

The background features a light blue and white color palette with flowing, wavy patterns that resemble water or fabric. In the upper left corner, there is a cluster of pearls of various sizes, some with soft shadows and highlights, giving them a three-dimensional appearance. The overall aesthetic is clean, elegant, and serene.

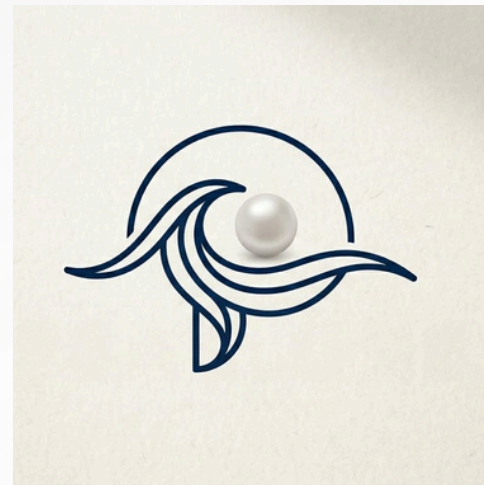
# PEARLUNE

## Concept

PEARLUNE is a handbag brand inspired by the movement of fabric, flowing curves, and layered textures, blended with modern luxury to create bags that are elegant yet distinctive.

The brand's designs focus on fluid silhouettes that feel soft and graceful while maintaining a modern aesthetic and everyday functionality.

