



ECHO DRUM

REAL LEATHER. STAY DIFFERENT. 2026



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Material spec sheef

PROJECT NAME - Echo Drum	PATF Footwear Course 1 Designated Design Brief - 2021	
CLIENT - Participants - Young consumers and tourists who appreciate handcrafted products and cultural value	TBD	
PRODUCT / REF - Leather bag	Formal shoes	
PATF Course : REAL LEATHER. STAY DIFFERENT. 2026	Footwear Course 1	
Season - Mùa: <i>Fall – Winter</i>	Date - Ngày: 2026	
Responsibilities - Chịu trách nhiệm dự án: Dương Hồng : Project Leader:	Location - Vị trí: Việt Nam	
Research / Reference Samples - Doi Tam traditional drum craft village, handcrafted leather products, contemporary leather bags	Projected Scope - Phạm vi dự án:	

PROJECT: purpose and opportunity

Dự án: mục đích và cơ hội

This project draws inspiration from the Doi Tam traditional drum craft village to create a leather bag that combines high functionality with cultural value. It presents an opportunity to connect traditional craftsmanship with modern design, transforming cultural elements into a product suitable for everyday use or as a meaningful souvenir.

Dự án khai thác cảm hứng từ làng nghề trống Đoi Tam nhằm tạo ra sản phẩm túi da mang tính ứng dụng cao và giá trị văn hóa. Đây là cơ hội để kết nối giữa thủ công truyền thống và thiết kế hiện đại, đồng thời biến yếu tố văn hóa thành sản phẩm có thể sử dụng hằng ngày hoặc làm quà lưu niệm.

OBJECTIVE | what does the project work to achieve?

MỤC TIÊU | những mục tiêu mà dự án mong muốn đạt được là gì?

To design a genuine leather bag that is aesthetically appealing, durable, and functional, while expressing cultural identity through form, material, and decorative details. The product is suitable for daily use and accessible to tourists.

Thiết kế một mẫu túi da thật có tính thẩm mỹ, độ bền và công năng cao; đồng thời thể hiện được tinh thần văn hóa thông qua hình khối, chất liệu và chi tiết trang trí. Sản phẩm phù hợp sử dụng hằng ngày và dễ tiếp cận với khách du lịch.

TARGET AUDIENCE | who are we trying to reach?

ĐỐI TƯỢNG MỤC TIÊU | Đối tượng khách hàng bạn hướng tới là ai?

Targeting Gen Z and Millennials (20–35), students, and office workers, this "Echo Drum" bag appeals to domestic and international tourists who seek a blend of handcrafted artistry, unique design, and meaningful cultural storytelling.

Người trẻ (20–35 tuổi), sinh viên, dân văn phòng. Khách du lịch trong và ngoài nước. Người yêu thích sản phẩm thủ công, thiết kế độc đáo và giá trị văn hóa

Market / Demographic

Thị trường

The product targets the mid-range market, appealing to young consumers and tourists who appreciate culturally inspired design.

Sản phẩm hướng đến phân khúc trung cấp, phục vụ người trẻ và khách du lịch yêu thích thiết kế mang giá trị văn hóa.

MESSAGE | what is key to remembered?

KEYWORD | Các từ khóa để gợi đến sản phẩm là gì?

Formal to Casual . Synthetic leather or genuine leather. Prominent color tones. Lace-up shoe or laceless shoe . Some upper decoration .

Research , shops , internet , magazines .

Túi da thật dáng trống tối giản, tông màu trầm hiện đại với họa tiết mặt trống thủ công tinh xảo, kết hợp dây đeo tiện dụng trong một thiết kế bền vững mang đậm dấu ấn văn hóa.

DELIVERABLES & FORMAT | describe key pieces to be produced

BIỂU DIỄN & ĐỊNH DẠNG | Mô tả các thành phần chính được sản xuất

Echo Drum" – A minimalist, cylindrical genuine leather bag inspired by Đoi Tam drum craft, featuring artisanal surface patterns, travel-ready compartments, and premium gift packaging in two dark-toned colorways (Midnight Onyx & Roasted Umber) at an \$80–120 price point.

Dòng túi da thật "Echo Drum" dáng trụ tối giản, tích hợp ngăn chứa thông minh và dây đeo đa năng, nổi bật với họa tiết mặt trống Đoi Tam dập nổi thủ công trên hai phương án phối màu tối (Đen Onyx / Nâu Cafe), đóng gói sang trọng làm quà tặng du lịch cao cấp trong phân khúc 80–120 USD.

SCHEDULE | projected timeline, important dates, deadlines, etc.

LỊCH TRÌNH | Thời gian dự kiến, các thời hạn và ngày quan trọng...

60 days (60 ngày)

BUDGET - Ngân sách

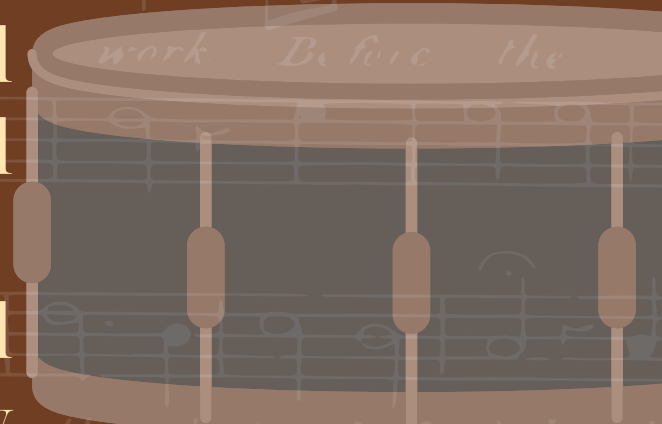
COMMENTS - Nhận xét

Approval:

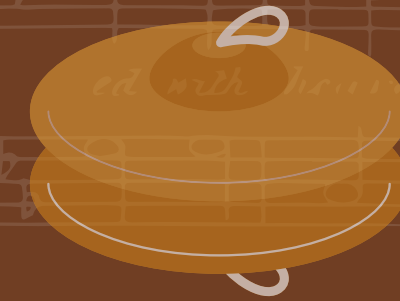
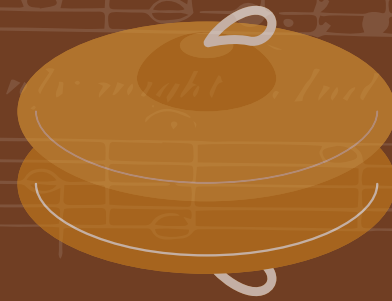
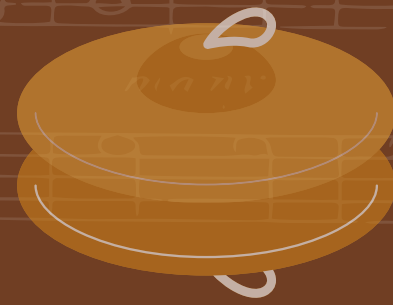
PROJECT UPDATES

