



CANINDÉ

a reflection on roots, belonging and absence

**REAL
LEATHER.
STAY
DIFFERENT.**

ANA CLARA GARCIA DA SILVA

Hello, my name is Ana Clara Garcia da Silva, and I am a third-year Fashion Design student at the Pontifical Catholic University of Campinas, in Brazil. Throughout my academic journey, I have been developing a sensitive perspective toward design, seeking to explore not only aesthetics, but also the meanings and stories behind each piece.

My interest lies in creating objects that carry identity and emotion, connecting memory, territory, and a sense of belonging. I believe fashion is a form of expression and reflection, capable of translating personal experiences into visual language.

I am deeply interested in the use of different materials and in the experimentation of forms, especially when these elements contribute to the construction of narratives and to the appreciation of more conscious and lasting processes.

My work seeks to balance concept and functionality, developing pieces that engage with the contemporary while also carrying permanence and meaning over time.



ANA CLARA GARCIA DA SILVA



roots

It represents my origin, territory, and memory, referring to the connection with the place where I come from and to the experiences that have shaped my identity.

belonging

It expresses my emotional bond with this territory, it is the feeling of belonging, of recognizing myself in the space, the culture, and the lived experiences.

absence

It reflects what was once present and has now become scarce, a presence felt through its absence, carrying memory, transformation, and urgency.

I chose my hometown as the starting point for this project because it is the place where I built my emotional memory and my perception of the world. Growing up in an environment where macaws were part of everyday life made their presence feel natural, until, over time, their absence began to become noticeable.

Returning to this memory is also a way of recognizing the transformations of the territory and the reduction of a presence that once seemed permanent. By bringing my city as inspiration, I seek not only to represent a landscape, but to translate a feeling of belonging, pride, and, at the same time, care and urgency.

This project is therefore born from a personal relationship with my place of origin, transforming lived experience into visual language and art.

ANA CLARA GARCIA DA SILVA



ARARA-CANINDÉ AND ARARAS CITY

The arara-canindé is a psittaciform bird of the Psittacidae family. It is also known as arara-de-barriga-amarela, arara-azul (in the Amazon region), canindé, arara-amarela, and ara-araúna. It is considered one of the most intelligent psittacine species. It is not currently classified as threatened, although it is highly valued as a cage bird. However, its populations are declining, and some local populations have already become extinct.

Currently, they are part of the daily life of the population of Araras, especially in the city center, and wherever they pass, they draw attention. The city of Araras is responsible for the repopulation of araras-canindé in the state of São Paulo. The “Cras Pró Arara” was inaugurated in July 2014 and operates at the Municipal Lake. The program receives birds and other animals that are victims of abuse or trafficking, as well as those that have been seized or abandoned, and works on their rehabilitation and reintegration into nature.





ANA CLARA GARCIA DA SILVA

DESIGN NARRATIVE

The visual construction of the piece begins with the observation of the movement of araras-canindé in flight, translating lightness and strength into an organic silhouette that evokes the opening of wings. The shoulder bag is structured to balance presence and fluidity, with an opening system that recalls the gesture of wings flapping, creating an intuitive and symbolic interaction with the user.

The surface is composed of overlapping leather cutouts, inspired by the texture of feathers, creating an effect of depth and rhythm. This construction does not seek a literal reproduction, but rather an abstract interpretation that carries the visual memory of the macaws. The variation between more complete and fragmented cutouts suggests the passage of time and the reduction of their presence in the territory.

The color palette is inspired by the araras-canindé, with shades of blue and yellow introduced in a subtle way, engaging with Brazilian identity without resorting to direct representations. These elements appear strategically, revealing themselves through details and layers, like a discovery throughout use.

