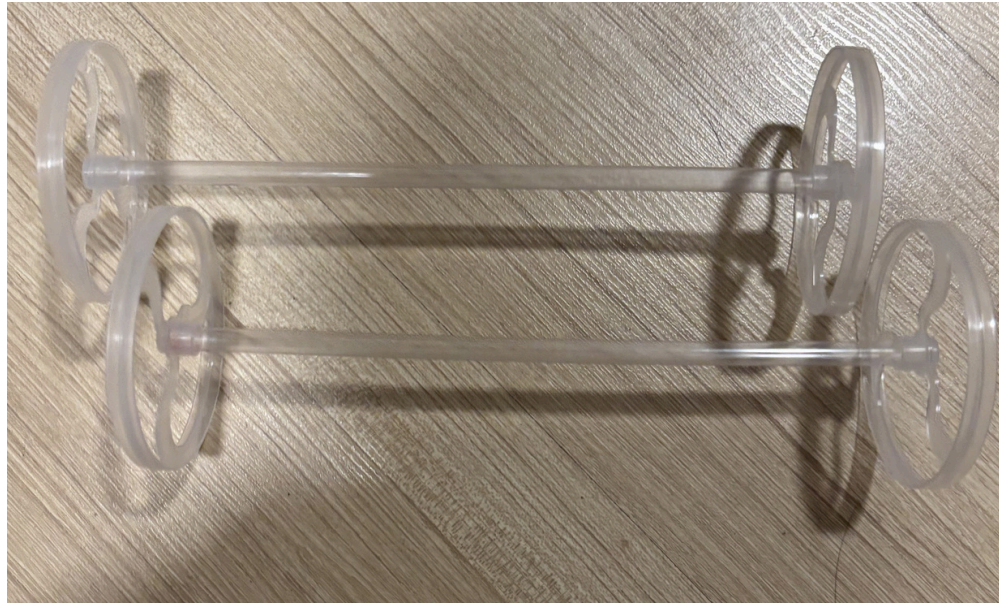
Durable, long-lasting, and premium-looking.

Shiny Metal:

Adds a touch of luxury and strength.



Technique / Process



Measure the paper to get the desired shape, then roll it up and staple both sides together. Cut the foam in half and attach it to the top to form a spray paint shape.

User / Styling

- Perfect for street fashion lovers,
- skateboarders,
- and those who like hip hop and graffiti.
- Pair it with a hoodie, baggy jeans, and sneakers.



Photoshoot

