

ORIGAMI TOTE

REAL LEATHER. STAY DIFFERENT

PRESENTED BY
AUGUSTO BRANDÃO

WHO AM I?



HELLO,

MY NAME IS AUGUSTO,
I AM 22 YEARS OLD
AND I AM BASED IN
SÃO PAULO, BRAZIL. I
AM A FASHION DESIGN
STUDENT AND I HOLD
A POSTGRADUATE
DEGREE IN
SUSTAINABILITY.

TIMELESS BY PURPOSE

THIS BAG WAS DESIGNED TO BE A WELL-CRAFTED ESSENTIAL VERSATILE ENOUGH FOR EVERY OCCASION, YET REFINED IN ITS SIMPLICITY. ITS STRENGTH LIES IN DURABILITY, FUNCTIONALITY, AND HONEST MATERIALS. MORE THAN A PRODUCT, IT IS MEANT TO ENDURE. A PIECE THAT AGES WITH CHARACTER, CARRIES STORIES, AND CAN BE PASSED DOWN THROUGH GENERATIONS PROVING THAT TRUE DESIGN IS NOT ONLY SEEN, BUT LIVED OVER TIME.



ORIGAMI TOTE

CATEGORY: ACCESSORIES | FULL GRAIN BOVINE
LEATHER – VEGETABLE TANNED

A STRUCTURED BAG INSPIRED BY ORIGAMI, TRANSFORMING A 2D PLANE INTO A 3D VOLUME THROUGH PRECISE FOLDING. THE DESIGN ELIMINATES LININGS, REINFORCEMENTS, AND HARDWARE, RELYING SOLELY ON THE NATURAL STRENGTH OF LEATHER TO CREATE A SELF-SUPPORTING FORM.

BASED ON A UNIFIED CUTTING PLAN (ZERO WASTE), THE PIECE OPTIMIZES MATERIAL USAGE AND ENABLES EFFICIENT INDUSTRIAL PRODUCTION. ITS CONSTRUCTION COMBINES PRECISION STITCHING WITH NATURAL BURNISHED EDGES, ENSURING A CLEAN AESTHETIC AND LONG-LASTING DURABILITY.

THE PROJECT PROPOSES A NEW PERSPECTIVE ON LUXURY: MINIMAL, FUNCTIONAL, AND SUSTAINABLE, ALIGNED WITH INNOVATION AND CIRCULARITY.

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THE SOUL IN THE DETAILS: SENSORY ENGINEERING

EVERY ELEMENT OF THE ORIGAMI TOTE IS DESIGNED TO HIGHLIGHT THE PURITY OF LEATHER AND PRECISION OF FORM. DETAILS ARE NOT DECORATIVE THEY ARE FUNCTIONAL

THE LEATHER BUTTON CLOSURE REPLACES METAL HARDWARE WITH A TACTILE, INTEGRATED SOLUTION. THE FOLDED GUSSET CREATES AN EXPANDABLE STRUCTURE THAT MAINTAINS ITS SHAPE WITHOUT SYNTHETIC REINFORCEMENTS. BURNISHED EDGES, FINISHED WITH NATURAL BEESWAX, SEAL AND PROTECT THE MATERIAL WHILE ENHANCING ITS RAW BEAUTY. PRECISION STITCHING REINFORCES KEY STRESS POINTS AND VISUALLY DEFINES THE BAG'S ARCHITECTURAL SILHOUETTE

A BALANCE BETWEEN TOUCH, STRUCTURE, AND CRAFTSMANSHIP.

35°

35°

A

Dobradura Lateral

2

Tipo

Tipo B:

0.8mm

Waxed Linen

SPI: 11 in

Burnished edge

Ponto de Sela

1

2

uro & Fechamento

1

Diagrama de geometria de dobradura lateral (Det. A). O diagrama mostra um círculo com uma linha vertical central que divide o círculo em duas metades. Linhas diagonais representam as dobras. Os ângulos indicados são: 40° no topo esquerdo, 35° no topo direito, 35° no lado direito, 40° no lado esquerdo e 60° no centro inferior. A letra 'A' aparece em dois pontos diferentes no diagrama.

Det. A: Geometria de Dobradura Lateral

1 : 2

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THANK YOU