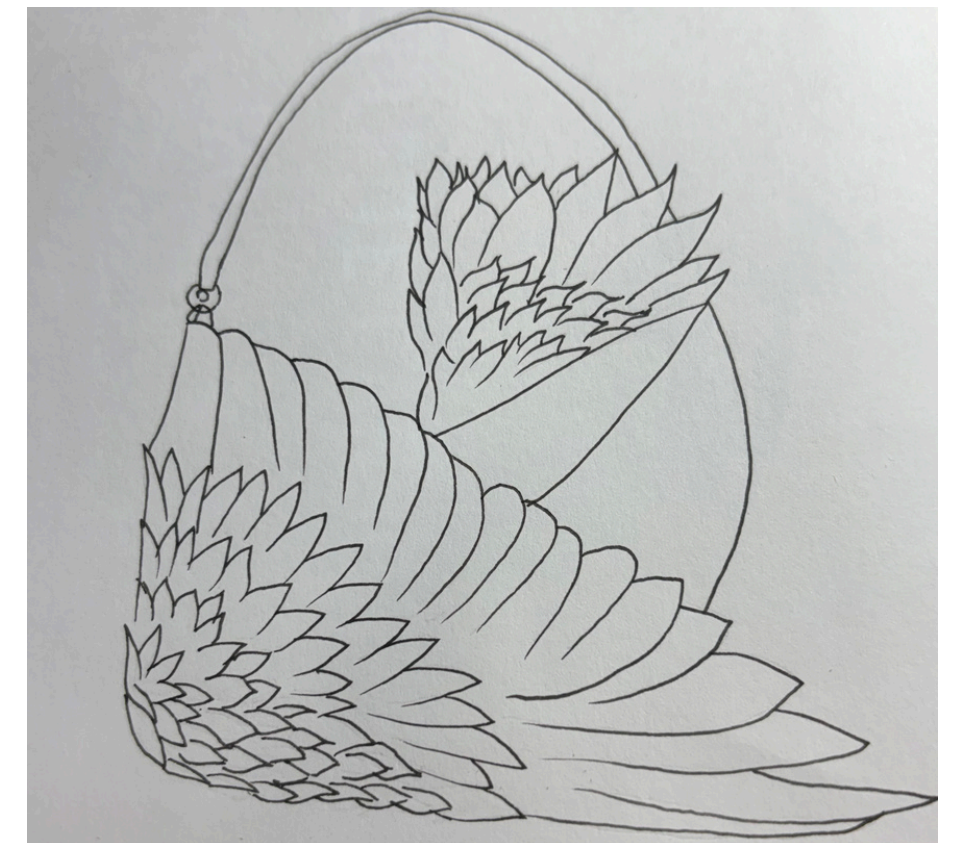
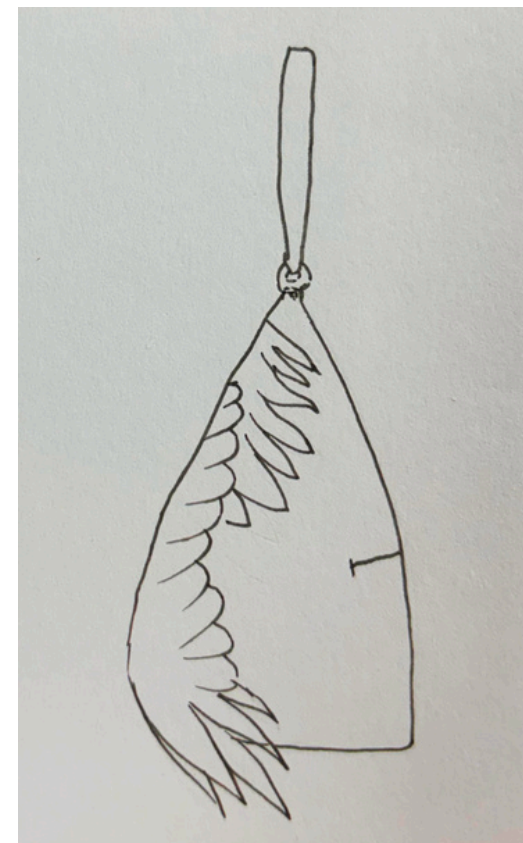
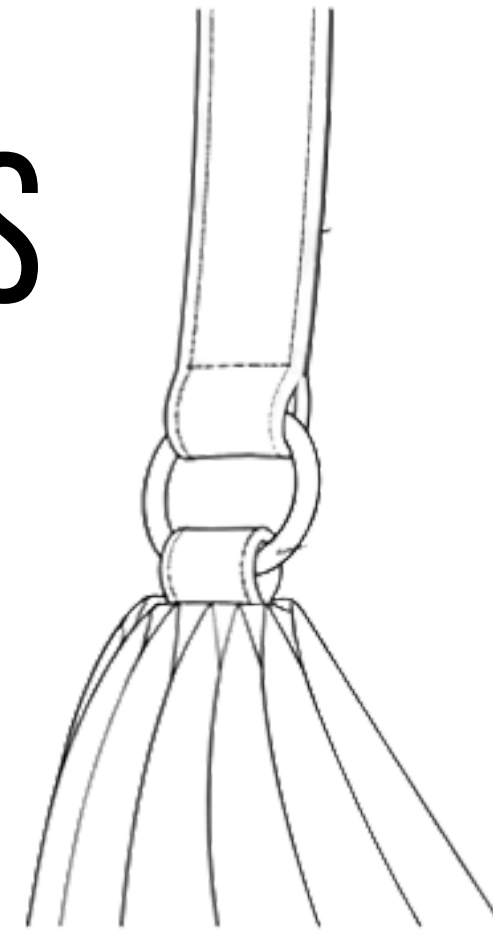
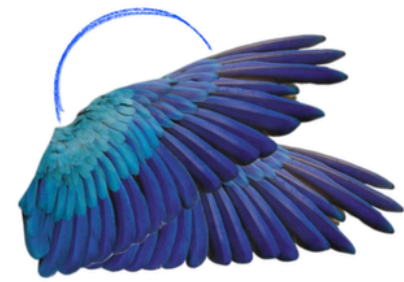
The choice of leather as the main material reinforces the idea of permanence, while the use of scraps introduces a logic of reuse and conscious construction. Stitching and fittings are designed to highlight the process and allow maintenance over time, incorporating durability as part of the aesthetic.