Design Idea: Doi Tam Drums spec sheef

- **Inspiration:** Inspired by the thousand-year-old traditional drum-making craft of Doi Tam village.
- **Key Palette:** Utilizing Deep Brown to represent the durable aged jackfruit wood, combined with Creamy Yellow from the sun-dried buffalo skin, and accents of Lacquer Red from traditional festival patterns.
- **Message:** This combination carries the rustic essence of nature and the vitality of heritage, creating a design style that is both deeply folk-oriented and elegantly solid.



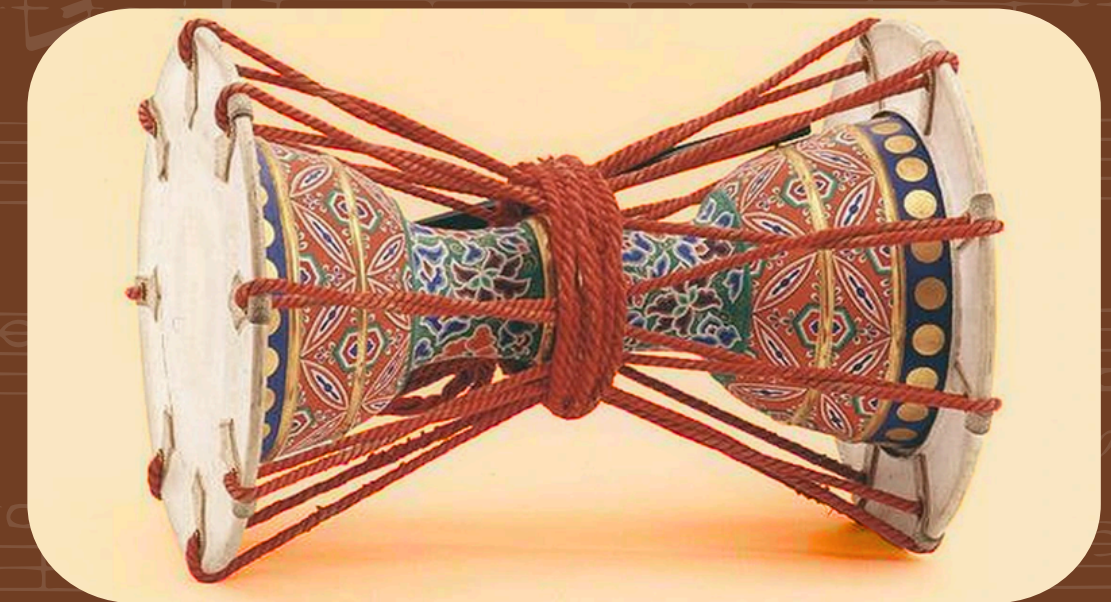
Design Concept: The Echo Drum Handbag



Inspiration: Reimagining the "Trong Com" (Vietnamese Rice Drum) – a cultural and musical icon – through the lens of modern fashion.

The Design: A cylindrical silhouette echoing traditional drums, featuring intricate lacing that honors ancient craftsmanship.

Color Palette: The subtle harmony between the aged jackwood brown, creamy buffalo-hide yellow, and lacquer red accents creates a beauty that bridges heritage with a contemporary spirit.



Materials & Natural Connection

- ▶ **Primary Material:** Cowhide leather is used to build a solid structure, providing lasting durability and a timeless connection to traditional materials.



- ▶ **Secondary Material:** The initial concept featured Hemp fabric – a pure, eco-friendly natural fiber that evokes the rustic and peaceful beauty of nature.

- ▶ **Strategic Substitution:** To ensure a more accessible price point for the market, Canvas was chosen as the alternative. Originating from natural cotton fibers, Canvas perfectly preserves the organic, earthy feel of the design while enhancing practical everyday use.



