

LB

b r b

(B E R I G H T B A G)

Bags for GENTLEMAN who love to dress

TARGET GROUP

21 - 50 years old men

INDEPENDENT JOBS

HAVING A STYLE

CIGARETTE ADDICTED

P
E
R
S
O
N
A



KEANU REEVES



A\$AP ROCKY



YOHJI YAMAMOTO



@BRB_BAG

LOCATION

Easy to use ,So functional ,Can be used in every situation

6,500 BAHT ≈ 200\$

CONCEPT&INSPIRATION :

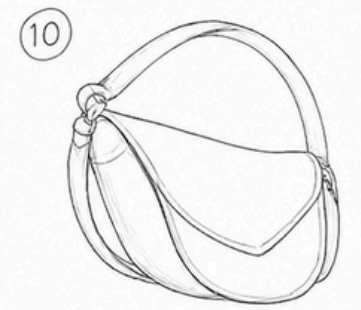
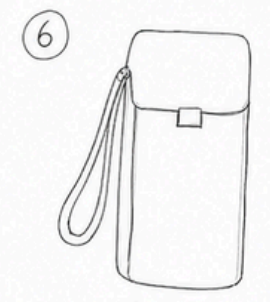
This design is inspired by a post-apocalyptic world where everything is broken and unstable.

But instead of chaos, it focuses on control.

The bag is simple, clean, and structured. It represents someone who stays calm, thinks clearly, and is always prepared, even when the world is falling apart.

The materials like soft leather and metal hardware show durability and survival. It's not about being loud or aggressive, but being quiet, smart, and in control.





Clutch

Tote bag

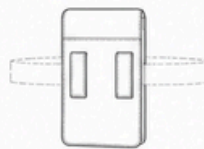
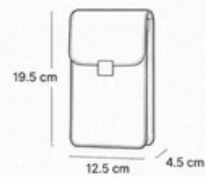
Crossbody

BRB
FORM
101

VERTICAL
CLUTCH



CLUTCH BELT BAG : VERTICAL



DETAIL

- CLUTCH BELT BAG
- VERTICAL SHAPE
- BELT LOOPS ON BACK
- SOFT STRUCTURE
- FRONT FLAP WITH METAL LOCK

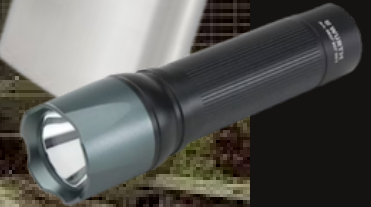
MATERIAL

- SOFT LAMBSKIN LEATHER
- NATURAL GRAIN
- SOFT TOUCH
- LIGHT SHEEN

HARDWARE

- GUNMETAL

APOCALYPSE



**DEVASTATED
DAMAGE
SURVIVOR**



MATERIALS



Lambskin (Softness, Light weight, delicate) for the bags 45%



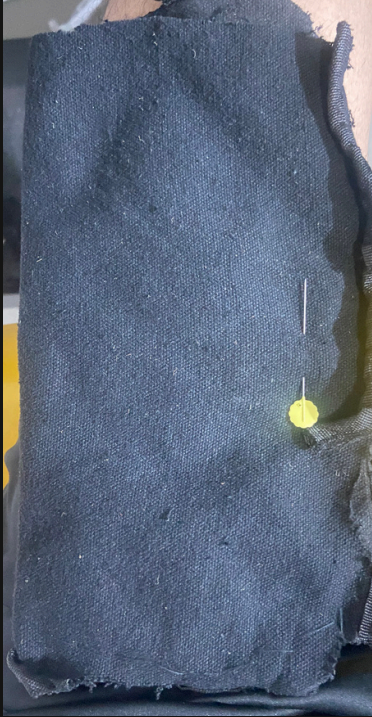
Bonded leather (durable) for structure 45%



Suede (premium) for lining 10%

HOW TO STYLING





MOCK-UP

