

BAG DESIGN



Bag

กระเป๋าก



HISTORY

คลาสสิก

1930s

Shoulder bags, satchels, clasp bags and the clutches – which are an iteration of the earlier pochettes – came into mainstream fashion.

Bags reflected the Art Deco movement with the inclusion of new materials such as plastic and zippers.

1940s

Following WWII, the earlier Art Deco style changed to a military, austere style and the handbags became bigger to be self-sufficient.

1950s

Design houses including Chanel, Louis Vuitton, and Hermes entered the market.

1960s

Youthful bag styles including long, narrow clutch and dainty shoulder bags with long chains became popular. They complemented the dressing styles popular during the era.

1970s

As a result of many young peoples' frequent travels to India, large satchels and fabric shoulder bags became part of the everyday style.

Women donned bags with lots of buckles and zipper. This symbolised their readiness and support for the feminist movement.

1980s

Increasing concern over fitness gave rise to the mass production of sports bags.

21st Century

Handbags are made in an extensive array of styles, sizes, materials and purposes.

Technological advances lend endless handbag material and construction opportunities.

Handbags begin to be popular with men.



1920s

The 1920s: Flapper Girl Aesthetics: Glitter n Glam!

This decade is surely a lot back in history but does that make its fashion irrelevant? Nope. Bags in the 20s were not just literally a sack to be carried around. They had become so much more than that. Most women were still housewives and did not need much to carry around. They usually carried compact and fancy bags to special events like weddings and dates. The fashion industry in the 1920s was dominated by glitter, shimmer, and sparkle. And so were the bags.

Mesh purses were popular. They were small in size with shell and fan silhouettes. The metallic tones and heavy embroidery (beaded sequins or pearls) of the clutches made them not just an arm candy but also an eye candy. Two types of handles were repeated: circular or semi-circular metal handles and long thin chains.

The era also saw the emergence of designer bags. The most famous one was designed by Coco Chanel in 1929, which came with straps. Straps were not common back then so the bag got all the attention it deserved.

1920s

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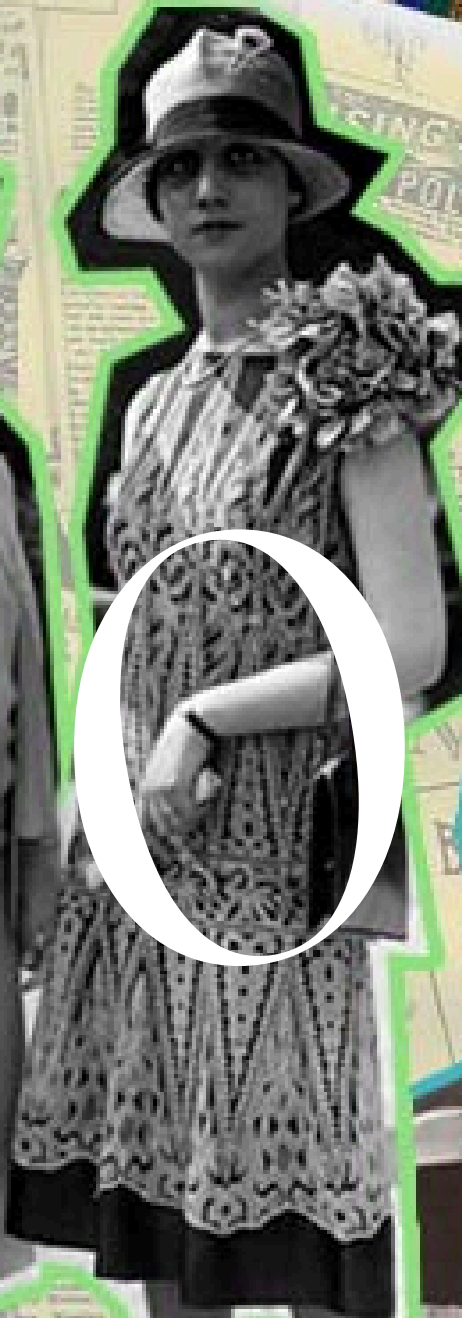


ALAIA 1920



1920

Style



1930s

The 1930s: The Golden Age of Hollywood

Handbags had started to become a common accessory in the previous decade. Evening bags (now called clutches) were born as a result of old Hollywood glamour to go along with the beautiful evening gowns. Obviously, no one would like to carry a bag on their shoulders while wearing a gown so the place of the bags was limited to the hands of women. Black, white and tan were the classic hues. Lighter colors were avoided. The widely used materials were leather, crochet, and animal. The bags were small and had neat, simple silhouettes. This was because bags were seen as masculine earlier and now they had to evolve into something different. Most clutches were customized to match with the gloves or the outfits. By the end of the decade, handles were introduced to free the hands and swing the bag around. The classic Louis Vuitton bags (Keepall and Speedy) were made available to the general public. The 30s were an exemplary addition to the evolution of handbags.