Colours

19-1218 TPG

18-1110 TPG

17-1118 TPG

16-1133 TPG

12-0817 TPG

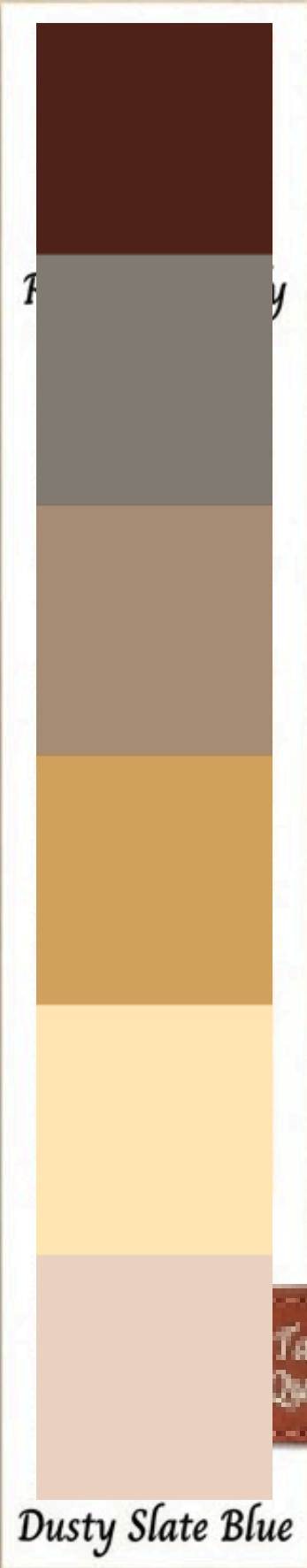
12-1106 TPG



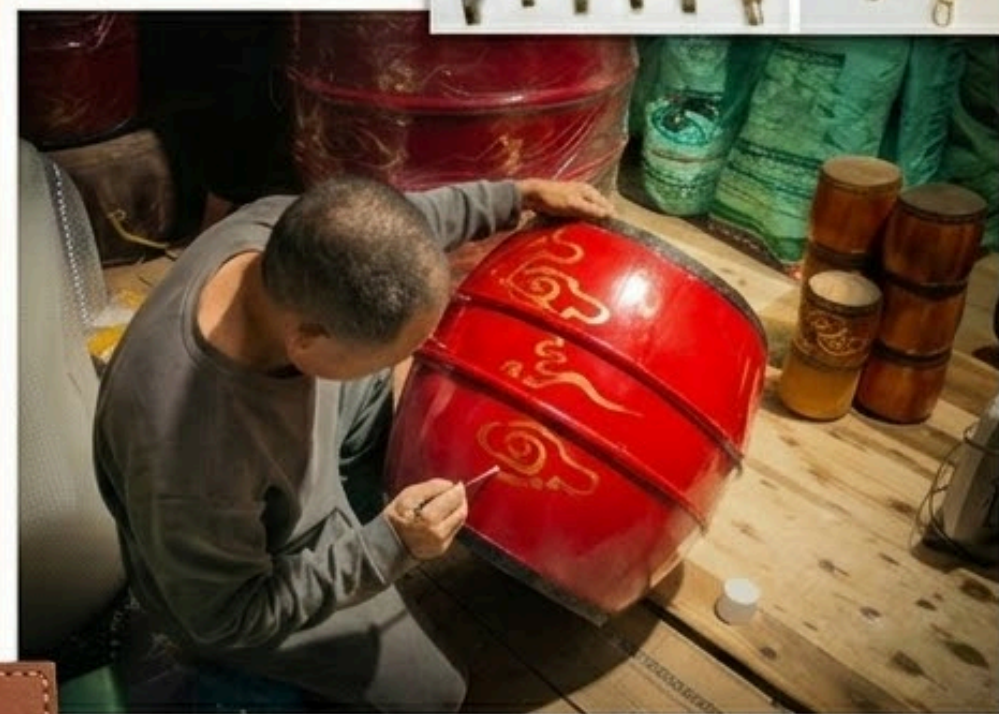
Moodboard

ECHO DRUM: CULTURAL – TIMELESS

Tactile
Quality



Dusty Slate Blue



Heritage Origin – Doi Tam Drum Village



Cylindrical &
Functional Design

