



**CELESTIAL  
FIRE HORSE**



# CELESTIAL FIRE HORSE

**“Born from Flame, Guided by  
Fortune”**

CELESTIAL FIRE HORSE is a bag collection inspired by the Year of the Fire Horse 2026, translating the spirit of the horse as a symbol of strength, speed, and ambition through a futuristic luxury aesthetic infused with beliefs in fortune, destiny, and cosmic energy.

In this concept, “fire” is not viewed merely as heat or destruction, but as a force of life, passion, and inner power — a symbol of destiny constantly moving forward. It reflects a new generation that no longer waits for luck to arrive, but chooses to create their own path through confidence, courage, and individuality.

The silhouette of the bag is inspired by the movement of horse muscles in motion. The front texture is designed to resemble flowing muscle fibers, creating a sense of dynamic movement and energy, as if power is circulating beneath the surface of the bag itself.

The chrome flame metal elements wrapping around the bag symbolize a sacred flame that protects and amplifies the energy of fortune. The elongated metallic forms, inspired by flames and sharp organic curves, express speed, momentum, and the aura of a fire horse from a futuristic world.

Metal chains and chrome hardware are incorporated to enhance the cyber-luxury aesthetic, giving the bag the appearance of a futuristic armor-like artifact — an object of power created for those who dare to stand out.

The deep wine-red tone represents fire, prosperity, and fortune, while the silver chrome details symbolize celestial energy and futuristic technology. The contrast between these elements creates a balance of boldness, elegance, and mystery.

CELESTIAL FIRE HORSE is more than just a fashion accessory — it is a statement piece that embodies strength, confidence, and destiny.

Designed for individuals who use passion as their driving force and transform every step forward into a journey toward success.

Tagline

“Born from Flame, Guided by Fortune.”

# DESIGN CONCEPT

CELESTIAL FIRE HORSE is a futuristic luxury bag collection inspired by the Year of the Fire Horse 2026. The concept combines the symbolism of the horse — representing strength, speed, ambition, and freedom — with the energy of fire, which symbolizes passion, fortune, confidence, and unstoppable movement forward.

This collection reinterprets traditional beliefs through a futuristic lens, creating a statement piece for a new generation that believes in creating their own destiny. The bags are designed to embody movement and power, inspired by the muscular structure of a horse in motion.

Organic muscle-like textures, chrome flame metal details, sharp silhouettes, and futuristic hardware are used to create a balance between luxury, strength, and cyber-futuristic aesthetics. The collection reflects the aura of confidence and fortune while expressing individuality and bold self-expression.

## TARGET AUDIENCE

Age

18–30 years old

Gender

Gender-neutral / All genders

### Lifestyle

- Urban lifestyle
- Fashion-forward individuals
- Creative and expressive personalities
- Interested in luxury streetwear and statement fashion

### Income

Middle to upper-middle income

### Personality

- Confident
- Ambitious
- Trend-aware
- Individualistic
- Passion-driven

### Fashion Style

- Luxury streetwear
- Futuristic fashion
- Statement styling
- Experimental fashion lovers

### Consumer Behavior

- Willing to invest in statement pieces
- Values uniqueness and identity
- Interested in fashion with storytelling and symbolism

**KEYWORDS:** Celestial Energy, Power, Futuristic

## INSPIRATION

Cultural Inspiration

- Chinese Zodiac: Year of the Fire Horse 2026
- Beliefs surrounding luck, prosperity, and destiny
- Symbolism of fire as energy and transformation

### Visual Inspiration

- Horse muscle anatomy in motion
- Futuristic armor and cyber aesthetics
- Metallic flames and chrome surfaces
- Sci-fi fashion and luxury streetwear
- Celestial and cosmic imagery

### Emotional Inspiration

- The ambition of chasing dreams
- The courage to stand out
- The energy of creating one's own destiny
- The balance between strength and elegance

# DESIGN BRIEF

## Project Title

CELESTIAL FIRE HORSE

## Product Category

Luxury Streetwear Bag Collection

## Objective

To design a statement bag collection inspired by the Year of the Fire Horse 2026, combining symbolism of power, fortune, and futuristic aesthetics with contemporary craftsmanship. The collection aims to create bags that reflect fashion, individuality, and long-term sustainability.

## Design Direction

- Futuristic luxury streetwear
- Cyber-luxury aesthetic
- Sculptural silhouettes
- Organic forms inspired by horse muscles
- Statement accessories with wearable functionality
- A balance between boldness and elegance

## Design Techniques

### Embossed Leather Technique

An embossed leather technique is used to create textures inspired by horse muscles. The embossed surface adds depth, shadow, and dynamic movement to the bags without relying on excessive decorative elements, resulting in a more sophisticated design while reducing unnecessary material usage.