## Logo

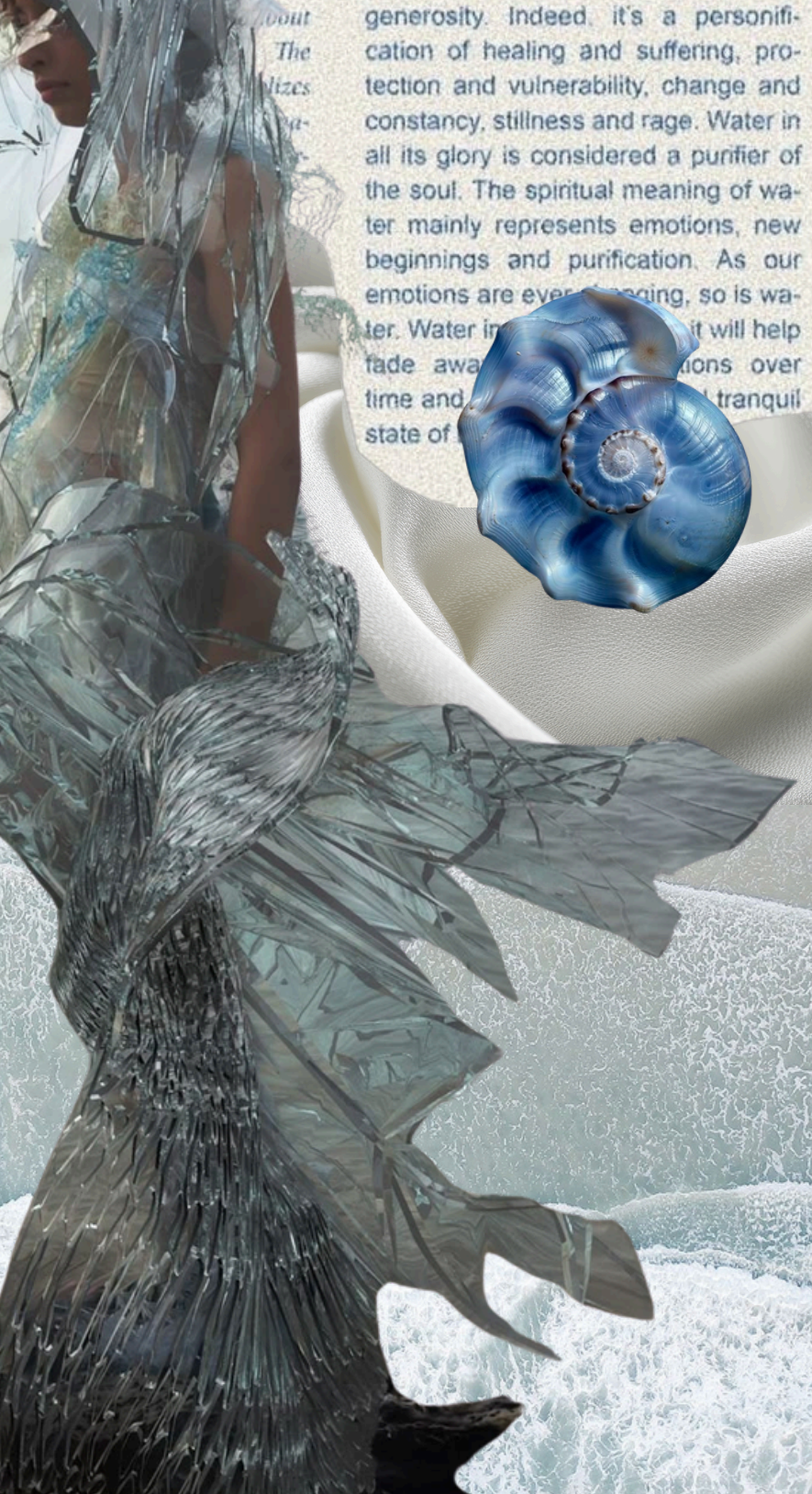


The PEARLUNE logo is designed from the letter “P” combined with flowing curves that represent movement and the fluidity of the bag designs.

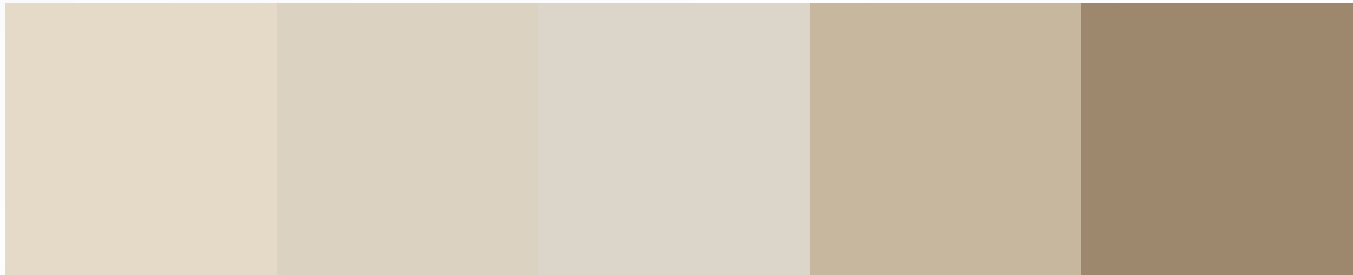
Its minimal design reflects elegance, modernity, and understated luxury.

# Sea

The sea has a special appeal to the human heart. It has occupied our imaginations since the earliest myths. As a symbol of life, sea represents divine generosity. Indeed, it's a personification of healing and suffering, protection and vulnerability, change and constancy, stillness and rage. Water in all its glory is considered a purifier of the soul. The spiritual meaning of water mainly represents emotions, new beginnings and purification. As our emotions are ever changing, so is water. Water in its purest form it will help fade away our sorrows over time and lead us to a tranquil state of mind.



Bag Reference



## Target

Women aged 18–30 who are interested in modern fashion and luxury minimal style.

### Lifestyle

- Enjoy dressing up and styling outfits
- Interested in cafés and social media culture

### Income

25,000 – 60,000 THB per month

## Marketing

### Sales Channels

- Instagram
- TikTok
- Shopee
- Store

### Unique Selling Points

- Signature wave-inspired silhouette
- Handmade textured details

### Price Range

5,990 – 8,790 THB

## Product bag

Product name: Wave Bag

A wave-shaped shoulder bag designed with flowing curves to create a sense of movement and elegance.

