

Moontail Spirit

Concept



Inspired by the Chinese legend of the Huli Jing — a fox spirit that cultivates itself until it grows nine tails — symbolizing power, allure, and mystery.

This bag embodies “beauty with hidden strength.” Its elegant exterior conceals layered details that resemble the nine tails, representing resilience, depth, and a captivating charm that gradually reveals itself.



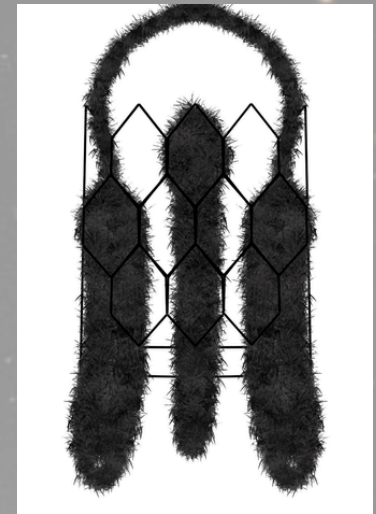
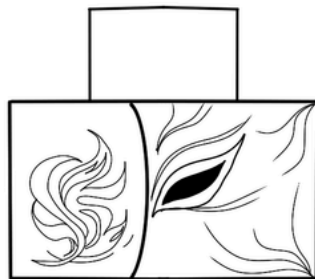
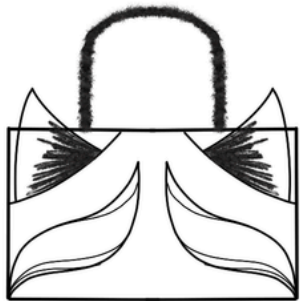
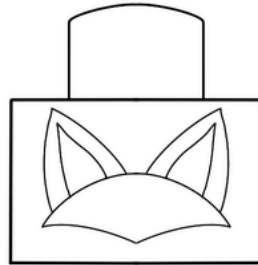
Brand Persona

Yoshi Rinrada represents the modern woman — confident, graceful, and uniquely expressive in her own way. She reflects the brand's identity through a seamless blend of femininity, luxury, and modern Asian aesthetics.

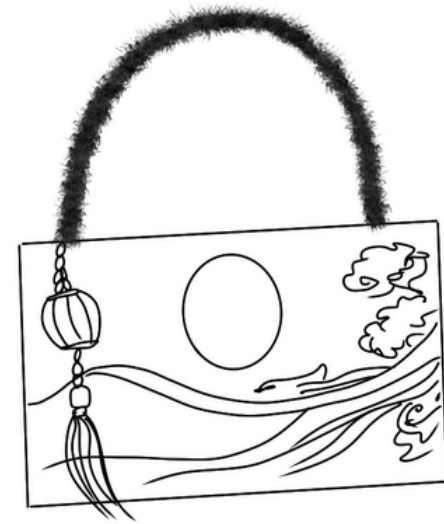
Her charm comes from a soft elegance that feels sophisticated yet approachable, giving the brand a contemporary and fashion-forward image. This perfectly resonates with women who want to express their individuality through refined, detailed, and tastefully distinctive style.



