

Brazil Student Design Competition
2026 Edition Accessories Category

DUO

By Quéren
To RLSD



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A 23 year old Designer based in Bauru, São Paulo, Brazil. Currently finishing my degree in Graphic Design at Universidade Estadual Paulista (UNESP).

My passion for fashion started early, grounded in the belief that it is one of the most powerful tools in the world. It was my path in Design that made me realize that being a creator also means generating waste, shifting my focus towards creation that always starts from what already exists. To deepen that journey, I independently study the history of fashion and take sewing and pattern making courses.

Circular fashion and sustainability are at the heart of my work, and that vision shaped my final graduation project: a visual identity for a fashion studio focused on circularity and material reuse, a project that bridges my two areas of expertise and marks the launch of my own brand.

I have also been recognized beyond academia, receiving two design awards, one national and one international, both granted by a magazine that includes circular fashion and Brazilian fashion among its themes. I actively engage with the fashion community, participating in events such as Fashion Revolution.



As a designer and problem-solver in the contemporary world, it is necessary to think more about the waste my product will generate than about the creation itself. My process always begins with the observation of real gaps. It was exactly this perspective that brought me to this project idea.

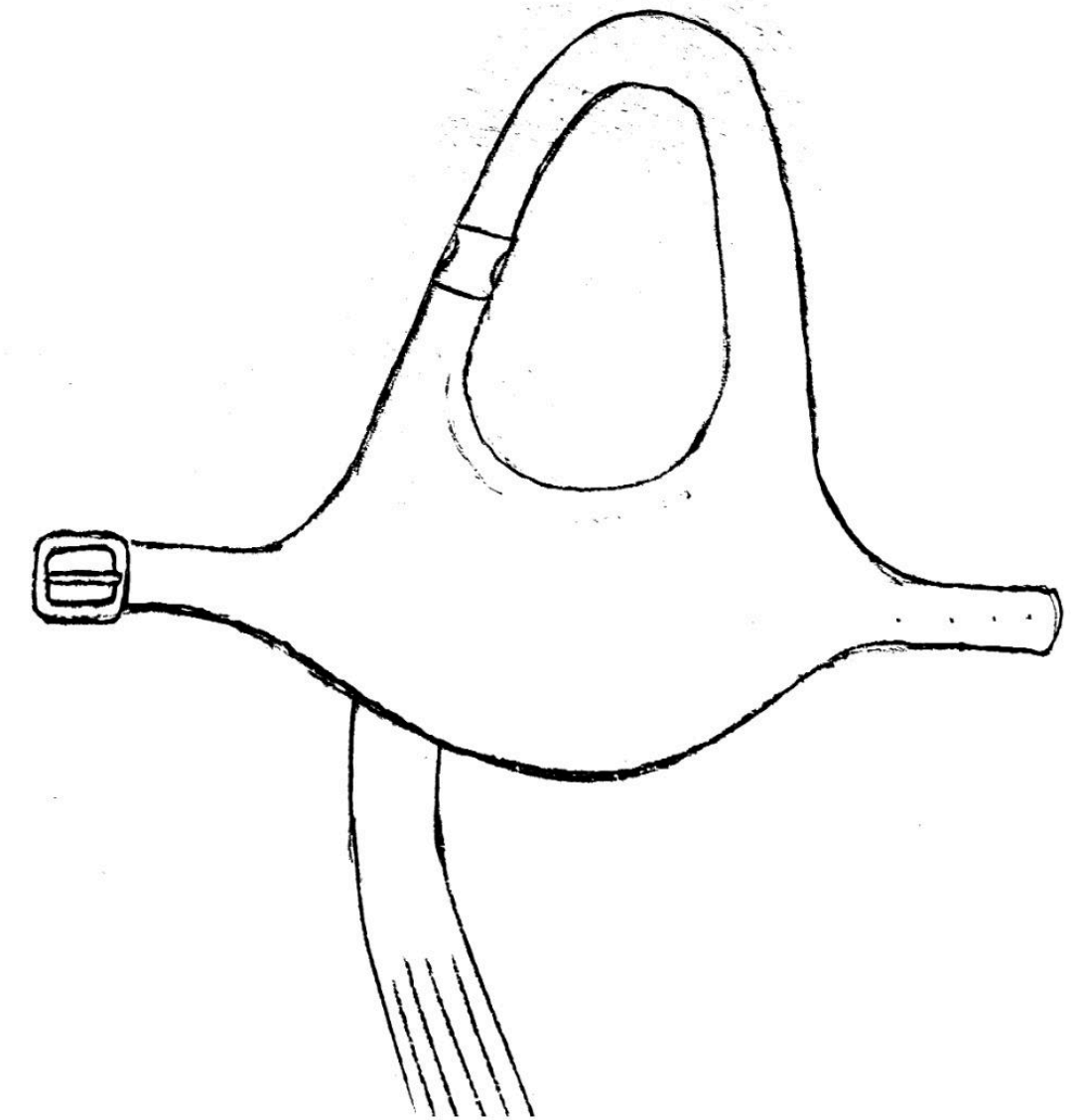
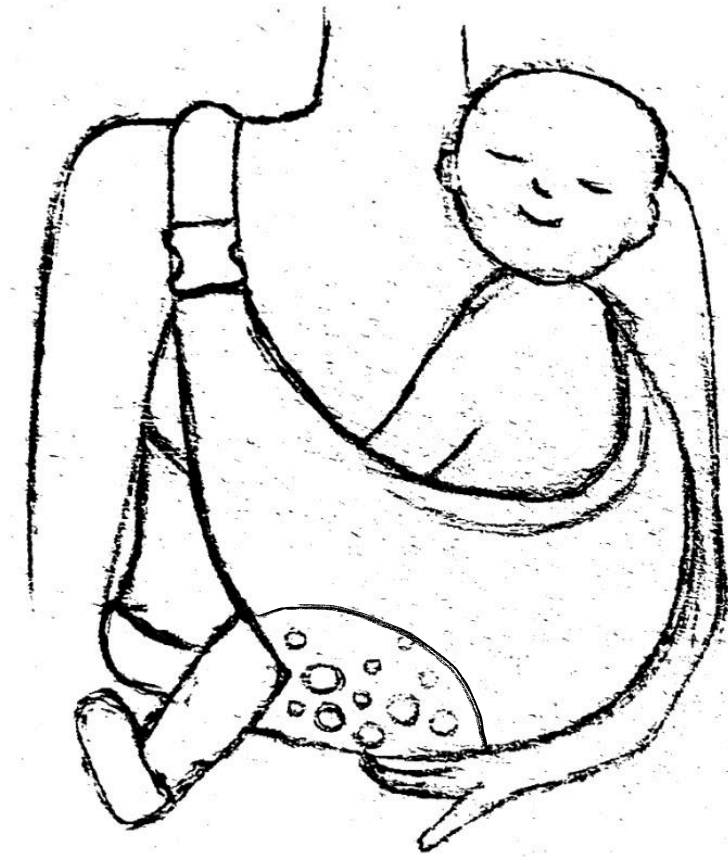
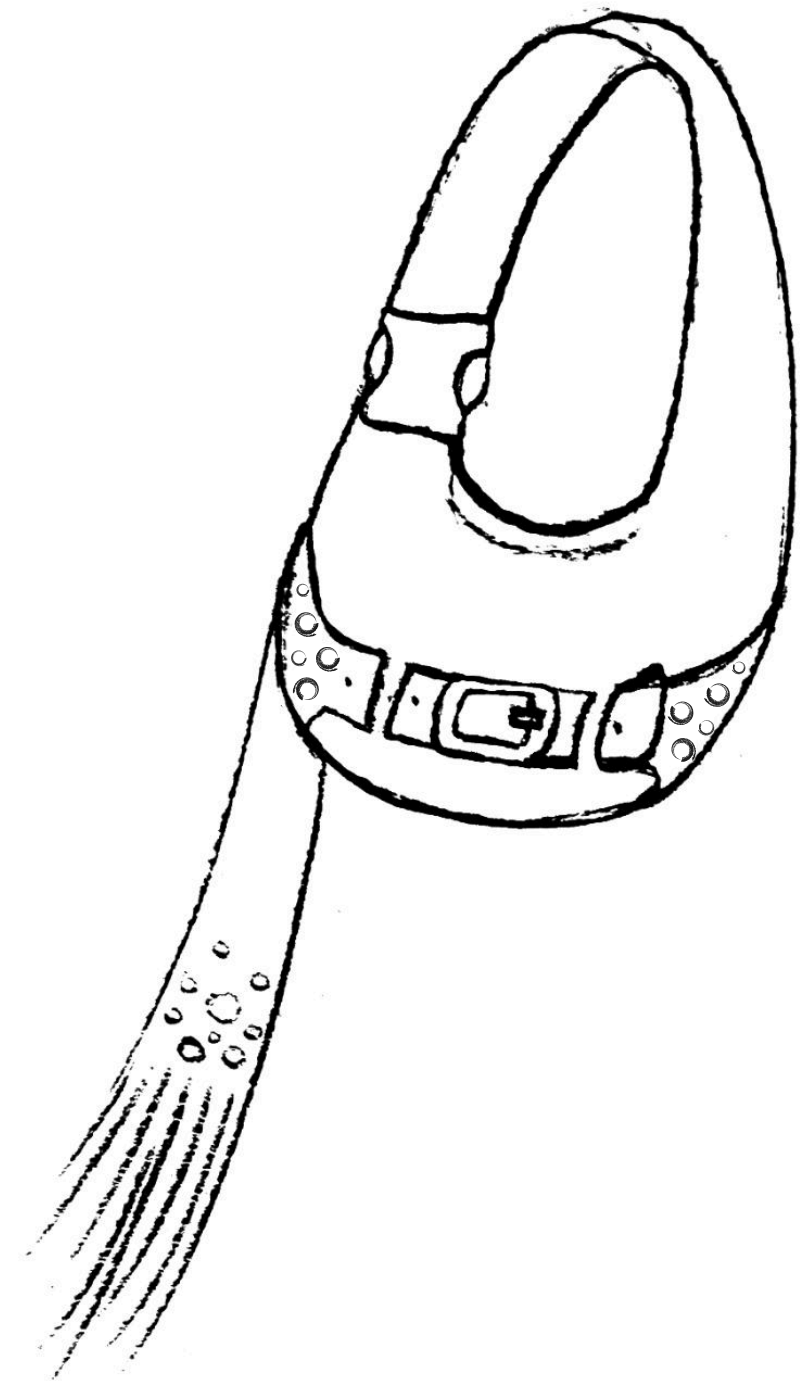
Context

