

# Whisper Whispers

VKEI BANGYA TRUNK X ITA BAG

Apilada Sathumanasphan  
(Paeng) ID: 1670801883



# Visual Kei

- **Visual Kei** is a unique musical subculture & movement from Japan. The term is a portmanteau of the English word "**Visual**" and the Japanese word "**Kei**" (系), meaning "style." Visual Kei describes a music culture that places as much importance on visual presentation and aesthetics as it does on the music itself.
- Musically, the genre is diverse, spanning **rock, pop, punk, gothic, and heavy metal**.
- originated in Japan during the 1980s, pioneered by the legendary band X Japan. They drew heavy inspiration from Western glam rock icons like KISS and David Bowie, as well as the rebellious styles of punk and heavy metal. By blending these influences with a Japanese sense of theatricality—characterized by elaborate makeup and flamboyant fashion—they created a distinct cultural phenomenon.
- Example: X-Japan, Malice Mizer, L'Arc~en~Ciel



## Bangya Trunk

- This particular fashion item is a staple among Visual Kei fans in Japan—specifically the Bangya (バンギャ) subculture. It is especially popular with students, who often DIY or customize them to carry to concerts. These bags typically take the form of a black trunk or briefcase, heavily decorated with safety pins, badges, and other unique personal touches.
- While these trunks were a defining trend for Bangya during the 1990s, their popularity eventually faded. However, they are currently seeing a revival, making a stylish comeback among a new generation of younger fans.



# Ita Bag

- The term "**Ita-bag**" (痛バッグ) originates from the Japanese word itai (痛い), which translates to "painful" or "cringe-worthy." Initially, this referred to the "painfully" over-the-top or eccentric appearance of the bags that might make onlookers feel embarrassed. However, in a modern context, the meaning of "Ita" has shifted into a positive badge of honor; it now represents the "painful" levels of love and extreme devotion fans pour into their favorite characters or idols.
- An **Ita-bag** is a bag featuring a transparent window or clear outer pocket designed specifically to display a massive collection of merchandise. Fans decorate them extensively with: **Enamel pins and badges, Keychains and charms, Plushies and small figures**
- These bags serve as a portable shrine to the characters they adore, whether they are from **anime, manga, video games, idols**, or even popular **movie franchises**.



# Concept

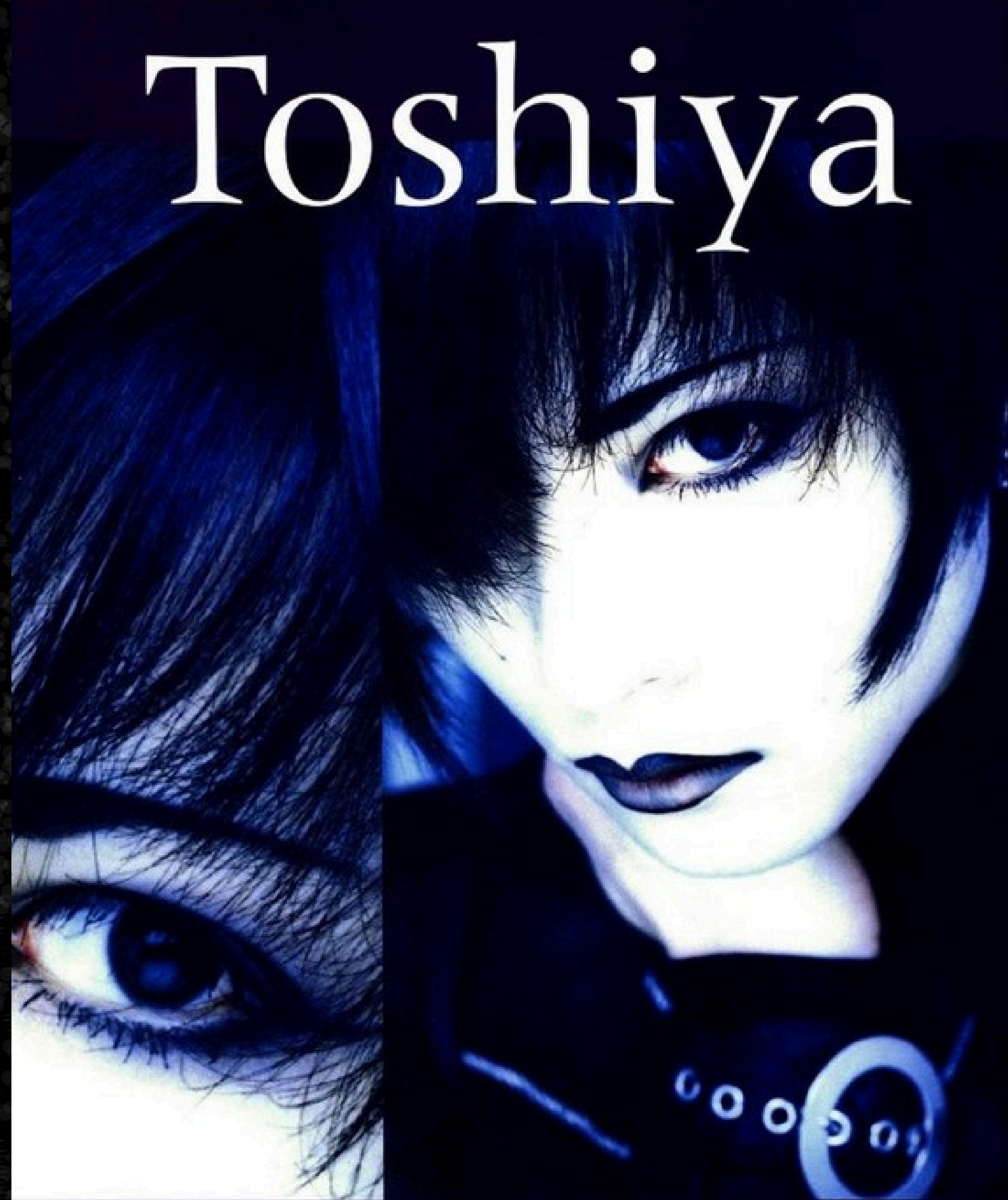
- This **Bangya Trunk** design is reimagined for the modern Visual Kei fan, deeply rooted in the personal experience of being a Bangya. The design is inspired by the devotion toward a "**Honmei**" (one's absolute favorite member)—specifically **Toshiya**, the bassist of **Dir En Grey**, a legendary Visual Kei band since the 90s.
- True to the genre's spirit, the aesthetic captures the band's signature style: bold, rebellious, and strikingly **androgynous**.