Natural
Texture



Tactile
Quality



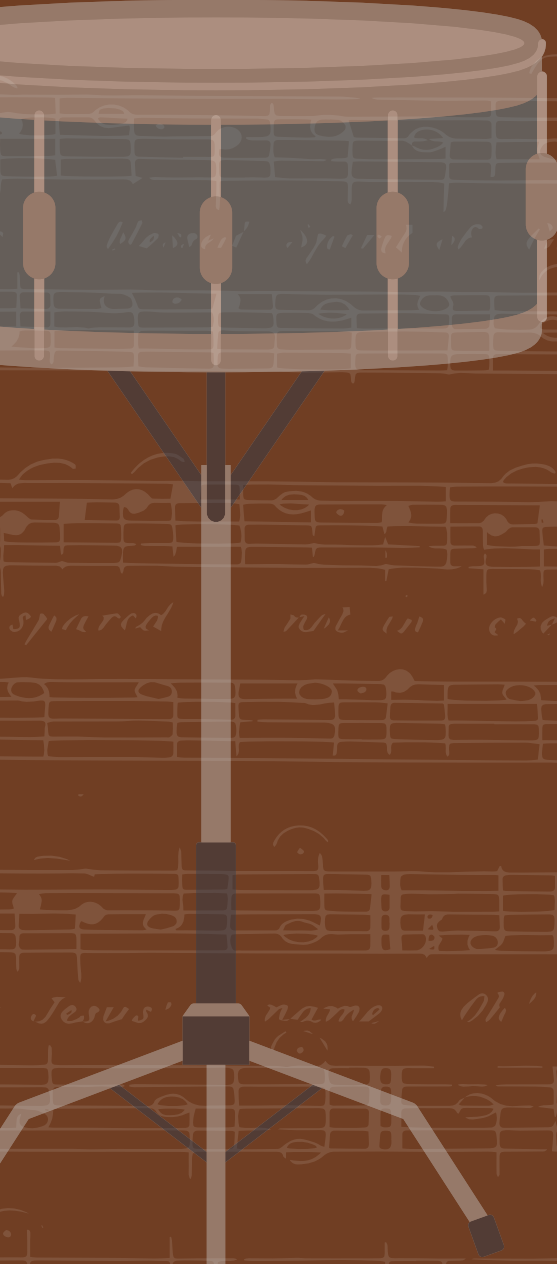
Drum
Surface
Pattern

Drum Surface Pattern

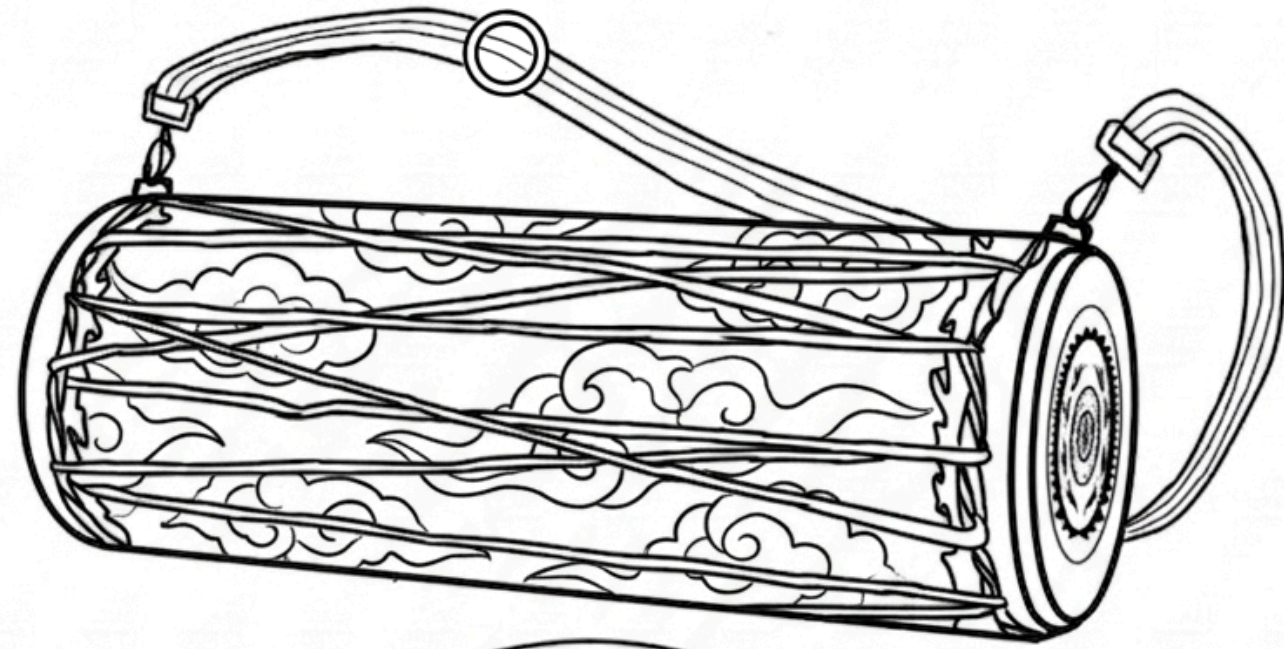


Natural
Texture

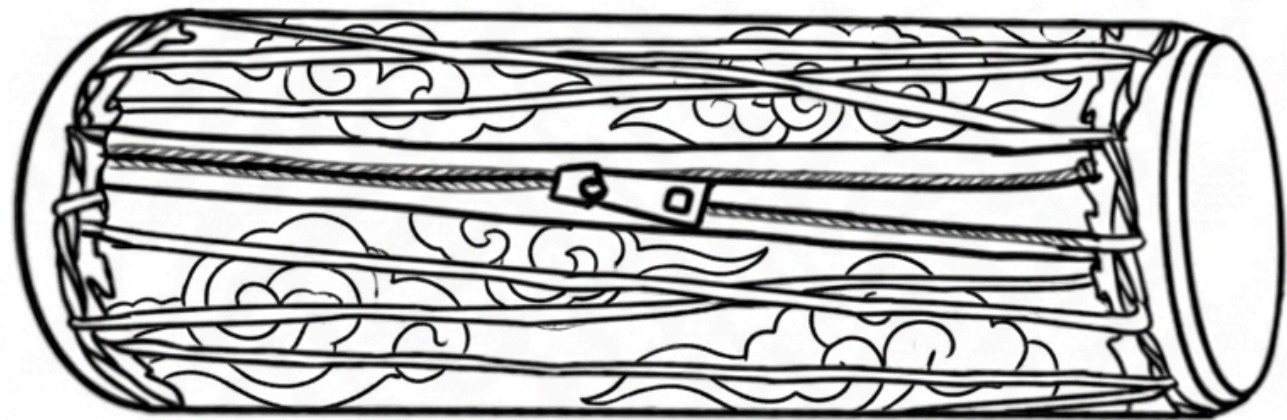
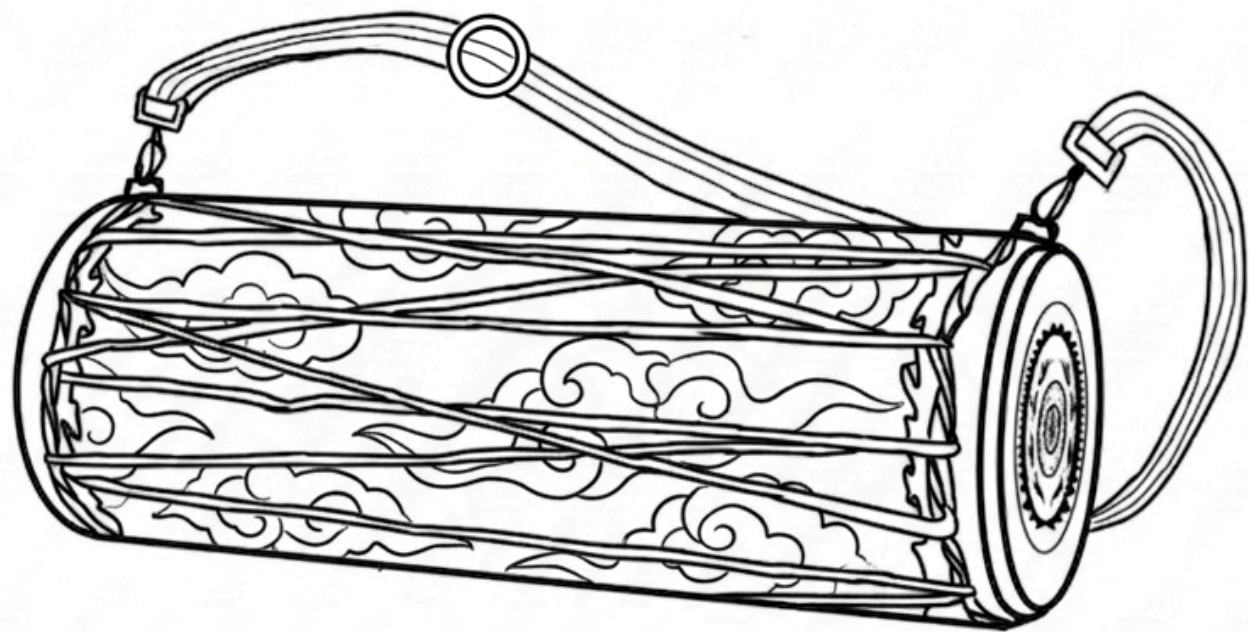
ECHO DRUM: Traditional Essence in Modern Design