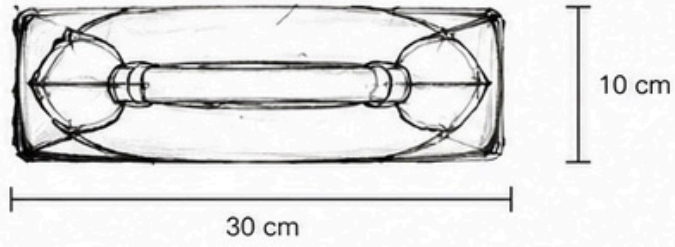
Sketch Design



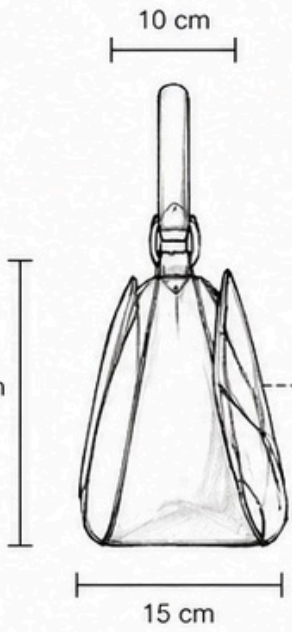
Sketch Design



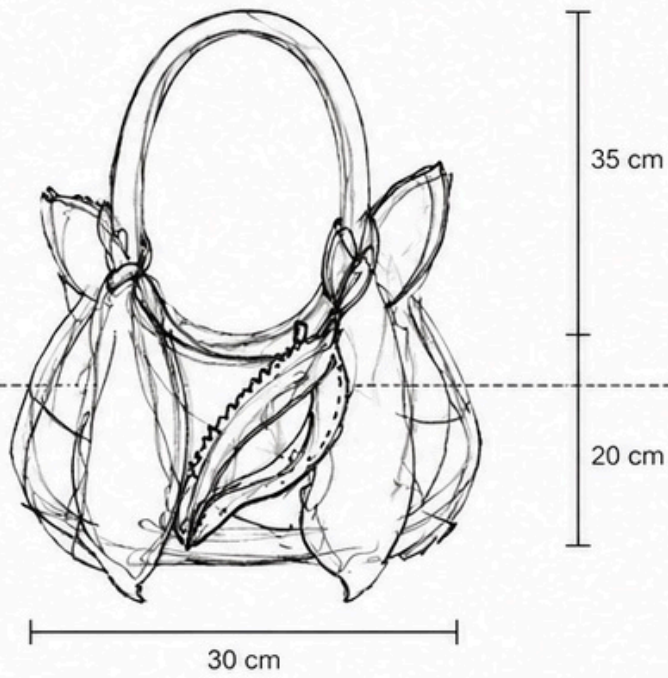
TOP VIEW



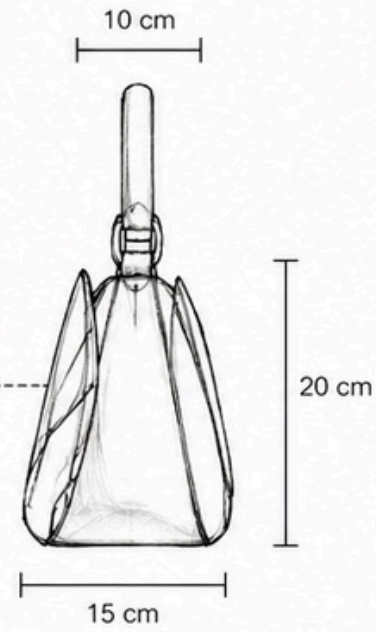
SIDE VIEW



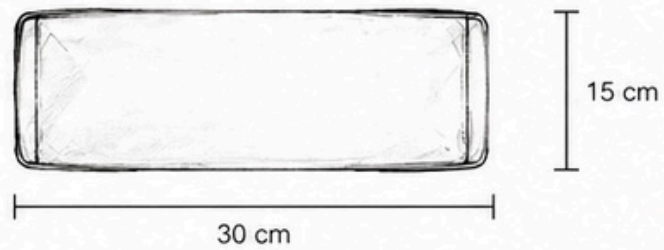
FRONT VIEW



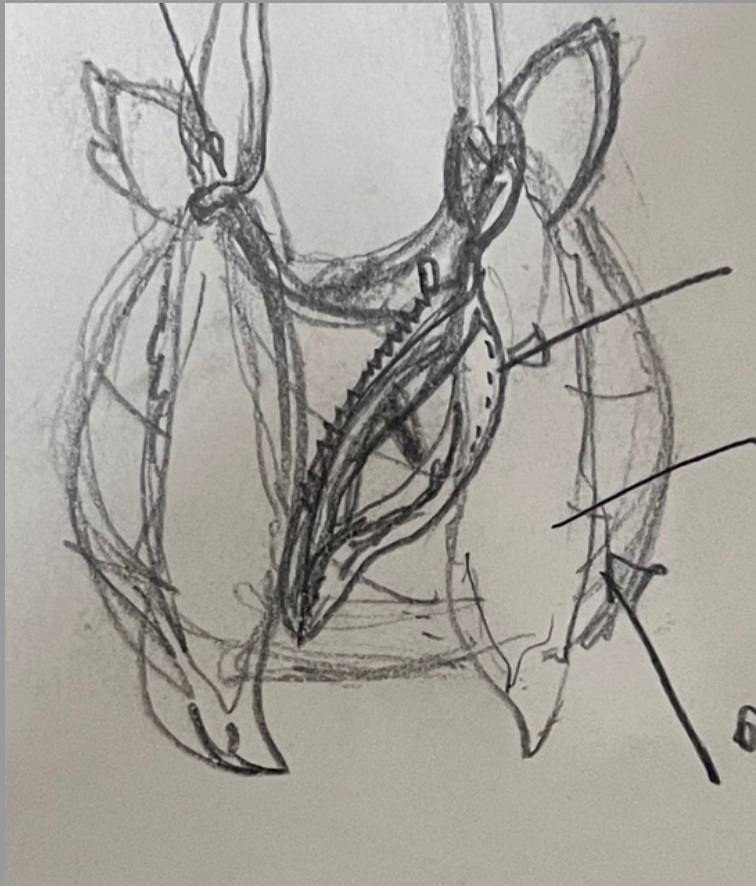
SIDE VIEW



BOTTOM VIEW



Final Sketch



Mock-up



Material

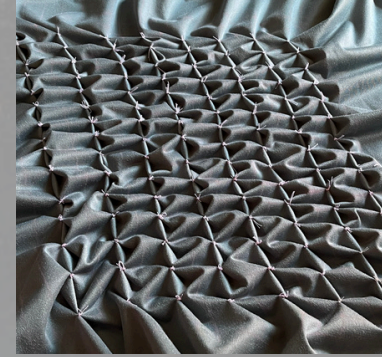


cow leather



Black sponge

Technique

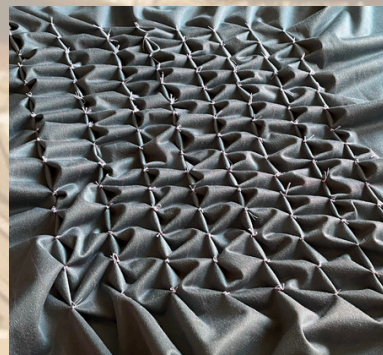


Smocking



Pom

Process



Final Product