**Design Concept & Motifs :** The bag incorporates symbols drawn from the band's darker themes and Toshiya's personal aesthetic, which often blends horror with eroticism (BDSM) and the beauty of "pain."

- **Visceral Imagery:** Blood splatters
- **Gothic Elements:** Ornate architectural details and dark textures.
- **Bondage Aesthetics:** Straps, buckles, and restrictive elements inspired by fetish-wear.

**Functional Fusion :** This design merges the classic **Visual Kei trunk** with the functionality of an **Ita-bag**. It features a **transparent vinyl front compartment**, allowing fans to proudly display photos, merch, and personal decorations of their favorite artist while maintaining a high-fashion, gothic edge.

# Toshiya





- **Religious symbols:** e.g., crosses, Gothic ornaments, angels, demons.
- **Horror Themes:** e.g., blood, internal organs (viscera), bandages, spider webs, skeletons, bats, coffins.
- **Japanese Culture & aesthetics:** e.g., Erogoro art (Erotic Grotesque), various text/prose, Japanese folklore and ghost stories



- cowhide
- PU leather, Nylon, Latex
- strap lock/ Aluminu rivet

- collage pic of their fav's bands, vkei artists
- Safety pins, hair rubber bands, keychains, etc.

- Dark/Mysterious
- Aggressive
- Rebellious
- Grotesque
- Flamboyant

This item is a staple among the Bangya culture. It is popular with students, who often DIY them to carry to concerts. These bags typically take the form of a black trunk or briefcase, heavily decorated with safety pins, badges, and other unique personal touches.

MOOD & TONE

90s-Nowadays

DESCRIPTION

YEAR

Highschool/College students (mostly fangirls)

USER

VKEI ARTISTS/BANDS



Dué Le Quartz

La:Sadie

Madeth Gray'll

Mostly rock/metal bands

Kote kei / Oldschool kei (Late 90s)

- The subgenre of Visual Kei that people most commonly associate with the movement as a whole often focuses on dark imagery, elaborate costumes, and performances centered around horror and Erogoro.
- combined with several Alt subcultures: Goth, Punk, Lolita

- androgynous fashion/ cross-gender
- items: leather costume, lace, dress, corset, bdsm related accessories like harness

MOTIFS

COLOR

TECHNIQUES & DETAILS

SILHOUETTE

ITA BAG SUPPORT TOPIC

Black Trunk / Box Bag

"A rectangular or square handheld bag, similar in shape to a briefcase. It comes in various sizes depending on use, featuring flat surfaces on all sides. It typically includes both long and short straps."

- The term 'Ita-bag' refers to a bag so heavily decorated that it might feel 'painful' or cringeworthy to look at initially. However, the context has shifted to become overwhelmingly positive.



# Macabre Obsession

Grotesque / Rebellious / Devotion



DIR EN GREY

GIZO

LUNA SEA



# Target Audiences

## Demographic & Geographic

- **Age:** 18–40 years old (Includes both the new generation of fans and those who grew up during the "Golden Era" of Vkei in the 90s–2000s).
- **Gender:** All genders | **Occupation:** Students, first jobbers, office employees, and creative professionals.
- **Income:** Moderate (\$300 – \$600+ / 10,000 – 20,000+ THB per month). Includes those with no fixed income (allowance from guardians) and those with stable monthly salaries.
- **Location:** Global.

## Psychographic

- **Personality:** Independent, rebellious, creative, and possesses a high sense of individuality.
- **Attitude:** Supports **Slow Fashion** and handmade/artisanal craftsmanship.
- **Interests:** Vkei bands & Alt subcultures, Fashion with dark, mysterious, or horror themes (e.g., **Gothic, Lolita, Ouji, and Harajuku styles**), **Androgynous** aesthetics.
- Movies, anime, manga, and literature within the same dark/alternative genres.
- **Hobbies:** Listening to music, attending concerts, watching anime/movies, DIY crafting, and collecting "zakka" or memorabilia.