Sketches



Final sketches



Technical Drawing

Adjustable strap



Decorative lacing

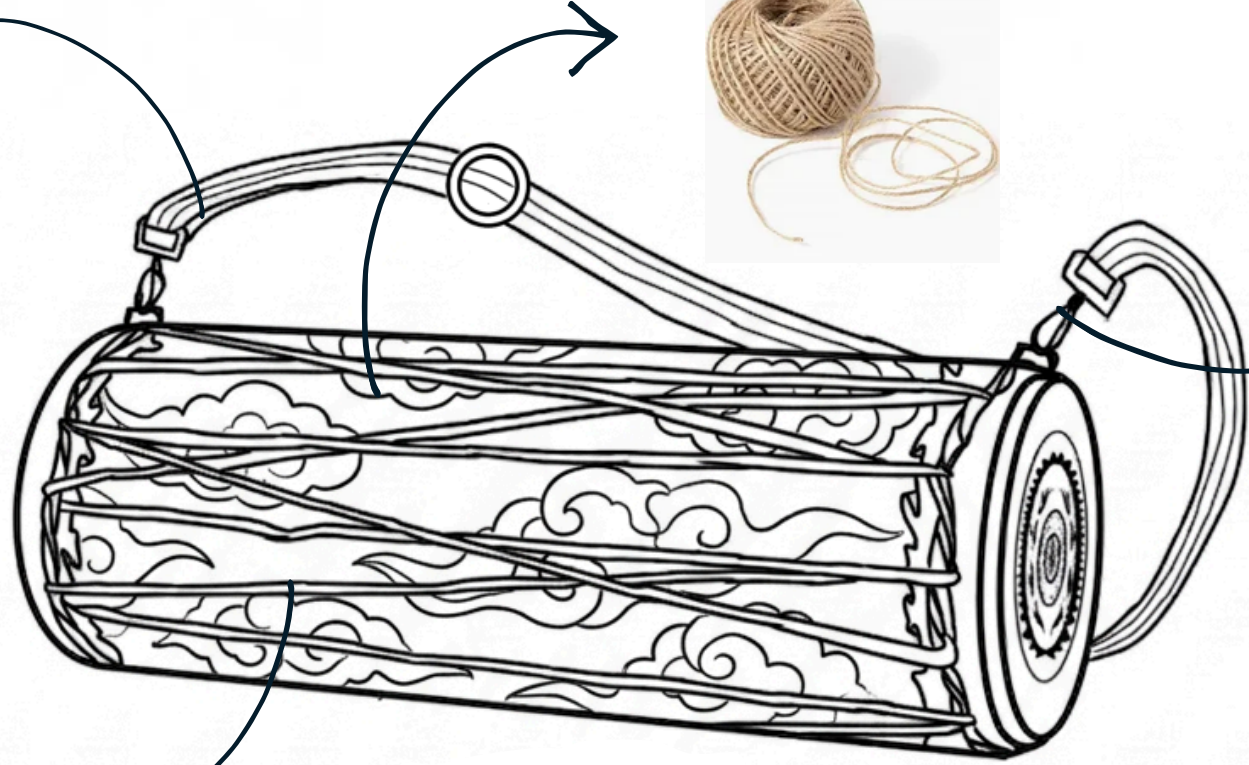


Lobster Clasp

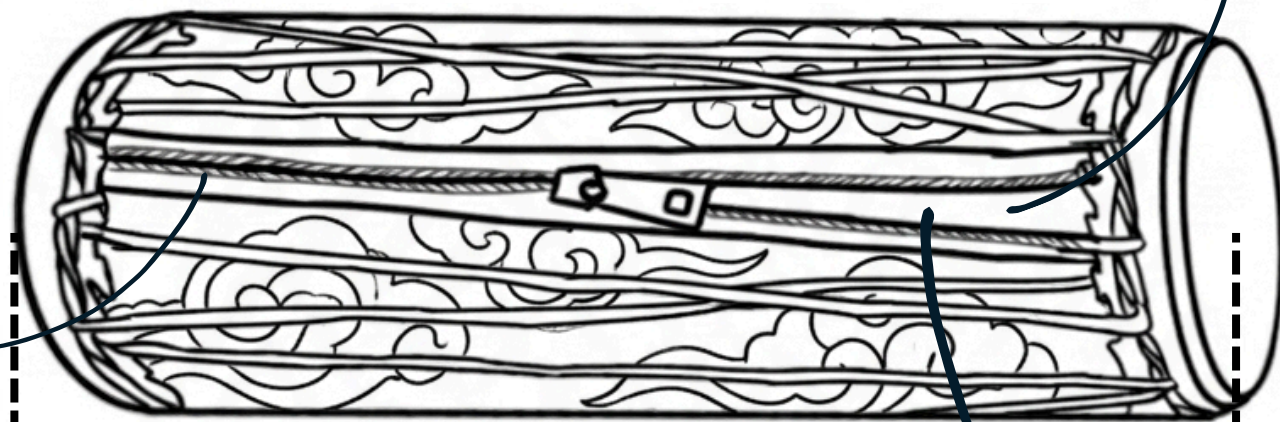
Blind
Debossing
+ Foil



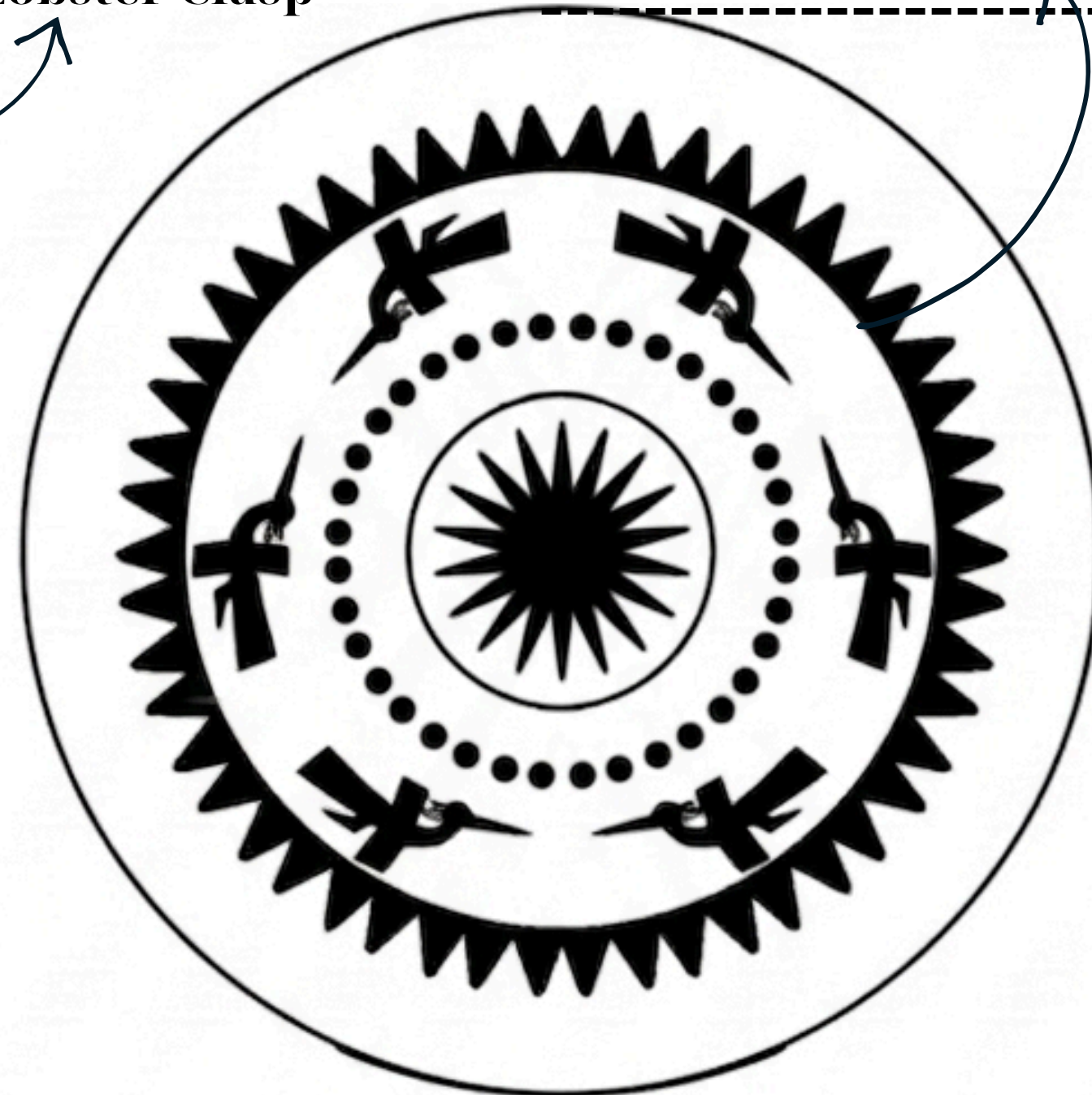
Cow leather



Interior Lining:
Cotton canvas
lining



Zipper



14cm

35cm

Reinforcement:
Plastic sheet
(PP/PVC)



Color combination design



Final color combination design



- Dark brown cow leather forms the base, expressing a rustic and durable feel.
- Golden engraved cloud motifs run around the body, creating rhythm along the cylindrical form.
- The two end faces feature a sun pattern engraving, emphasizing symmetry and inspiration from traditional drums.
- Antique brass metal hardware harmonizes with the engraved details.
- The ethnic canvas strap adds a cultural accent and balances the materials between leather and fabric.
- Overall, the design conveys the spirit of craftsmanship – culture – rhythm – sustainability.

Specification sheets

Material and Accessories Format- Blank Mat

Category	Bag – Cylinder leather bag			
Project	Echo Drum			
Manager				
Date				
Reference				

MATERIAL 1 – MAIN BODY

Material name	Fabric / Access Content	Features	Supplier	Comments
Genuine Cow Leather – engraved/embossed pattern	100% cow leather	1.8–1.8 mm thickness, strong cylindrical structure	Leather workshop	Test engraving quality before production. Reinforce with PP sheet inside



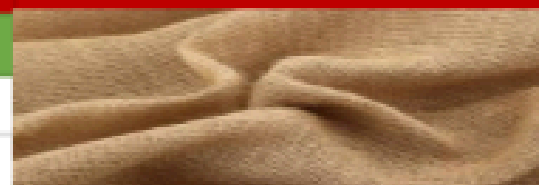
MATERIAL 2 – CIRCULAR END CAPS

Material name	Fabric / Access Content	Features	Supplier	Comments
