



INGABO:

SHIELD HOBO

Protection in Motion

**A contemporary leather bag inspired by Rwandan heritage designed for longevity
Made with purpose**

Culture inspired, Natural by-product, built to last, made for future

PROJECT SUMMARY

INGABO: Shield Hobo is a contemporary leather shoulder bag inspired by two powerful symbols from Rwanda's cultural heritage: The Ingabo (shield) Ingoma (drum) and cow-horn.



The project explores how traditional African values of protection, resilience, communication, and collective identity can be translated into a modern luxury accessory designed to last beyond trends.

The bag's sculptural silhouette is inspired by the protective oval form of the shield, while its rhythmic seam construction and layered leather panels draw from the structure and visual rhythm of the drum. Crafted primarily from full-grain cattle leather, the design incorporates recycled cow horn as a functional structural element, celebrating the value of natural by-product materials while reducing reliance on conventional hardware.

Created as a response to the growing culture of fast fashion, INGABO: Shield Hobo prioritizes durability, reparability, and emotional longevity. It is designed to age beautifully, accompany its owner through years of use, and encourage a deeper connection between people and the products they carry.

Rather than using African culture as decoration, the project reinterprets heritage through contemporary design, creating a timeless and commercially viable accessory that celebrates craftsmanship, individuality, sustainability, and the evolving voice of African design on the global stage.

THE PROBLEM

Fast fashion has created a culture of short lived products and disposal consumption. Many accessories are made from synthetic materials designed for trends rather than longevity



discarded pile of synthetic leather PU handbags in a landfill environmental waste

meanwhile, valuable natural by-product materials such as leather and horn are often underutilized or discarded despite their durability and potential



underutilized natural by-product materials such as leather and cow horn

THE OPPORTUNITY

Transform what is overlooked into meaningful, long lasting products that honor both people and the planet

MOOD BOARD



COLOR STORY



MATERIALS

FULL GRAIN CATTLE LEATHER
RECYCLED CAW-HORN
COTTON LING
ZIPPER
THREAD

SUSTAINABILITY APPROACH

NATURAL MATERIALS
BY-PRODUCT UTILIZATION
LONGEVITY & REPAIRABILITY
TIMELESS DESIGN



INGABO (SHIELD)
Protection
↓
Wrapped silhouette
↓
Protective structure



INGOMA (DRUM)
Rhythm
↓
Layered seams
↓
Tension construction



HORN (BY-PRODUCT)
Natural material
↓
Functional handle
↓
Reduced hardware



DIMENSIONS(APPROX)

HEIGHT:26CM
WIDTH:35CM
DEPTH:10CM
HANDLE DROP:22CM



The Inyambo cow is one of Rwanda's most recognized cultural symbols, representing prestige, dignity, resilience, and the deep relationship between people, livestock, and heritage. Beyond its cultural significance, cattle have historically provided materials, livelihoods, and value within communities. This project draws inspiration from the elegance of the Inyambo's curved horns and celebrates the responsible use of cattle by-product materials through leather and recycled horn



Inspiration Ingabo hobo shape

INGABO: Shield Hobo is designed for individuals who value craftsmanship, quality materials, and products with lasting meaning. Positioned within the contemporary luxury accessories market, the bag combines distinctive design with everyday functionality, making it suitable for work, travel, and daily use.

Its sculptural silhouette creates strong visual identity, while durable leather construction and repairable components support long-term ownership. The use of natural by-product materials aligns with the growing demand for responsible luxury products and conscious consumption.

Rather than following short-term trends, the design focuses on timeless appeal, emotional durability, and practical functionality, allowing it to remain relevant across seasons and years of use.

TARGET USER

Creative professionals

Designers

Entrepreneurs

Frequent travelers

Conscious luxury consumers

USAGE CONTEXT

Work

Travel

City lifestyle

Everyday carry



Designed to be carried for years, not seasons.



INGABO HOBO

Protection in motion

Designed by UMUHUZA HIRWA Jeanluc