## Behavioral

- **Purchase Frequency:** 1–3 items per year. They buy in small quantities but use the products frequently.
- **Inspiration Sources:** Heavily influenced by social media platforms such as **Pinterest, Instagram, Facebook, and X (Twitter)**, as well as the styles of their favorite artists or influencers.
- **Buying Criteria:** Focuses on unique design and portability/functionality.
- **Brand Loyalty:** High potential for brand loyalty, often becoming long-term repeat customers.
- **Price Sensitivity:** Relatively price-sensitive.
- **Decision Making:** Purchases are driven by **reviews, styling looks (outfit coordination)**, and perceived value/reasonable pricing.

# Target Persona

## Profile: Miki

- Age: 18 | Gender: Female
- Nationality: Thai | Education: High School Student
- Personality: Calm, expressive, and an ambivert. She is highly creative.

## Interests

- Listening to Rock/Metal music, specifically Visual Kei bands.
- Playing the guitar.
- Dressing up and doing makeup inspired by her favorite artists and bands.
- Alternative and underground fashion.

**Hobbies:** Recording song covers, DIY fashion projects, Cafe hopping, Shopping at malls or second-hand thrift markets, Browsing social media, Collecting band merchandise (Posters, band tees, photocards, and vintage CDs).

## Financial & Consumer Profile

- Income: 10,000 – 20,000 THB per month
- Pain Points: Trunk bag designs often feel repetitive; seeking something unique and fresh that still allows for DIY customization (e.g., adding band photos/art). She needs a versatile bag suitable for multiple occasions, such as attending classes or going out.

## Purchasing Behavior:

- Frequency: Buys approximately 4 bags per year.
- Decision Making: Willing to invest in a single piece for its unique design to mix & match with specific outfits.
- Budget: Typically spends between 2,000 – 5,000 THB per item.
- Motivation: Purchases for self-expression, styling versatility, and functional use (carrying essentials for school or outings).
- Deeply influenced by her favorite artists and musical idols.

**Pre-purchase Process:** Checks reviews, compares prices, and looks for styling photos/lookbooks before buying.

## Shopping Channels

- Online: Instagram (IG) and official brand websites.
- Offline: Physical storefronts and second-hand/thrift markets.

**Information Channels:** Instagram, Facebook, and TikTok.

# Brando Muse

## TOSHIYA (HARA TOSHIMASA)



- Occupation: Bassist of Dir En Grey & Entrepreneur (Founder of fashion brand "Dirt 100% Natural Dirty")
- Age: 48 years old | Gender: Male
- Nationality: Japanese | Income: High; diverse revenue streams from the music industry and his fashion label.

### Psychographics

- **Personality:** Highly creative with a deep passion for fashion design. Driven and ambitious. He is primarily an **introvert** with a stoic, reserved demeanor, though he displays a playful and mischievous persona while performing on stage.
- **Lifestyle:** Health-conscious and fitness-oriented. Enjoys curating his Instagram aesthetic, visiting cafes, bars, and attending contemporary art exhibitions.
- **Interests:** Rock, Heavy Metal, and Punk music. Passionate about rebellious fashion but also enjoys relaxed, artistic styles. He frequently designs his own stage costumes.
- **Favorite Brands:** Vivienne Westwood, Milkboy, and various contemporary art-inspired labels.

**Fashion Style:** On-Stage: Mysterious, bold, and androgynous. Prefers slim silhouettes with sexy, avant-garde tailoring. His signature colors are Blue, Red, and Black./Off-Stage: Minimalist and cool, focusing primarily on monochrome palettes.

### Purchasing Motivation

- **Exclusivity:** Seeks a sense of uniqueness; avoids mainstream or "mass-market" items.
- **Storytelling:** Attracted to items with a narrative or designs that double as pieces of art.
- **Subtle Luxury:** Does not prioritize "loud" logos; instead, focuses on the quality of materials and the mastery of craftsmanship/tailoring.

**Purchasing Behavior:** Self-Expression: Purchases are made primarily as a vehicle for personal expression, Brand Loyalty: Exhibits high brand loyalty if a label successfully reflects his identity and core values.