Genuine Cow Leather – circular cut	100% cow leather	Rigid support for both ends	Leather workshop	Test engraving quality before production. Reinforce with PP sheet inside



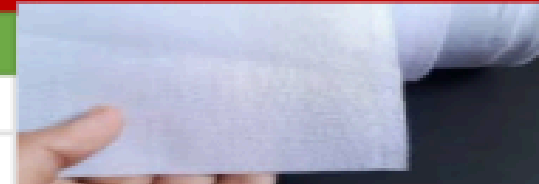
MATERIAL 3 – LINING

Material name	Fabric / Access Content	Features	Supplier	Comments
Cotton Canvas Lining	100% cotton canvas	Durable, moisture-absorbent	Fabric store	Beige/light brown tone



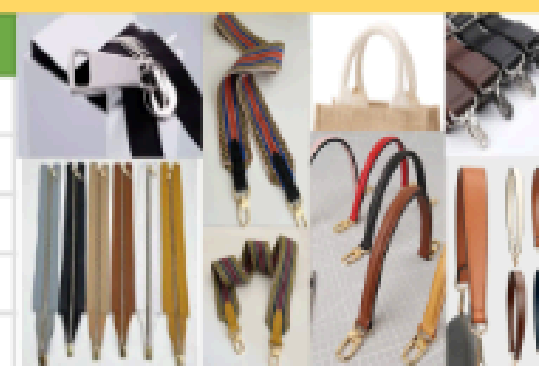
MATERIAL 4 – REINFORCEMENT

Material name	Fabric / Access Content	Features	Supplier	Comments
PP/PVC sheet + fusible interfacing	Plastic sheet + interfacing	Maintain cylindrical form	Bag accessory supplier	Between leather and lining

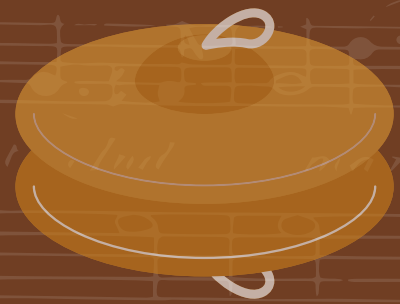


ACCESSORIES

Material name	Fabric / Access Content	Features	Supplier	Comments
Metal Zipper (antique brass)	Alloy metal	Durable for leather bag	Hardware shop	Antique brass color
D-rings + Rivets	Metal plated	High load capacity	Metal accessory shop	Riveted to leather body
Ethnic Canvas Shoulder Strap (4 cm x 135 cm)	Woven canvas	Comfortable, decorative, strong	Canvas strap supplier	Adjustable, detachable
Polyester Sewing Thread	High-strength polyester	Wear resistant	Sewing supply store	Dark brown/beige
Leather Edge Paint	Leather coating	Seal raw edges	Leather chemical shop	Dark brown

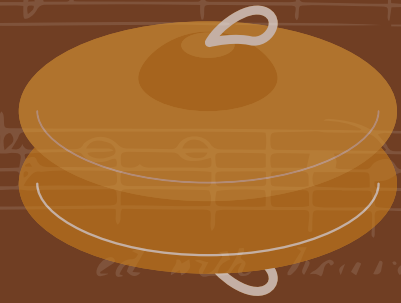


Environmental Benefits of Real Leather



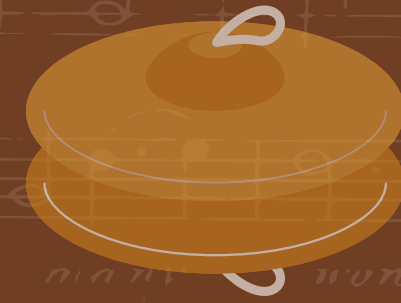
Upcycling a By-product:

- Leather is a natural by-product of the food industry.
- Prevents millions of tons of hides from ending up in landfills, significantly reducing methane emissions.