Brazil has more than 11 million single mothers. These are women who provide, care, work, and still move through their days with a child in their arms — often without a support network. Observing this reality in my country, I identified a clear contradiction in the accessories market: the baby carriers and slings available today deliver functionality, but fail completely when it comes to aesthetics. They are neutral, impersonal products — designed for the function, not to fit into the life and style of the woman who wears them.



Idea

I then developed a women's accessory with dual usability. In its primary configuration, it works as a structured, ergonomic, and safe baby carrier — with an "M" positioning for the baby, an adjustable strap, and weight distribution across the back and shoulders. With a simple, intuitive reconfiguration, the same piece transforms into an everyday bag.



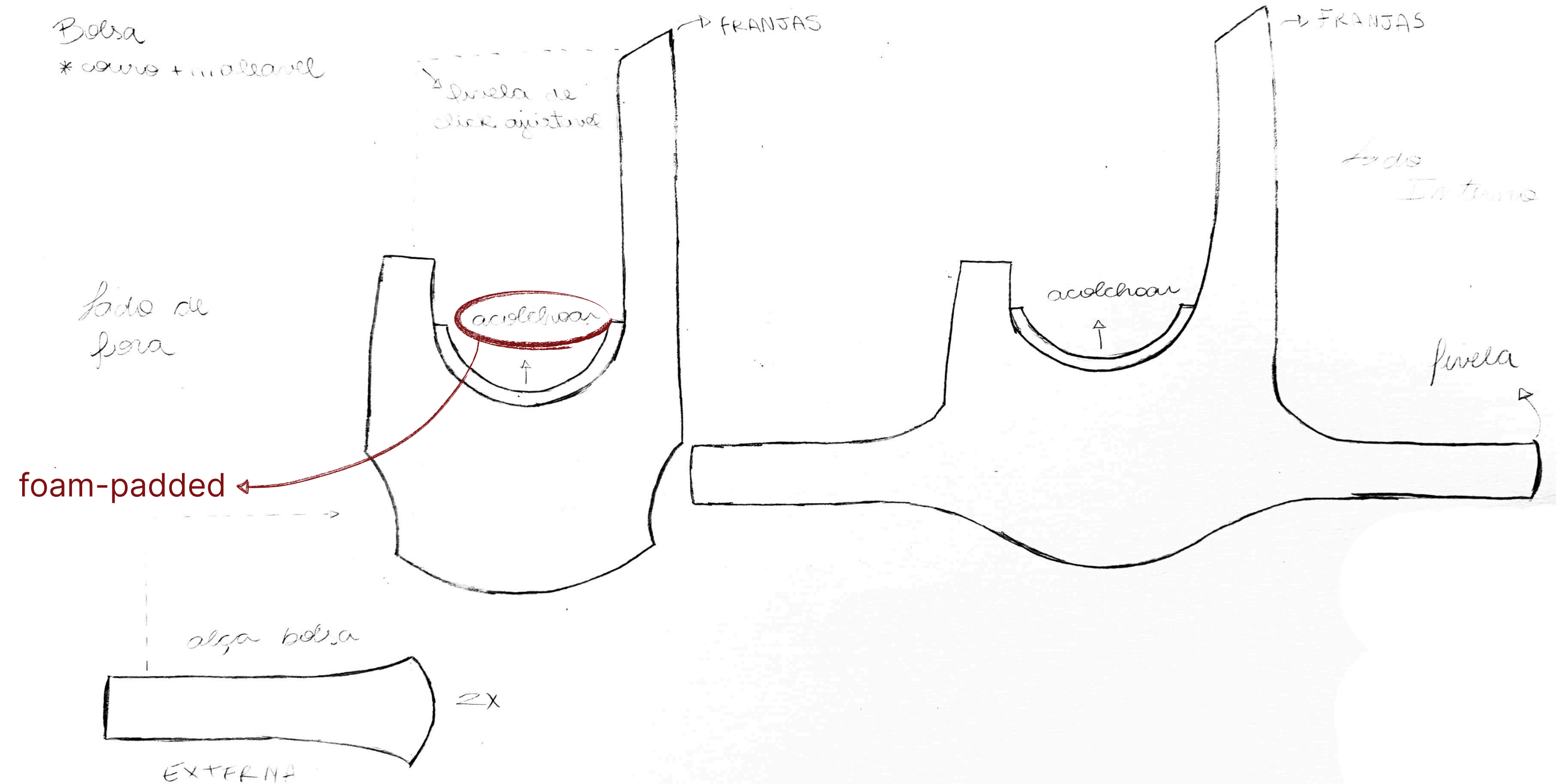


PROCESS

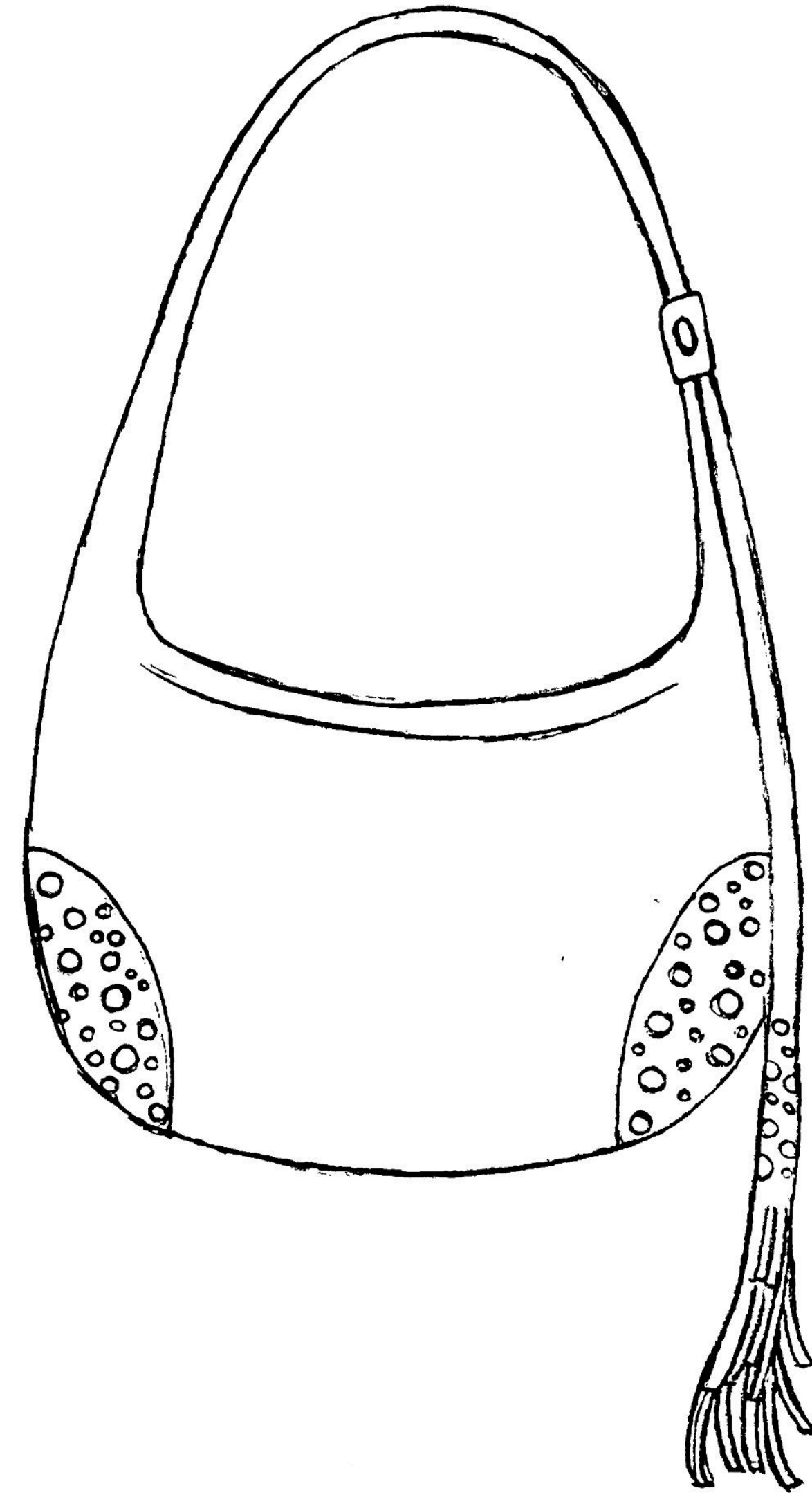
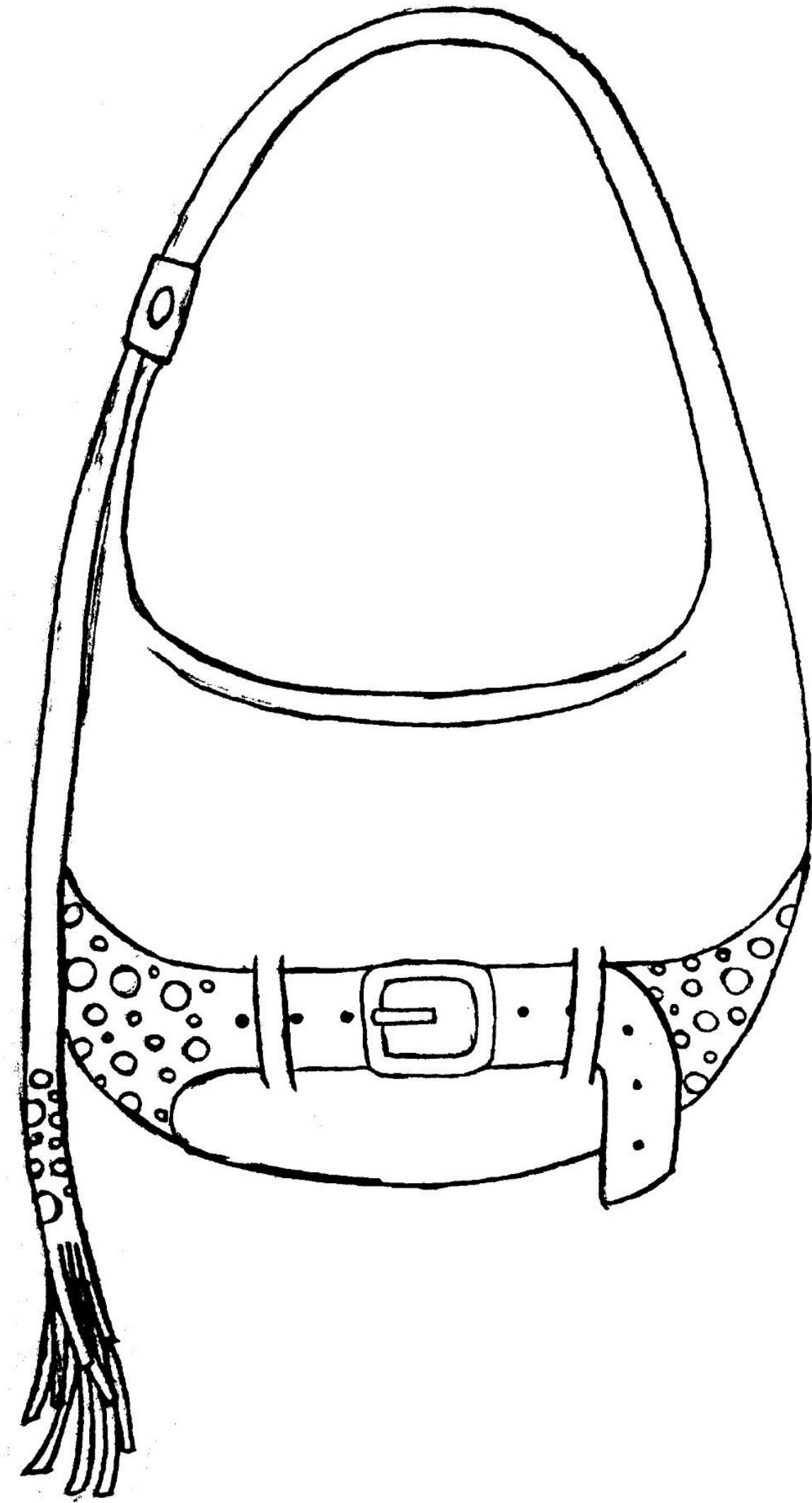
The design does not speak to the world of infancy, as my analysis of similar products made clear.