# Silhouette



Japanese  
Highschool Trunk

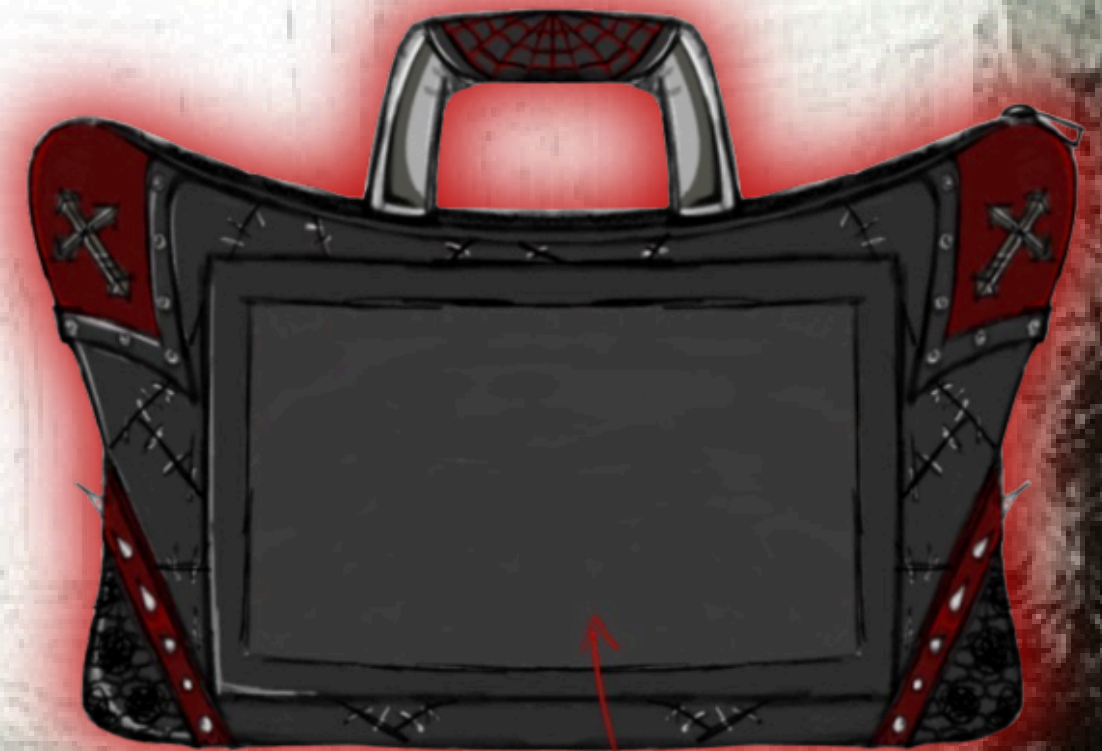


Ita Bag

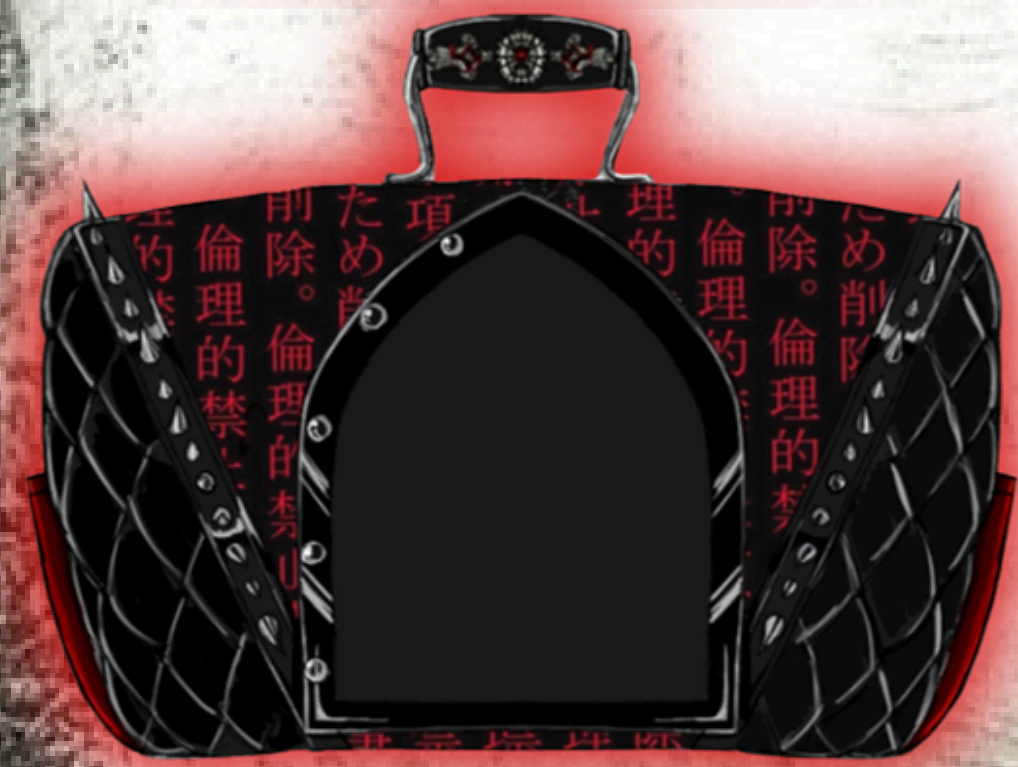


Toshiya (Bassist of Dir  
En Grey)'s costumes