1930s

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TYLER ELLIS 1930

ALEXANDER MCQUEEN

BOTTEGA VENETA

SAINT LAURENT 1930

CHANEL 1929 BAG



1940s

The 1940s: The War Years

The theme of 1940s fashion was military. World War II had definitely taken a toll on fashion. Fashion houses were closed and there was a scarcity in the fabrics and materials available for the construction of clothing. However, the evolution of handbags did not come to a halt. It was then that many manmade fabrics were launched. Women also began to explore their creative side and came up with beautiful crochet and knitted bags.

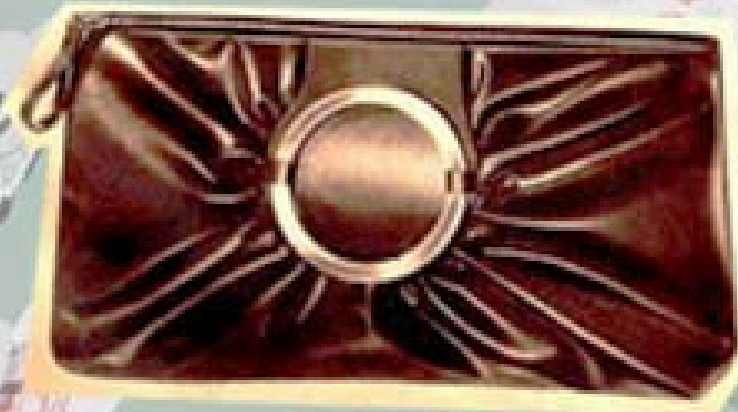
Due to less availability of materials to be experimental for making handbags, practicality took precedence. Women moved on from fancy to necessity. The main focus was on longevity. As men were away fighting at wars, big leather bags with long handles were made to carry around all the essential items. In addition to that, envelope bags and scallop bags were the prominent styles.

1940s

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ENVELOPE BAG



FAN BAG



CROCHET HANDBAG



LANTERN BAG

Dramatic
Simplicity
No. 7014A

1950s

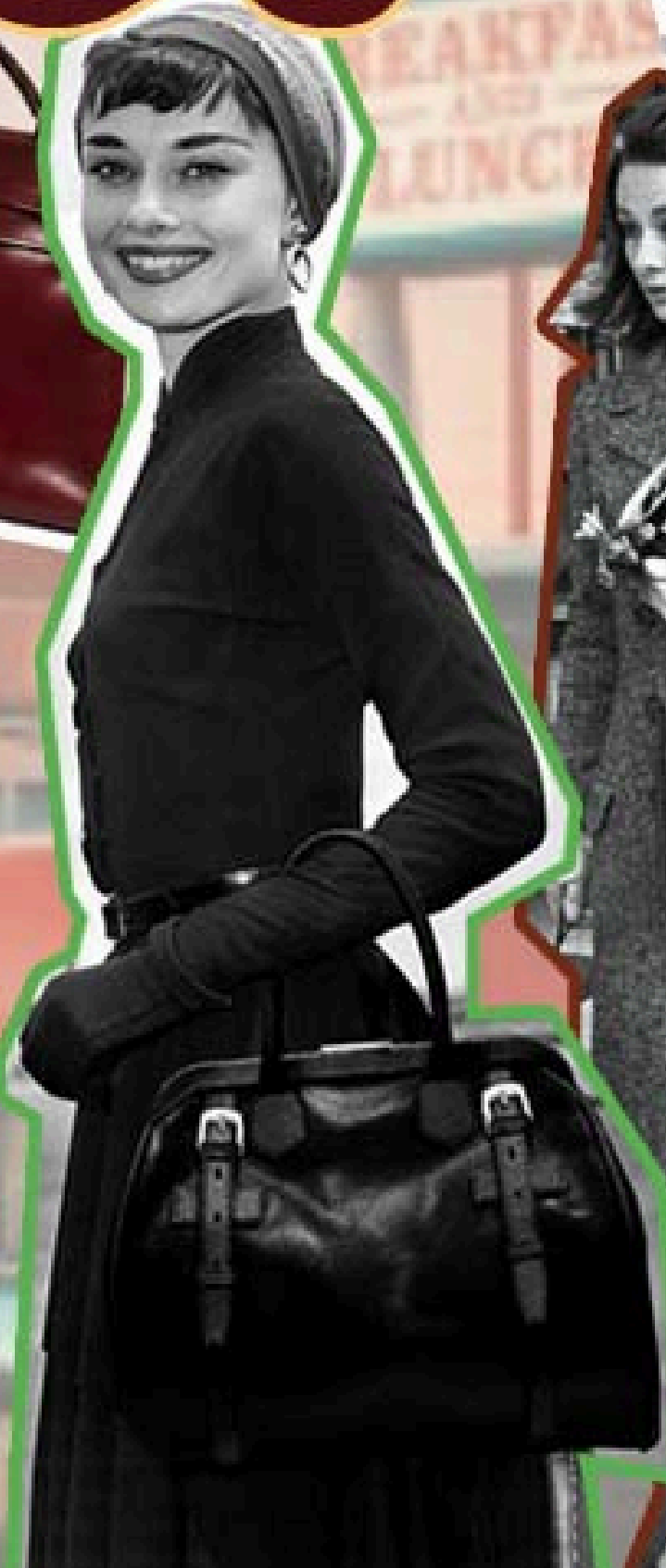
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CHANEL 2.55