The result is a piece that moves between the symbolic and the functional, where form, material, and narrative come together to transform memory into object.

ANA CLARA GARCIA DA SILVA



CREATIVE PROCESS AND SKETCHES



ANA CLARA GARCIA DA SILVA

FINAL PROJECT



ANA CLARA GARCIA DA SILVA

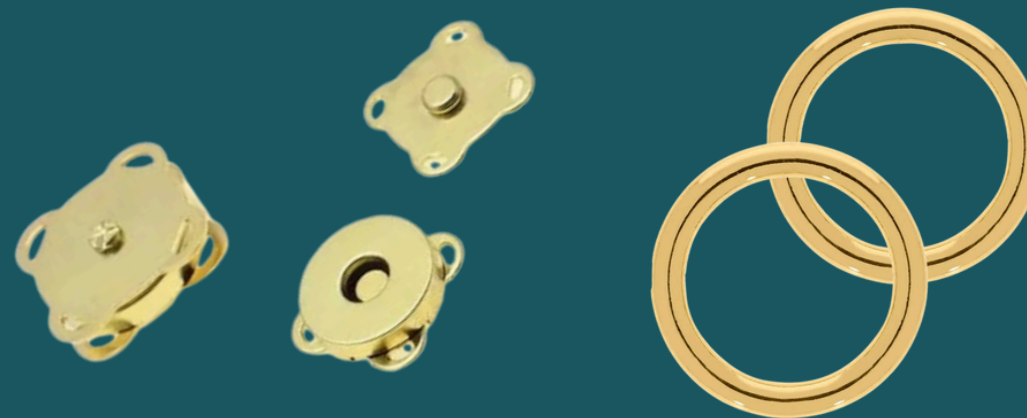
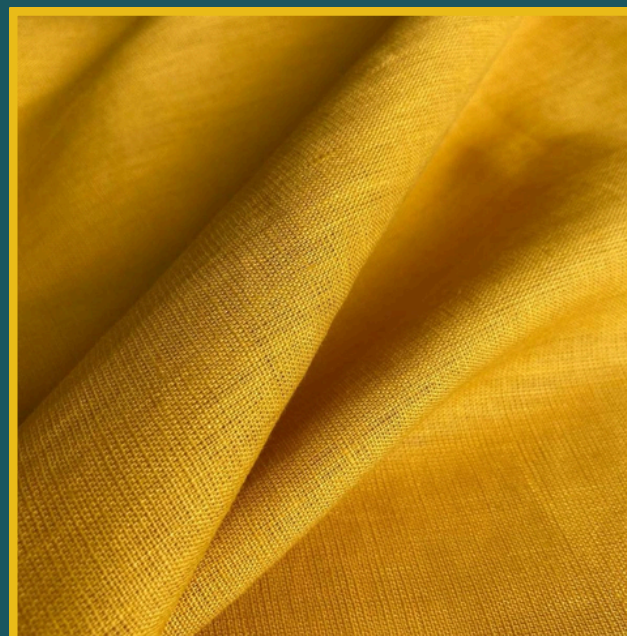
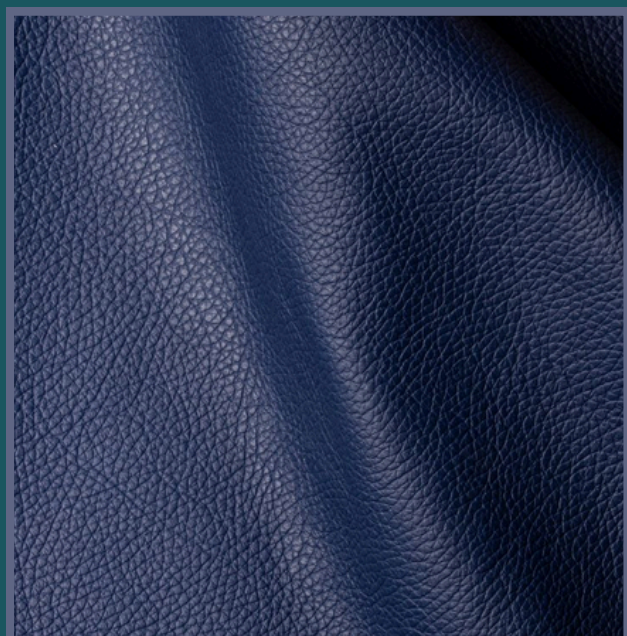
FINAL PROJECT