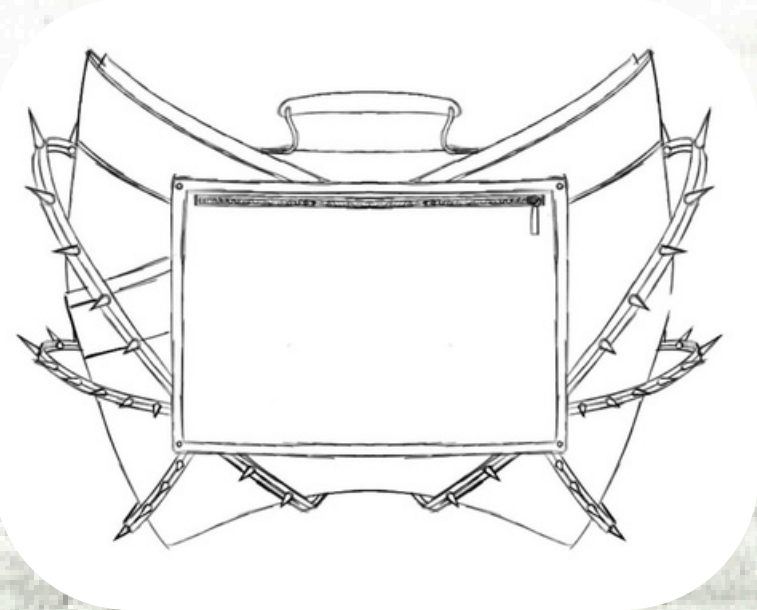
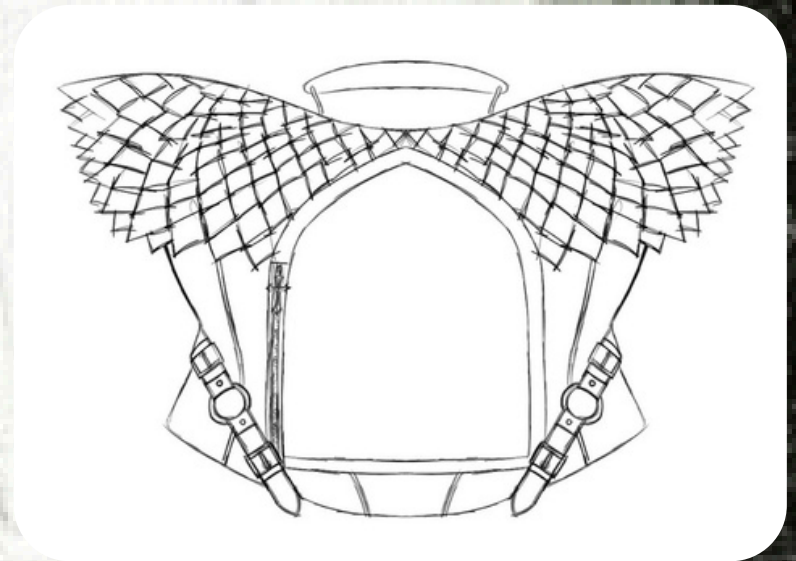
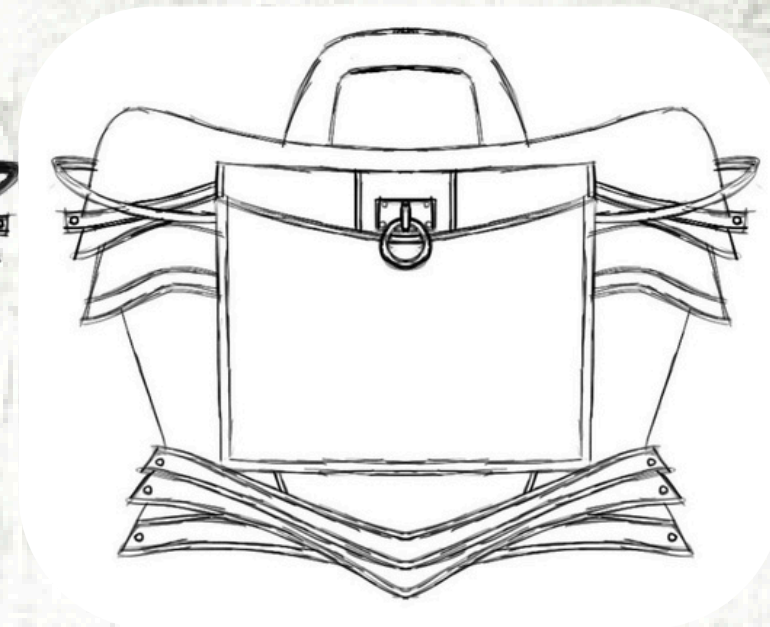
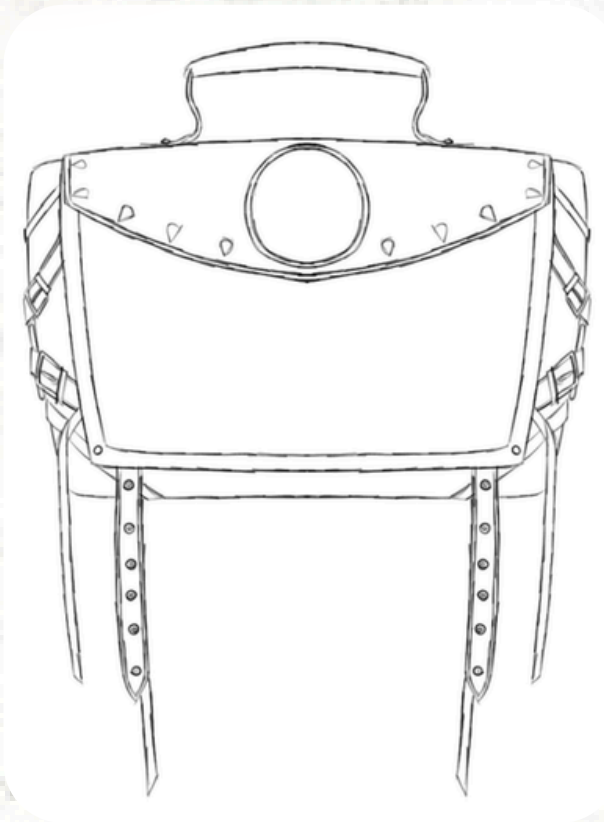
# 1st Sketches



