



DESIGN A HANDBAG COLLECTION
– A COMPLETE TECHNICAL GUIDE TO
PROFESSIONALLY PLAN, DESIGN AND
COMMUNICATE YOUR PROJECT –
Online course



PART 1

BEHIND DESIGNING: The Collection and The Moodboard

FIRST STEP: Search, Research, study what's out there

1. Understand your target audience - 00:02:03
2. Identify and analyse your competitors - 00:03:23
3. Understand your market - 00:06:41

SECOND STEP: Define crucial aspects of your collection

1. Main features - 00:09:58
2. Pricing - 00:12:11
3. Materials - 00:13:20

THIRD STEP: The moodboard

1. What is a moodboard - 00:22:44
2. Get inspired by your moodboard - 00:27:20

FOURTH STEP: Create a collection plan - 00:29:42

PART 2

Create designs to communicate with your manufacturer

CHAPTER ONE: THE TECHNICAL DRAWINGS

Fashion illustrations Vs Technical drawings
00:00:25

Drawing tools
00:04:40

Designing the external views

- STEP 1: Identify the geometrical shape - 00:07:56
- STEP 2: Understand handbag construction - 00:09:44
 - STEP 3: Design the front panel - 00:16:32
 - STEP 4: Design the remaining views - 00:28:24
 - STEP 5: Add details - 00:41:58
 - STEP 6: Add measurements - 00:44:12

PART 3

Create designs to communicate with your manufacturer

CHAPTER TWO: DRAW IN PERSPECTIVE

One point perspective

00:00:25

Draw your bag in perspective

- STEP 1: Design front and back panel - 00:15:02
- STEP 2: Add the straps and front pocket - 00:22:59
 - STEP 3: Define the side gusset - 00:29:00
 - STEP 4: Add the external details - 00:31:50

The internal views

00:33:05

CHAPTER THREE: FINAL DETAILS

1. Materials & details

00:40:19

2. The spec sheet

00:45:25

3. Drawing a soft bag

00:53:41



Thank you!