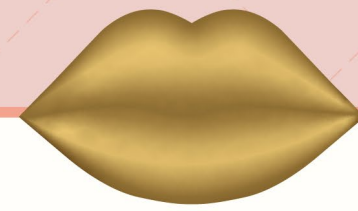




LULU GUINNESS
LONDON

How To Design A Handbag

Ever wondered how the bags you love to carry are made?
Now's your chance to find out. Learn with Lulu and
design your own handbag, too!



Where To Start

The first step is always inspiration! Creating a moodboard is one of the best ways to see all of your inspirations in one place and really give focus to the design process. At Lulu, we create a new moodboard for each season as a creative anchor for our bags and accessories.

Devils in the Detail



Anchored in the Archive



Celebrate the Craftsman

Where to look

- Books, libraries and journals
 - Online
 - Magazines
- Museums and art galleries
 - Vintage shops
 - Travel
 - Architecture
 - Nature
- Film, theatre and music

Lulu's Top Tip

"This is my favourite part of the process. I love to immerse myself in as many things as possible to get that spark of inspiration. My go-tos are vintage shops, the fashion exhibits at the V&A and getting lost in Instagram"



Choose Your Colour

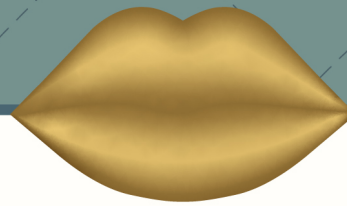
Let's get colourful! Colour is one of the first elements you notice when looking at a bag and it has the power to transform your look as well as your mood. So what are you in the mood for? It can also be a great starting point when designing a bag.



Lulu's Top Tips

- Consider the time of year
- What fabrics are available?
- What's the perfect hardware for your chosen colour?
- What mood are you going for?
 - What's the occasion?
 - What are you drawn to?



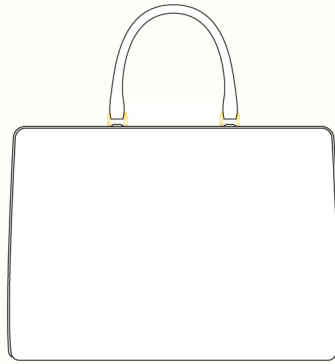


Choose Your Function

Now it's time to think about the type of bag you would like to design. It's important to consider the final use of the bag. Is it an evening bag for a wedding or an oversized shopper, for instance? This will influence the size, fastenings, pockets and even fabric. So what is the bag's destiny?



SHOPPER



HANDHELD



CROSSBODY



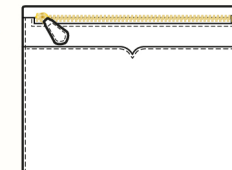
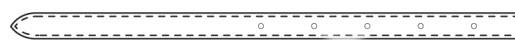
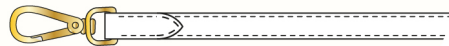
EVENING



CLUTCH

Lulu's Top Tip

"Don't forget about those hidden details like internal pockets, adjustable straps or even an extra pouch to hold your water bottle or mobile phone. Always remember to connect with your brand identity!"





Material Magic

Let's talk materials! It doesn't get much more important than that when it comes to designing a bag. We're talking touchability, durability and carry-ability (yes we made that last word up). Ask yourself, what's this bag going to be used for? If it's a shopper for your Saturday groceries dash it needs to be strong and sturdy (as well as cute) so a heavyweight canvas would be ideal. Going somewhere special? Think luxury leather or silky satin. And what about embellishments? Time to play around with ideas!