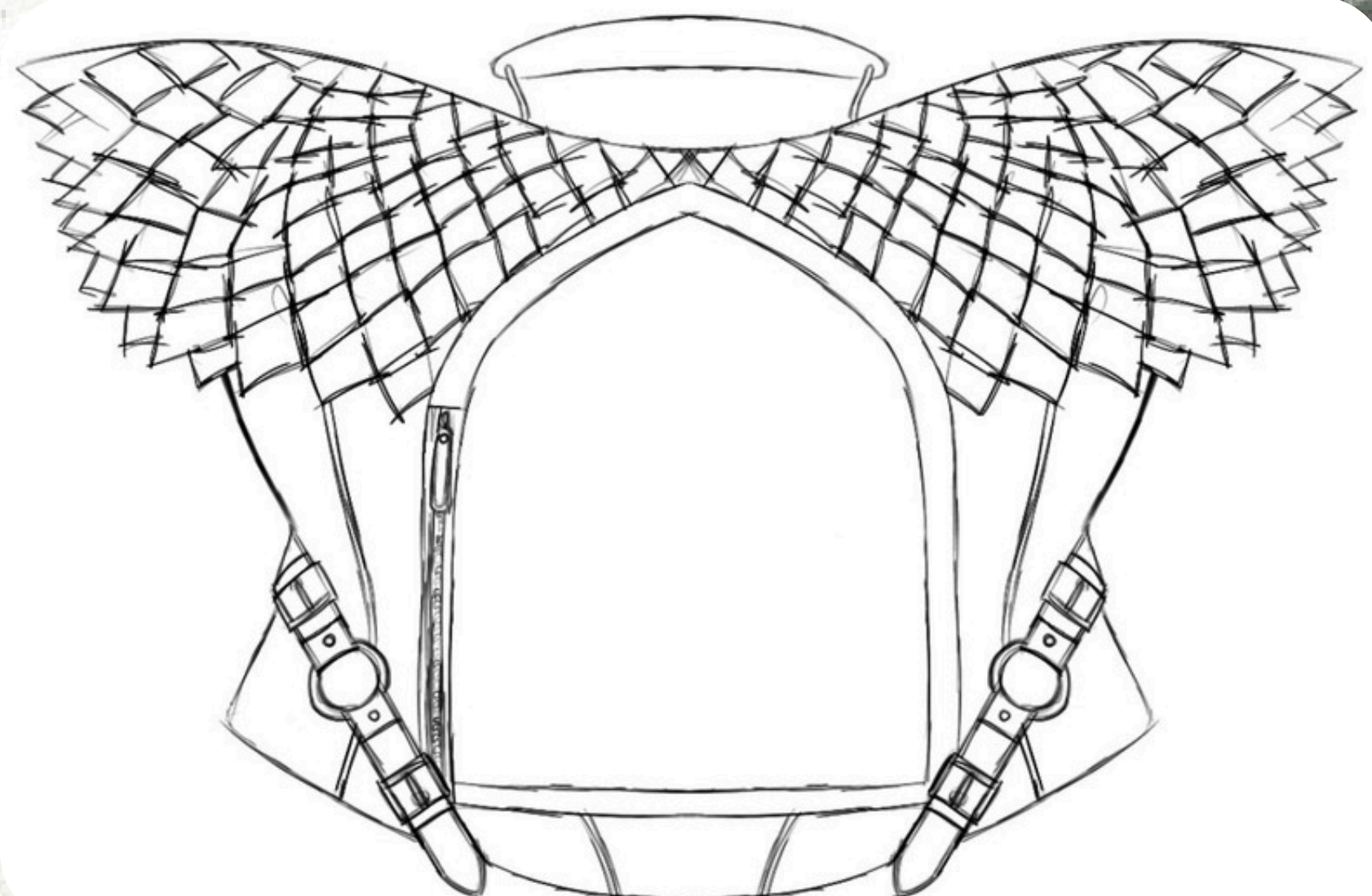
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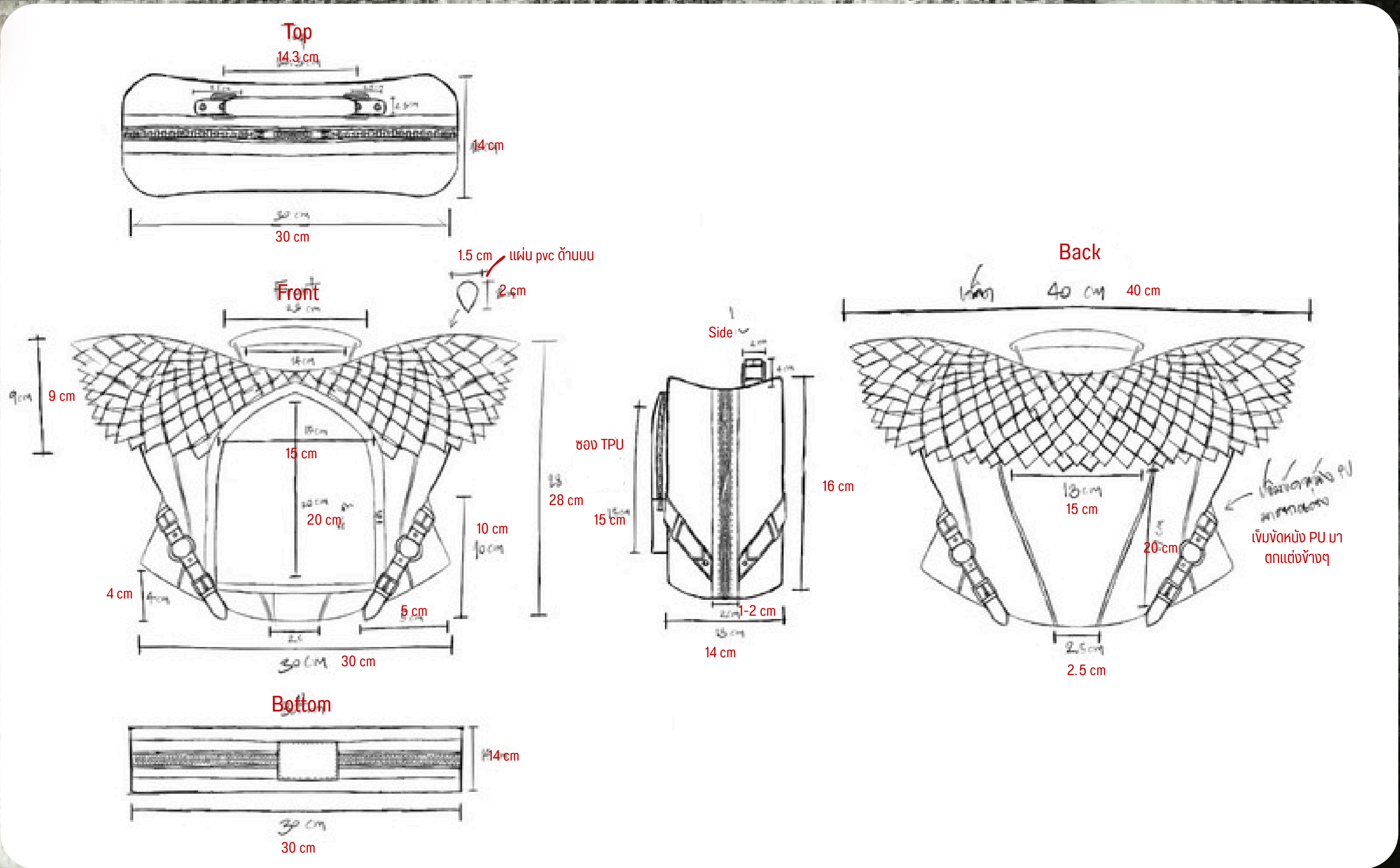
# 2nd sketches