### Chrome Flame Metal Hardware

Custom metal hardware is designed in the form of futuristic flames to establish the collection's visual identity. The flowing metallic lines symbolize movement, speed, and energy.

### Structured Construction

The bags feature a strong structured construction that reflects stability, power, and the appearance of futuristic armor, while also enhancing durability and shape retention.

### Minimal Waste Pattern Cutting

Pattern layouts are developed with minimal-waste cutting techniques to reduce material waste during the production process.

## Materials

- Genuine Cow Leather 100%
- Embossed Leather
- Chrome Metal Hardware
- Metallic Chain Strap
- Glossy Leather Finish
- Recyclable Metal Components
- Microfiber / Fabric Lining
- Structured Inner Support Material
- Silver Chrome Accessories
- Magnetic Closure Hardware

# Materials

&

# Detail



Genuine Cow Leather



Chain



Embossed Leather



Chrome Metal Hardware



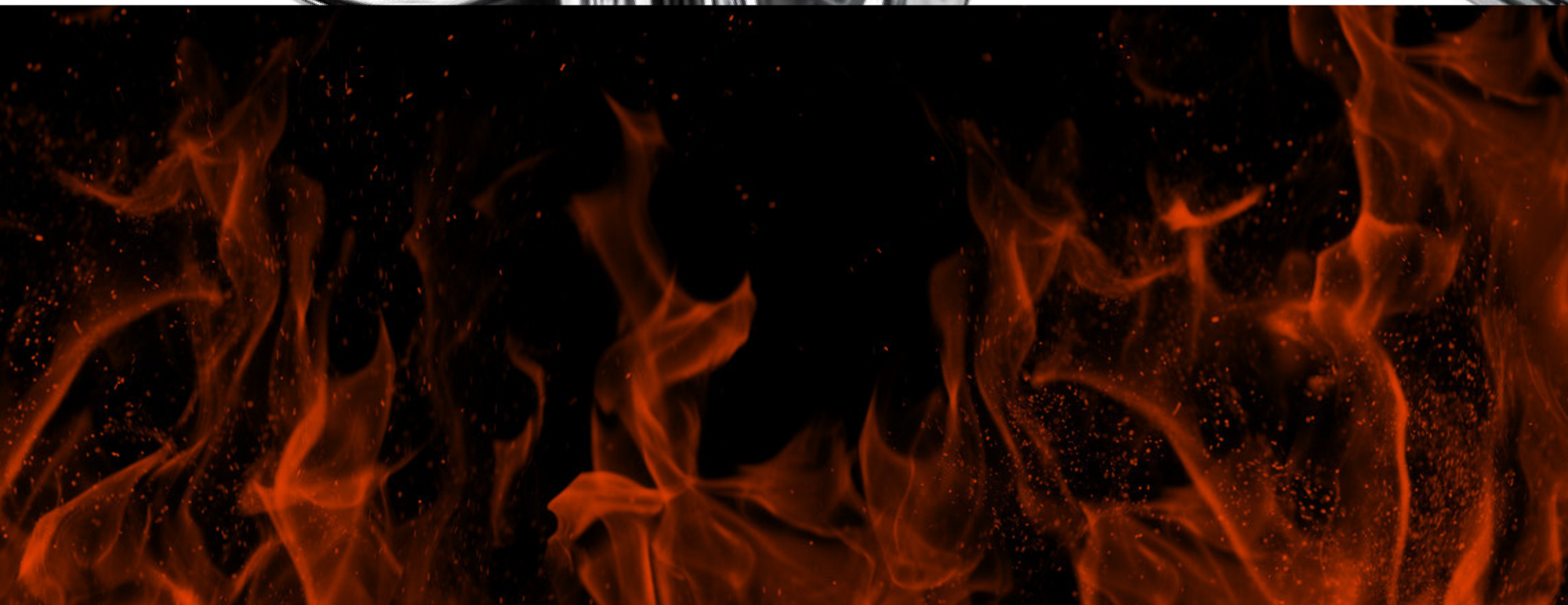
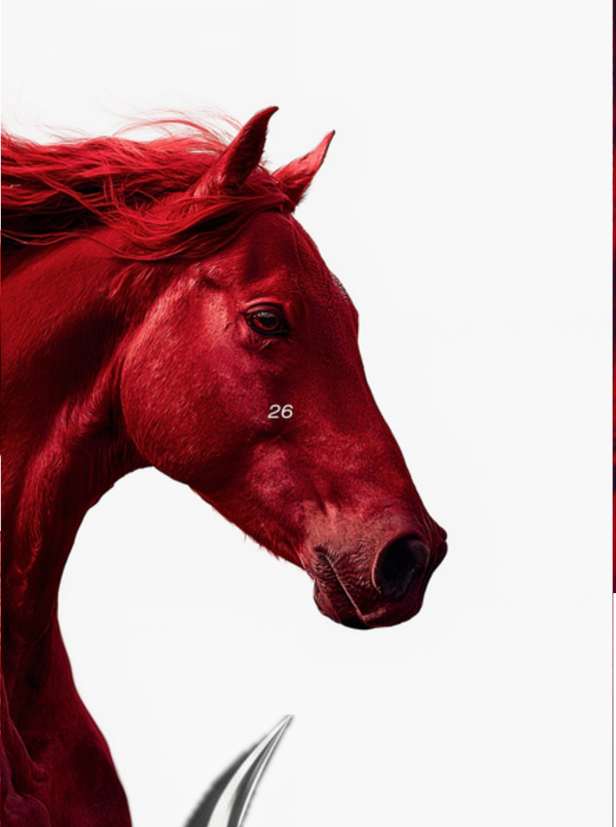
Magnetic Closure Hardware