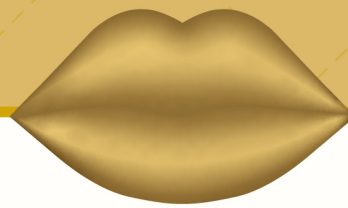


Lulus Top Fabrics

Leather

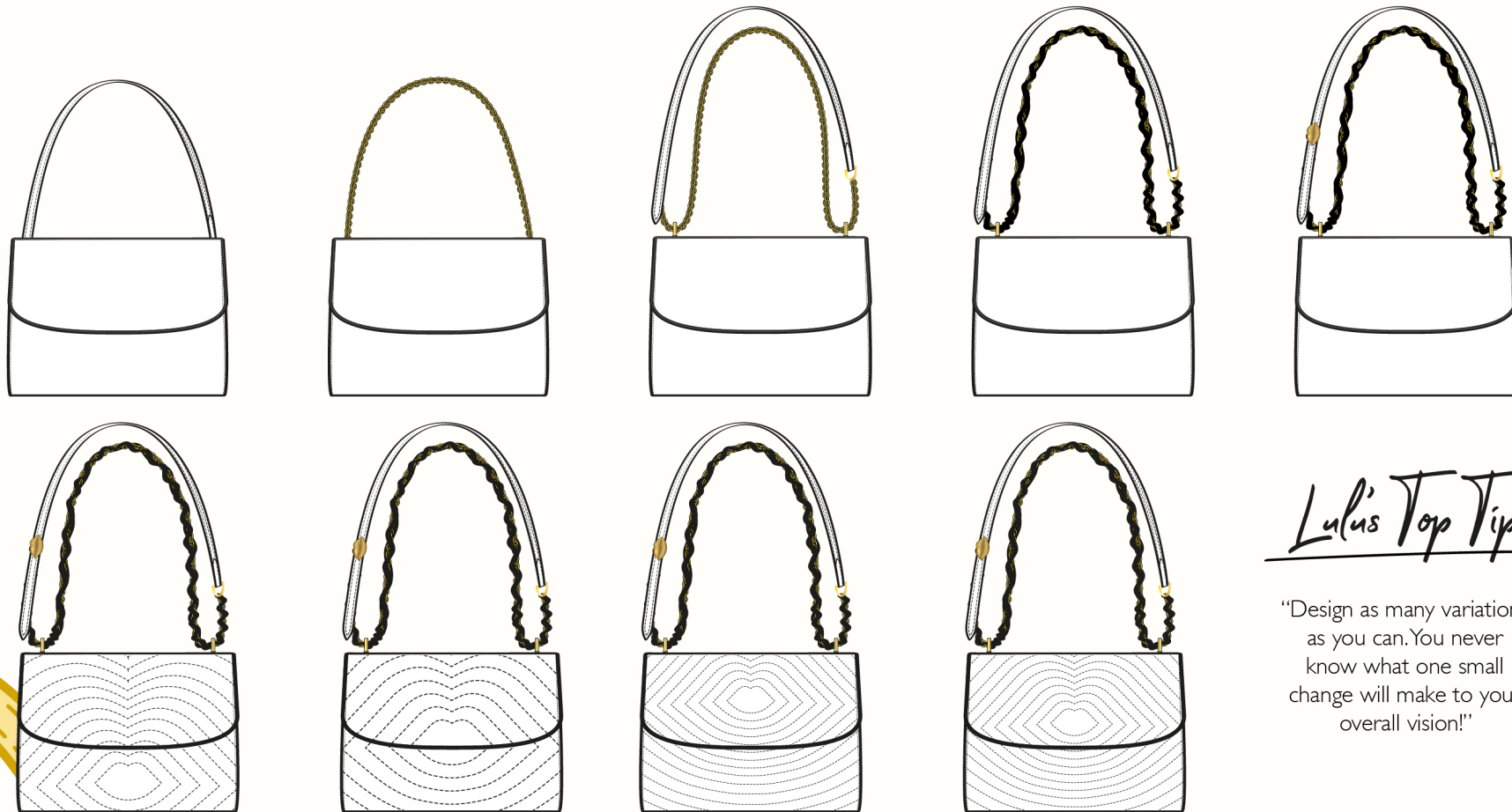
Velvet

Satin



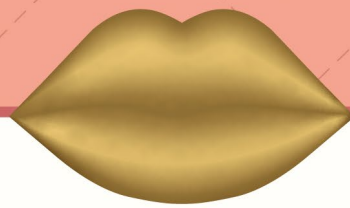
Let's Design!

Now it's time to get designing! Design development is where you pull all of the elements together to create your bag. Start with a silhouette of a bag, add a feature or two, trace your design, add or change something small, and repeat!



Lulu's Top Tip

"Design as many variations as you can. You never know what one small change will make to your overall vision!"



Magic Made!

Tah-Dah!

Here is the final bag design! All that's left to do now is make it. Over to you...



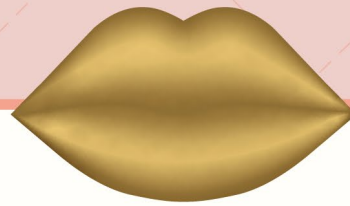
FRONT



BACK



PEONY



Make Your Own Magic

Now it's your turn to design!

“Don’t forget to share with us your final design via Instagram DM @lulu_guinness.
We’d love to see your creations!
Love Lulu x”