# Final Sketch



# Technical Sketch



# Material



Cow Leather jacket (Upcycling)



YKK silver zippers (2 way/1 way)



Recycled Plastic Bottles (transparent window)



Acrylic color



Lining fabric: soft fabric from second-hand clothes



Real leather Trunk/Luggage handle



Nose rings/studs



Safety pins

# Techniques

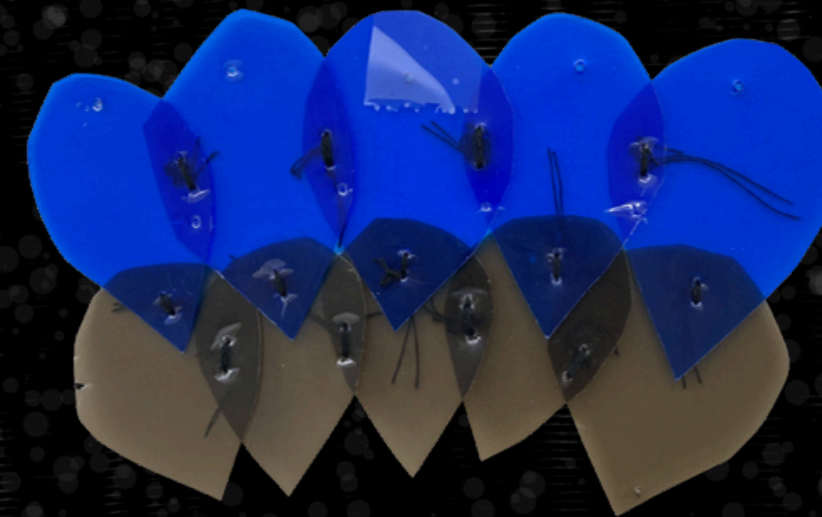


Leather piercing/Rivet

Ref: Balmain by Christophe Decarnin  
black leather safety-pin corset, ss 2011



Acrylic painting

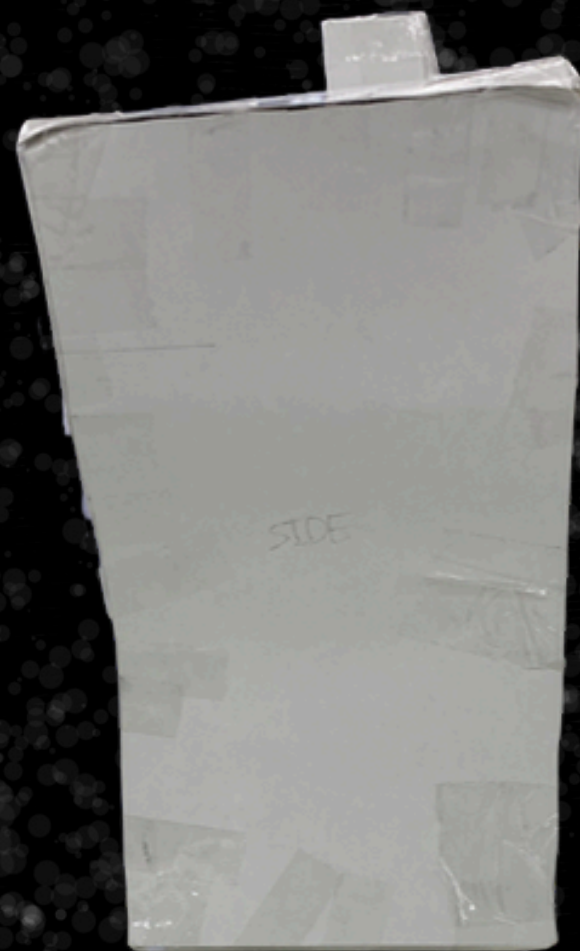


Attaching/Sewing together

# Аоок-Up



FRONT



SIDE



BACK

# Process

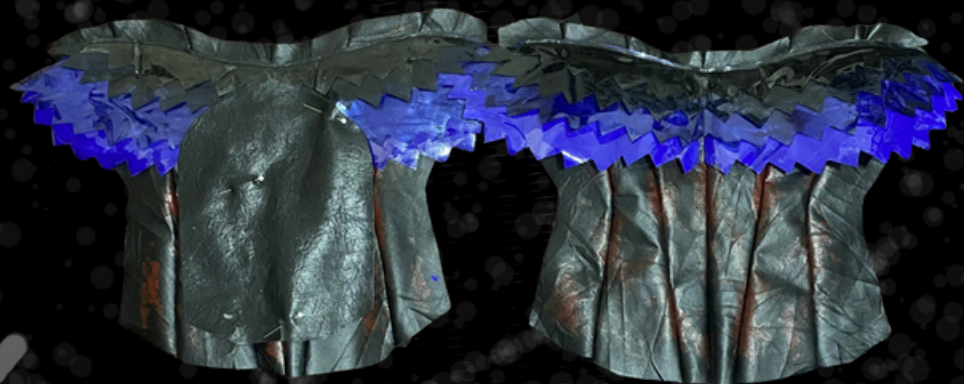


## 1st

- Draft the bag patterns according to the measurements and specifications detailed in the flat sketch.
- Lay out the pattern pieces onto the chosen material (PU / TPU / Four-way fabric). Add a seam allowance of 1 cm (approx. 1/2 inch) around all edges. Cut the material precisely along the marked seam allowance lines.

## 2nd

- Stitch the front and back panels together first. Use a backstitch to ensure the seams are tight and secure.
- Wing Details (TPU): Cut two upper wing pieces from the TPU material.