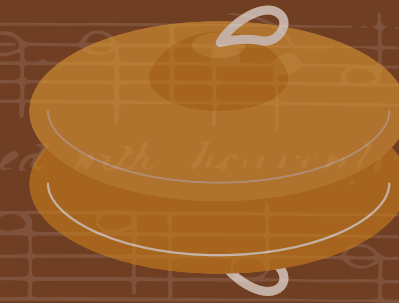
Longevity & Sustainability:

- Unmatched durability lasts for decades, actively combating "Fast Fashion" and overconsumption.
- Develops a unique patina over time, increasing the product's value and lifespan.



Natural Biodegradability:

- As an organic material, real leather decomposes naturally at the end of its life.
- Zero Microplastics: Unlike synthetic alternatives (PU/PVC), it does not shed harmful plastic particles into our oceans.



Resource Efficiency:

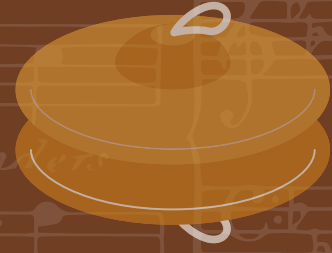
- Lower lifetime carbon footprint compared to short-lived synthetic materials.
- Highly repairable and recyclable, supporting a circular economy.



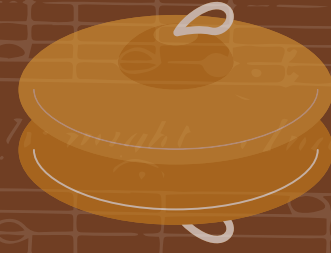
Environmentally Sustainable Hemp Fabric



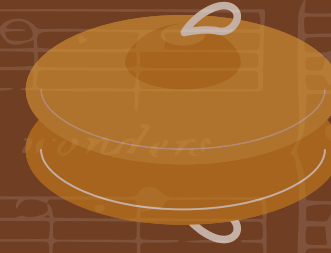
Extreme Durability:
3x stronger than cotton, resisting tears and maintaining shape over time.



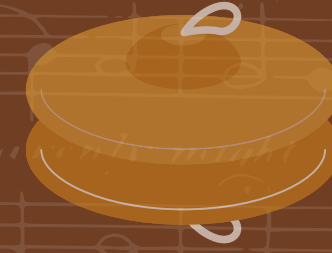
Natural Antimicrobial:
Resists mold, mildew, and odors without chemical treatments.



Breathable & Absorbent:
Excellent moisture-wicking properties for a cool and dry feel.



Skin-Safe & UV Resistant:
Hypoallergenic material with natural protection against UV rays.



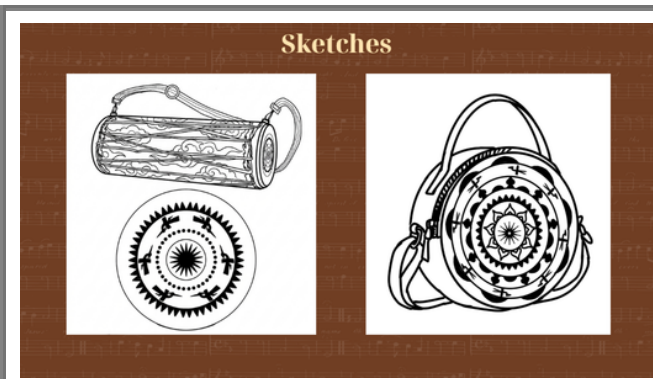
100% Biodegradable:
Purely natural fiber that leaves zero plastic waste at end-of-life.



Storyboard



Phase 1 *Giai đoạn 1*



Design Idea: Doi Tam Drums spec sheet

- Inspiration:** Inspired by the thousand-year-old traditional drum making craft of Doi Tam Village.
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- Message:** This combination carries the rustic essence of nature and the vitality of heritage, creating a design style that is both deeply folk-oriented and elegantly solid.

Design Concept: The Echo Drum Handbag

Inspiration: Reimagining the "Frog Com" (Vietnamese Rice Drum) – a cultural and musical icon – through the lens of modern fashion.

The Design: A cylindrical silhouette echoing traditional drums, featuring intricate lacing that honors ancient craftsmanship.

Color Palette: The subtle harmony between the aged jackwood brown, creamy buffalo hide yellow, and lacquer red accents creates a beauty that bridges heritage with a contemporary spirit.

Colours

Material spec sheet

Material Name	Fabric / Access Content	Features	Supplier	Comments	
Leather	engraved/embossed	1.5 - 1.8 mm thickness, strong cylindrical structure	Leather workshop	Test engraving quality before production. Reinforce with PP sheet inside.	
Leather	circular cut	100% cow leather	Rigid support for both ends	Leather workshop	Test engraving quality before production. Reinforce with PP sheet inside.
Canvas	100% cotton canvas	Durable, moisture-absorbent	Fabric store	Beige/light brown tone	
PP/PVC sheet	laminating	Plastic sheet + interfacing	Maintain cylindrical form	Bag accessory supplier	Between leather and lining
Zipper	Alloy metal	Durable for leather bag	Hardware shop	Antique brass color	
Canvas Strap (4 cm x 135 cm)	Woven canvas	High load capacity	Canvas strap supplier	Reinforced to leather body	
Thread	High-strength polyester	Wear resistant	Sewing supply store	Dark brown/beige	
Leather Edge Patch	Leather coating	Seal raw edges	Leather chemical shop	Dark brown	