ANA CLARA GARCIA DA SILVA

MATERIALS

- Genuine bovine leather
- Nylon thread (stitching)
- Interfacing (internal structure)
- Colored inner lining (cotton, cotton twill, or linen)
- Structural details (glue and finishing elements)
- Hardware (gold-tone rings)
- Internal magnetic snap closure (gold-tone)



ANA CLARA GARCIA DA SILVA

PRODUCT TECHNICAL SHEET



Identification

Name: Canindé Bag

Category: Accessory – shoulder bag

Product type: Authorial structured bag

Concept and Inspiration

Product with a design inspired by overlapping wings of the arara-canindé, exploring volume, movement, and organicity.

The proposal combines sculptural aesthetics with functionality, standing out through its unconventional opening system (inspired by the flapping motion of bird wings) and the contrast between the exterior and interior colors.

Technical Description

Curved and structured bag composed of two main parts (“wings”). The front wing defines the aesthetic volume of the product, while the back wing functions as a closing flap, articulated and lifted upward (toward the handle direction) to allow access to the internal compartment. The front outer surface features layered appliqués that simulate feathers, fixed onto the structural base of the bag. The back outer surface is smooth and includes a straight concealed pocket.

PRODUCT TECHNICAL SHEET



Colors

Predominant exterior color: dark blue.
Interior: yellow.
Metal hardware: gold-tone.

Structure and Patternmaking

Rigid to semi-rigid structure, rounded base, pronounced side volume, asymmetrical design with visual continuity of the "wings."

Opening and Closing System

Opening through a rear flap integrated into the design, articulated movement (inspired by the flapping of bird wings), system without visible mechanical fastening, and structural fitting between the two "wings."

Strap

Fixed shoulder strap with a rigid structure, attached by side metal rings.

Finishing

Concealed stitching, overlapping appliqués with precise cutting, and a clean-finished interior.

Product Differentiators

Structure inspired by organic forms and nature, innovative opening system, internal/external chromatic contrast, and a product with statement-piece characteristics.

CANINDÉ

a reflection on roots, belonging and absence

**REAL
LEATHER.
STAY
DIFFERENT.**

ANA CLARA GARCIA DA SILVA

my site: <https://anaclaragarciadasilva.my.canva.site/>
linkedin: www.linkedin.com/in/ana-clara-garcia-da-silva-464a3237b
instagram: @ac.garcia.s