It speaks to the woman — adult, with her own identity and refined aesthetic sensibility. And it is precisely this logic that makes the product even more sustainable:

When the baby grows and the carrier is no longer needed, the piece does not go to waste — it stays in the mother's life as a bag.

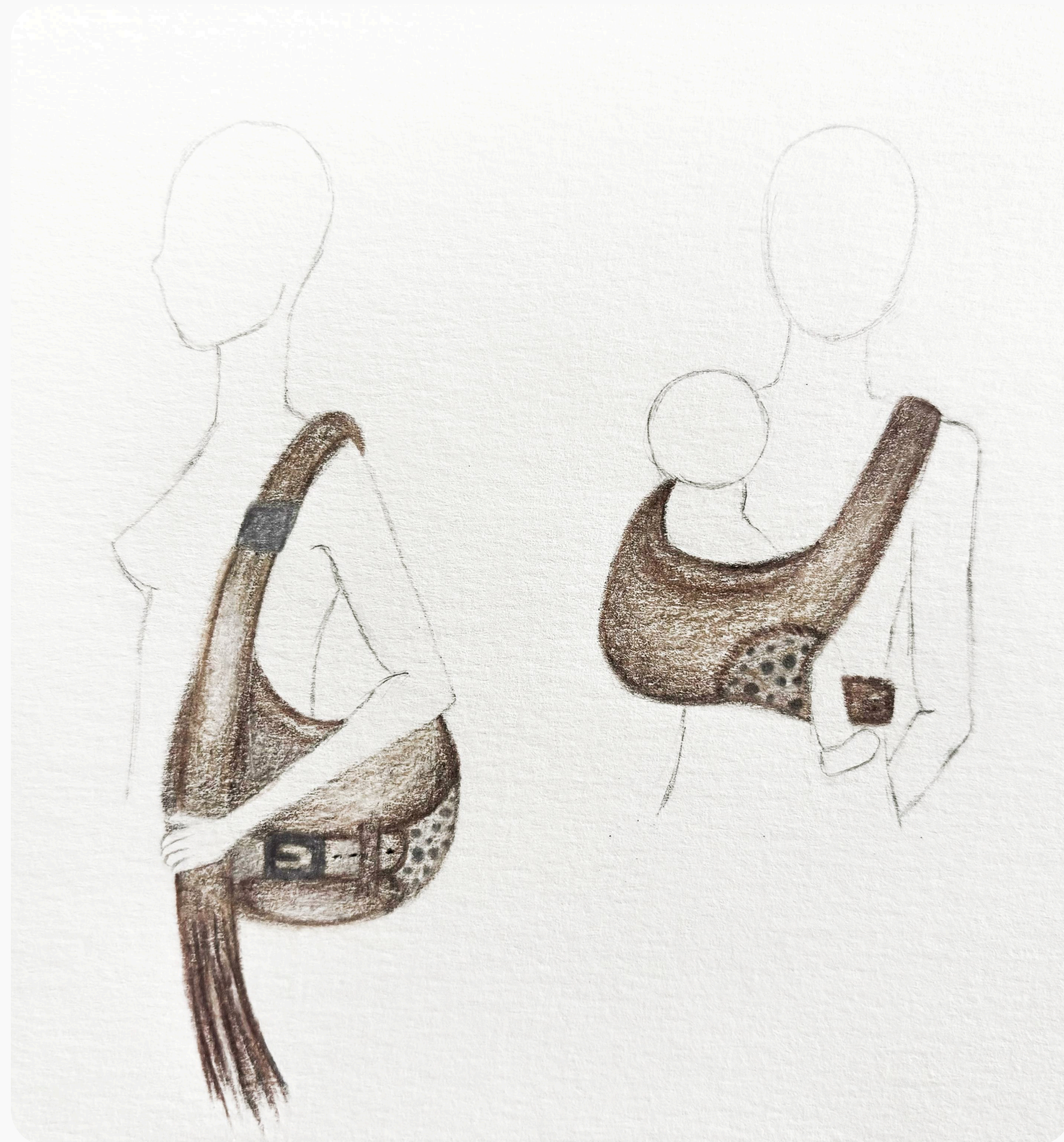


FLAT



THE CONCEPT

The dual function is not just a convenience; it is a real extension of the product's lifespan. Add to that the use of leather as the primary material — which ages with dignity and lasts for decades — and the result is a product that challenges the logic of disposable consumption and delivers, in a single piece, true longevity.



MATERIALS

- belt buckle
- click buckle
- metal studs
- fine bovine nappa leather
- cotton



SPECIFICATIONS

- bovine leather: 2,20m²





To achieve the result of this mockup, several digital resources were used, not just pure AI. Interactive tools from Adobe Creative Suite, Nano Banana (Google), and Image 2 (OpenAI) were employed to generate images following the structure of previously presented drawings and sketches, in order to present the garment in a more tangible way. However, the image does not faithfully convey the richness of detail that the physical look will actually look like.