### Material

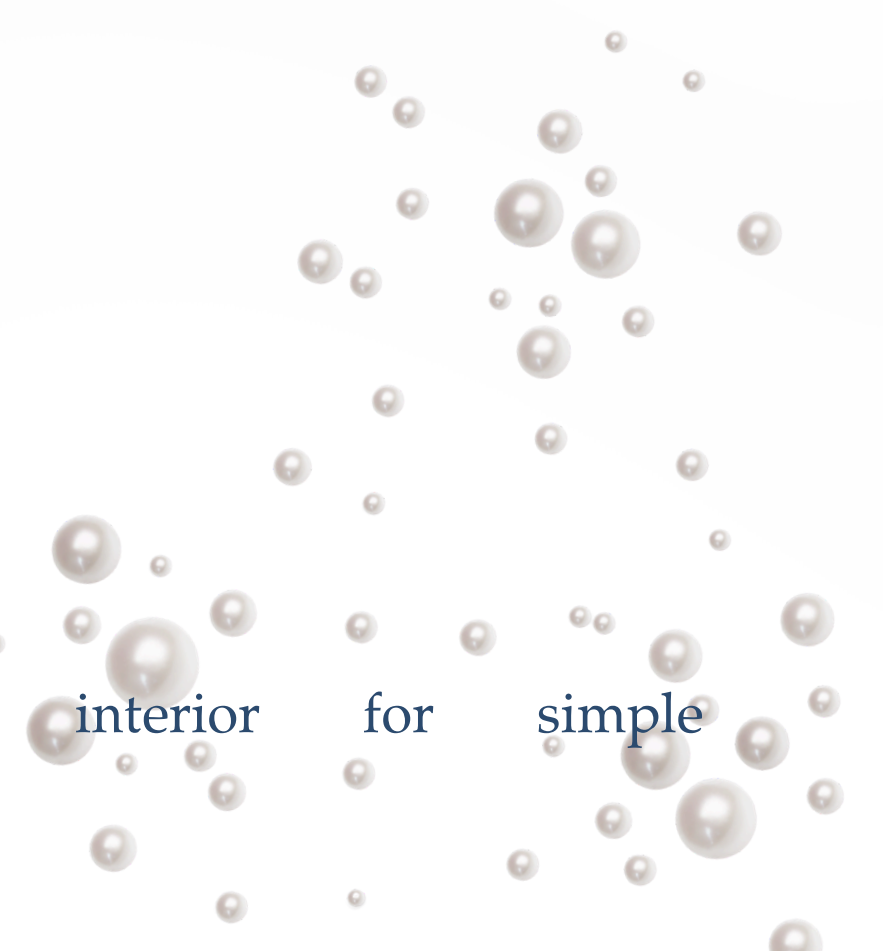
Cow leather with a smooth texture, lightweight feel, and flexible structure that perfectly complements the brand's signature design.

### Colors

- Pearl White
- Light Grey
- Silver

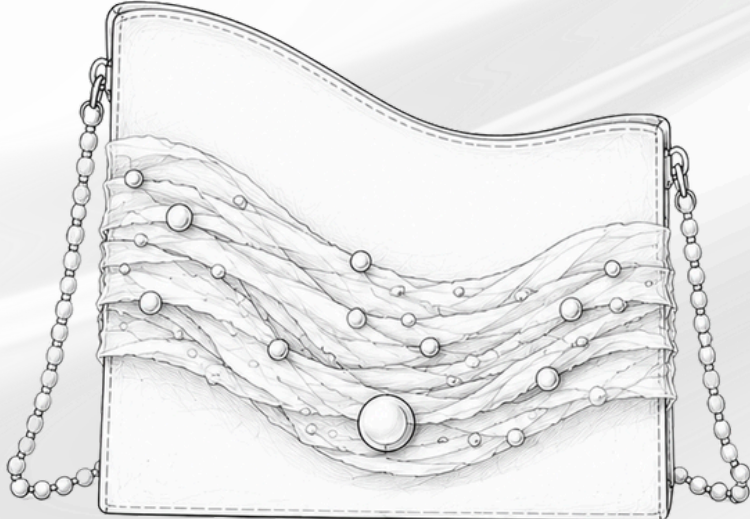
### Functionality

- Magnetic closure
- Hand-carry design
- Single-compartment interior for simple everyday use