- Apply an ombre effect using blue and black acrylic paint, blending the colors downward.
- Once dry, sew them onto the top section in overlapping layers to create a scaled effect. Decorate the surface with acrylic paint to create a scattered blood-splatter effect.



## 3rd

- Stitch the front base panel at the center to the clear window and zipper gusset to create a center window pocket for the Ita bag.



## 4th

- Decorate the front and back with nose studs, brooches, and various rings. For the nose studs, use a steel hole puncher before inserting the rings.

# Process



## 5th

- Apply adhesive to the Texon board to reinforce the structure of the front, back, top, and bottom panels.



## 6th

- Attach the top handle by drilling four holes and securing it with screws to the top-back panel. Once the handle is fixed, sew the lining and glue it to the exterior panels.



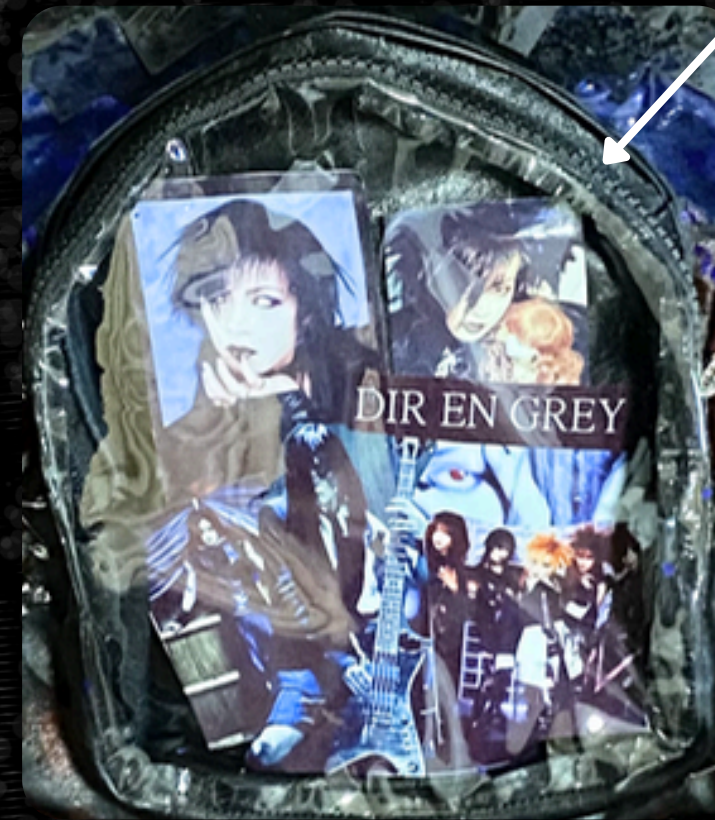
## 7th

- Stitch from the bag base to the center of the side panels. Baste the zipper and machine-stitch it across, stopping at the zipper tips on both sides.



## 8th

- Decorating the front pocket of my bag with my favorite artist stickers.



# Final Product



Photoshoot



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