Phase 2 *Giai đoạn 2*



Design Idea: Doi Tam Drums spec sheet

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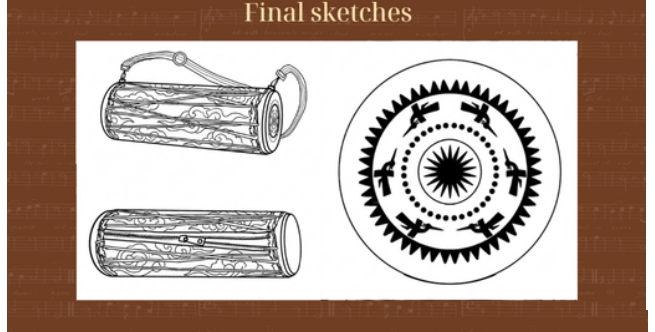
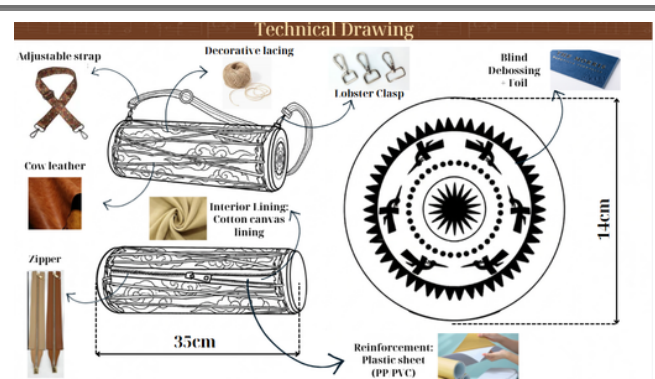
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PP/PVC sheet	laminating	Plastic sheet + interfacing	Maintain cylindrical form	Bag accessory supplier	Between leather and lining
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Canvas Strap (4 cm x 135 cm)	Woven canvas	High load capacity	Canvas strap supplier	Reinforced to leather body	
Thread	High-strength polyester	Wear resistant	Sewing supply store	Dark brown/beige	
Leather Edge Patch	Leather coating	Seal raw edges	Leather chemical shop	Dark brown	

Phase 3 *Giai đoạn 3*



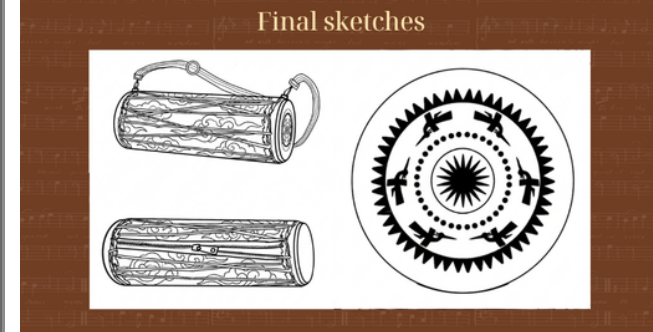
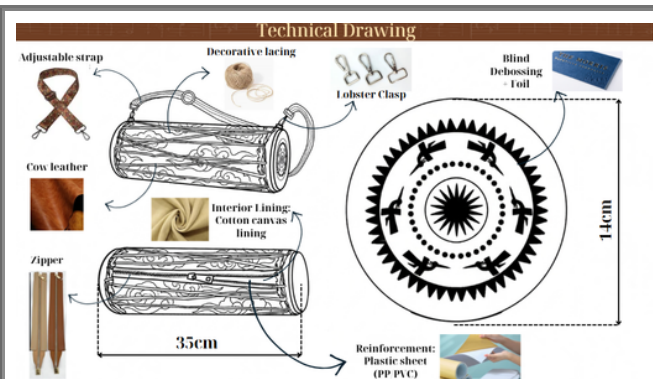
Colours



Specification sheets

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Canvas	100% cotton canvas	Durable, moisture-absorbent	Fabric store	Beige/light brown tone	
PP/PVC sheet	laminating	Plastic sheet + interfacing	Maintain cylindrical form	Bag accessory supplier	Between leather and lining
Zipper	Alloy metal	Durable for leather bag	Hardware shop	Antique brass color	
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Thread	High-strength polyester	Wear resistant	Sewing supply store	Dark brown/beige	
Leather Edge Patch	Leather coating	Seal raw edges	Leather chemical shop	Dark brown	

Phase 4 *Giai đoạn 4*



Colours



Phase 5 *Giai đoạn 5*

Specification sheets

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Leather	circular cut	100% cow leather	Rigid support for both ends	Leather workshop	Test engraving quality before production. Reinforce with PP sheet inside.
Canvas	100% cotton canvas	Durable, moisture-absorbent	Fabric store	Beige/light brown tone	
PP/PVC sheet	laminating	Plastic sheet + interfacing	Maintain cylindrical form	Bag accessory supplier	Between leather and lining
Zipper	Alloy metal	Durable for leather bag	Hardware shop	Antique brass color	
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Specification sheets

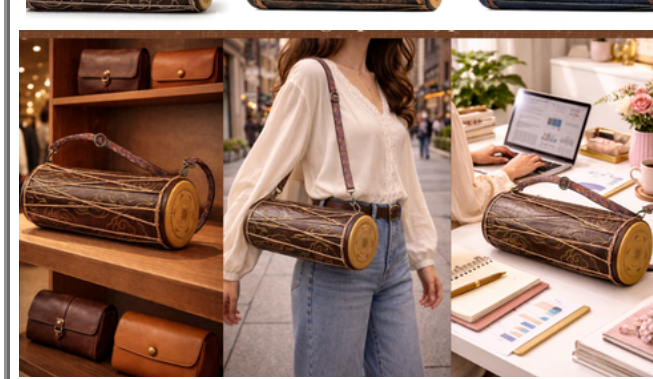
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Secondary Material: The initial concept featured Hemp fabric – a pure, eco-friendly natural fiber that evokes the rustic and peaceful beauty of nature.

Strategic Substitution: To ensure a more accessible price point for the market, Canvas was chosen as the alternative. Originating from natural cotton fibers, Canvas perfectly preserves the organic, earthy feel of the design while enhancing practical everyday use.

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Zipper	Alloy metal	Durable for leather bag	Hardware shop	Antique brass color	
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Leather Edge Patch	Leather coating	Seal raw edges	Leather chemical shop	Dark brown	



Final design prototype





ECHO DRUM

HERITAGE RHYTHMS

A Sustainable Design Concept



The project was realized through the PATF training roadmap and the dedicated mentorship of Mr. Bryan.





THANK YOU