Design

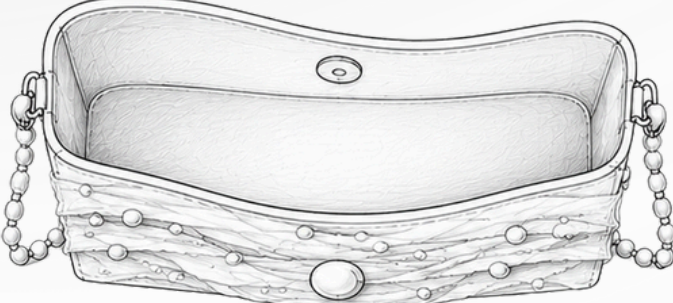
Front View



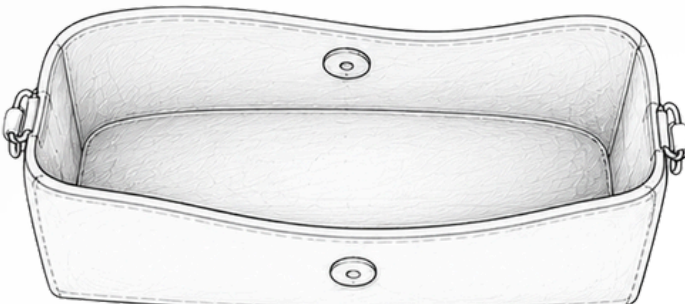
Back View



Top View



Interior View

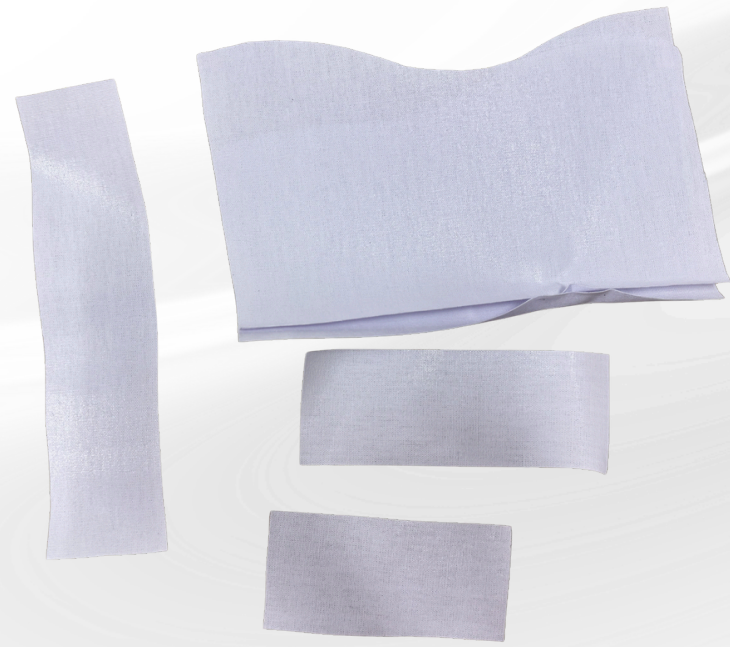


# Material

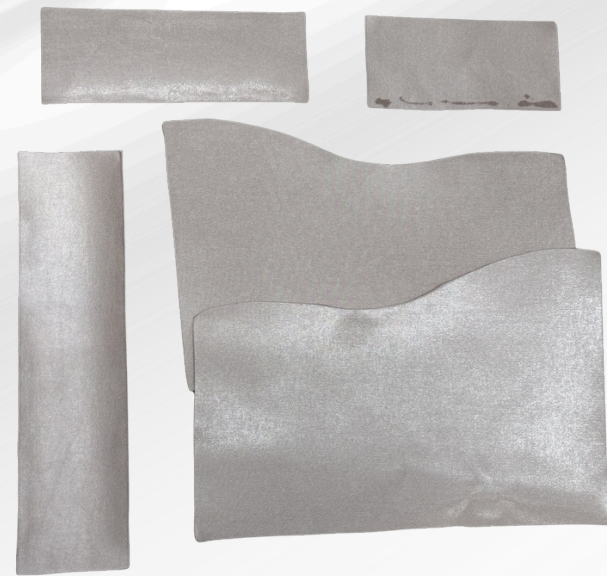
- Cow Leather
- Fusible Interfacing
- Chiffon Fabric
- Pearls
- Magnet Closure
- Chain Strap
- Nylon Thread



## Technique



Cut the fusible interfacing into the shape of the bag.



Place the satin fabric onto the interfacing and iron them together, then assemble all the pieces.



String the pearls using nylon thread and attach them to the chain strap.



Attach the chiffon fabric and decorate the bag with pearls.



## Personal

Kim Ji-soo

Jisoo is a perfect fit for the brand because she embodies a luxurious yet understated image that feels soft, elegant, and modern – perfectly matching the mood of the bags and the brand's design identity.

### Styling

- Satin dresses or white/cream-toned dresses
- Pearl and silver accessories
- Clean, elegant, and minimal styling



Final



photoshoot



# Cost

Item	Price (THB)
Cow Leather	650
Foam Fabric	80
Satin Fabric	60
Pearls	120
Bag Chain Strap	150
Magnet Closure	20
Labor Cost	400
packaging	150
Other Expenses	120

Total Cost  
Approximately 1,820 THB

Selling Price  
Recommended Price Range:  
5,990 – 8,790 THB

Depending on materials, details, and limited design editions.