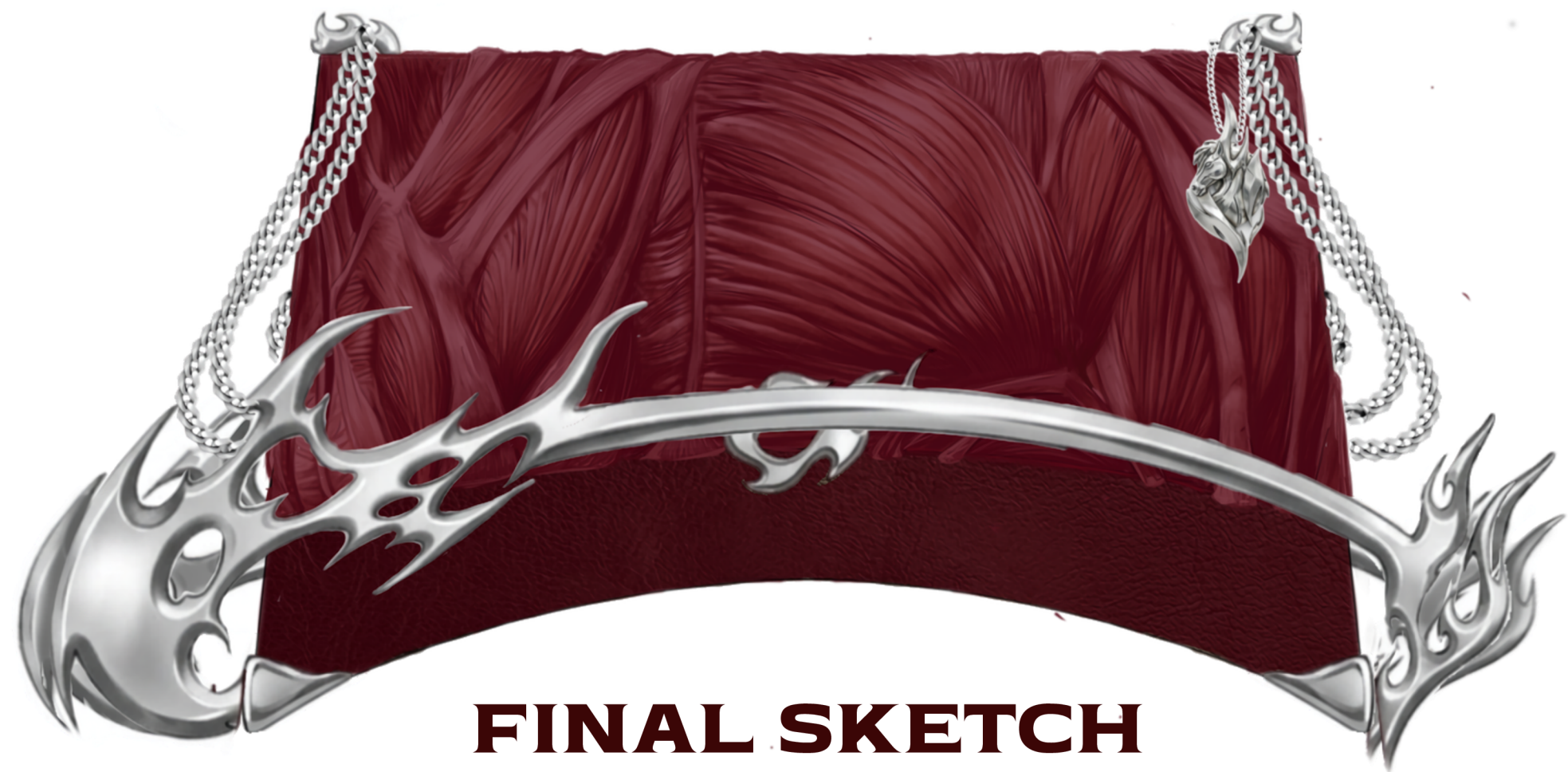


Microfiber / Fabric Lining

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**FINAL SKETCH**



# TECHNICAL DRAWING

