

Merriss Atelier

An atelier is a Western-style craft studio , Inspired by women of the Regency era.



The MA logo is inspired by the elegant simplicity of the Regency era and the English cottage style. It represents the brand name and the handcrafted Atelier concept, while also reflecting the brand's classic identity. Overall, the design gives a feminine and vintage feeling.

Brand Style



Target Group



Elle Fanning

Sabrina Carpenter

The target customers are women who love Romantic Vintage Regency fashion. They are people who are interested in styling and fashion, enjoy taking photos, and like attending social events or special occasions.

Most of the target customers are influencers, celebrities, or people who love Regency-style fashion.

The target customers have an average income of around 40,000–100,000 baht per month. They are willing to pay for unique designs, high quality, and the image of the brand.

Marketing

Sales Channels

Instagram

website Online Store



Unique Selling Point

The Regency-inspired design gives a luxurious and unique feeling. The flap is decorated with lace details, making the bag stand out beautifully. Inside, there are two compartments that help organize belongings neatly, making it practical for both everyday use and special occasions.

The design is niche and not mass-produced, making it perfect for people who want a bag with a unique personal style. This bag is not only functional, but also a fashion piece that enhances the user's image and personality.

Product Bag



How to Use

The bag opens and closes with a magnetic button in the center, making it easy and convenient to use.

The bag has two compartments that can be used to separate small personal items such as a phone, cosmetics, and car keys.

<p>HOW TO OPEN (วิธีเปิด)</p>  <p>1. Lift flap and separate magnetic snap. (ยกฝาขึ้นและแยกกระดุมแม่เหล็ก)</p>	<p>WHAT'S INSIDE (ดูด้านใน)</p> <p>2. Organized internal compartments. (ช่องแยกของที่เป็นระเบียบ)</p> <p>CENTRAL ZIPPER POCKET (ช่องซิปกลาง)</p> <p>FRONT COMPARTMENT (ช่องหน้า)</p> <p>REAR COMPARTMENT (ช่องหลัง)</p> 
<p>PACKING ITEMS (จัดของ)</p> <p>3. Safely place essentials. (ใส่ของจำเป็นให้ปลอดภัย)</p> 	<p>HOW TO WEAR (วิธีใส่)</p> <p>4. Wear as CROSSBODY (สะพายพาดลำตัว) or as SHOULDER BAG (สะพายไหล่). Connect chain to d-rings. (สะพายได้สองแบบ ต่อโซ่กับห่วง)</p>  <p>(Loop chain for shoulder height)</p>

Lady Aureline

Design - Sketch to Final



Inspiration



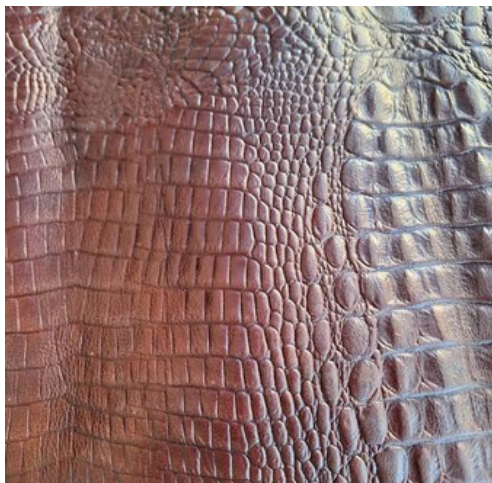
This concept is inspired by the Regency style, reflecting the luxury and elegance of European aristocracy in the 19th century through classical architecture and vintage decorative patterns. It is combined with leather materials and brown-cream tones to add a modern and luxurious touch to the design.

Pantone



Material

Leather



The bag is durable and helps maintain its shape well. It does not lose its form easily and can resist scratches and friction from everyday use.

Pearl



The shine of the pearls creates a visual focal point, adding depth and making the bag look more elegant and luxurious.

Chain



It adds a sense of luxury and elevates the overall look of the bag, transforming it from an ordinary handbag into a fashion accessory that enhances the user's overall style.

Lace



The lace layered over the leather adds texture and depth to the bag, making it more visually interesting and enhancing its overall beauty.

Technique / Process



User / Styling

Target Users

Women aged 20–35 who love Regency and romantic fashion styles.

Suitable Styling for the Bag

Fitted dresses or long plain-colored dresses, such as beige, cream, or off-white. The fabric should have a slight shine to create a more elegant look.

User Personality & Image

Women who are elegant and sophisticated, or women with an artistic taste who love the Regency style.



Final Product (Mock-up)



Photoshoot Concept



Photoshoot ผลงาน