KELLY BAG



1960s

LOUIS VUITTON
SATCHEL



GUCCI
BRIEFCASE



1970s

KATE
SPADE

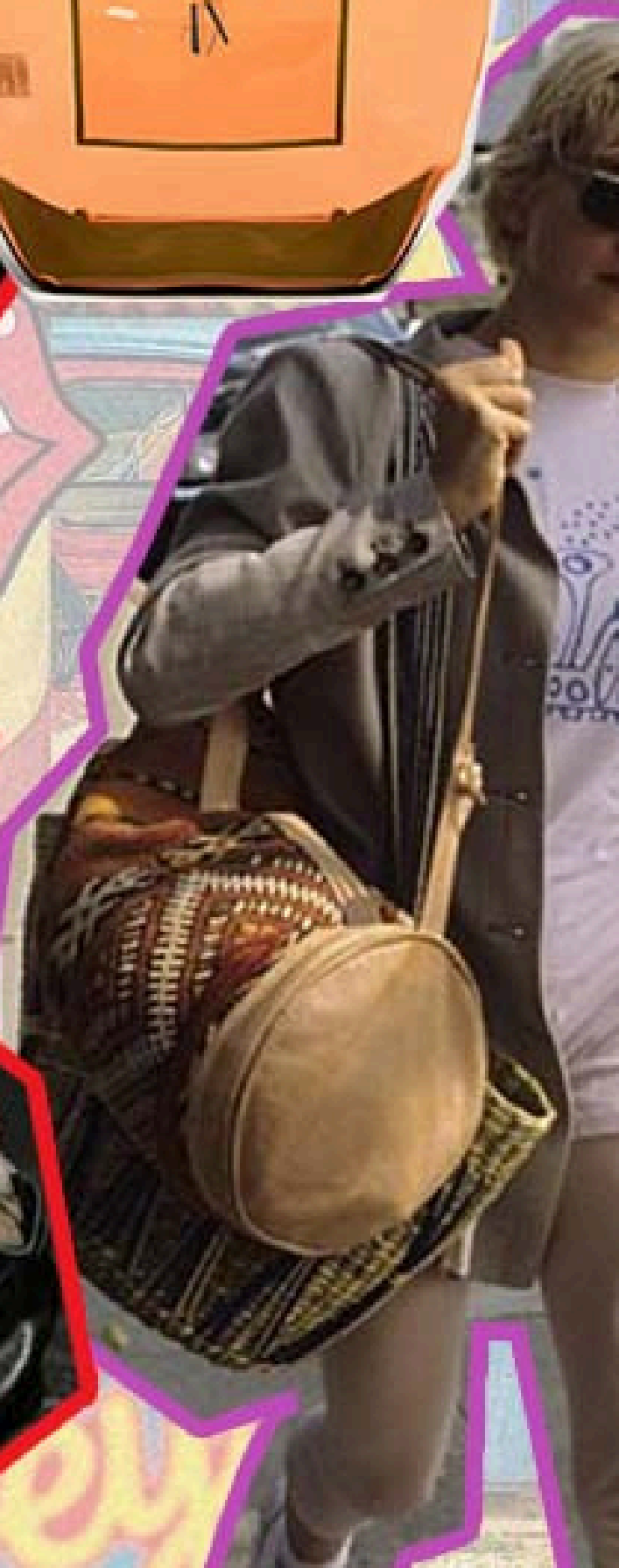


1980s

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ARMANI
EXCHANGE



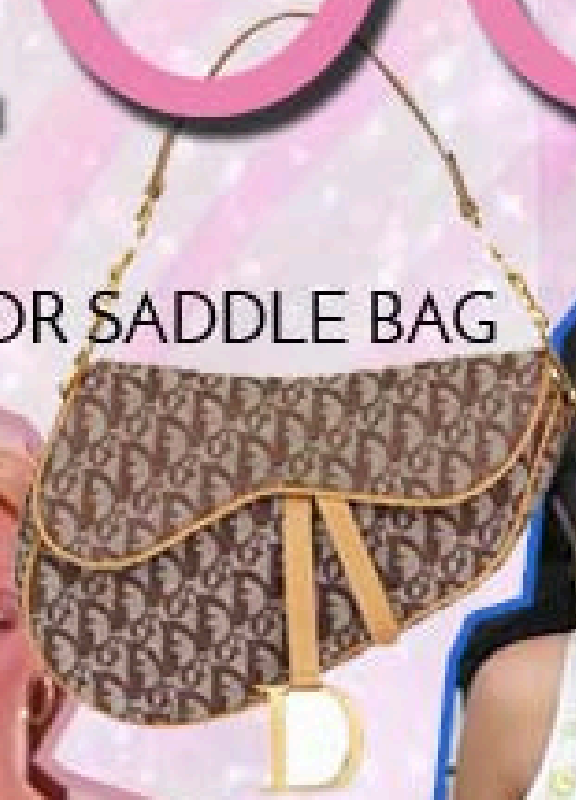
1990s



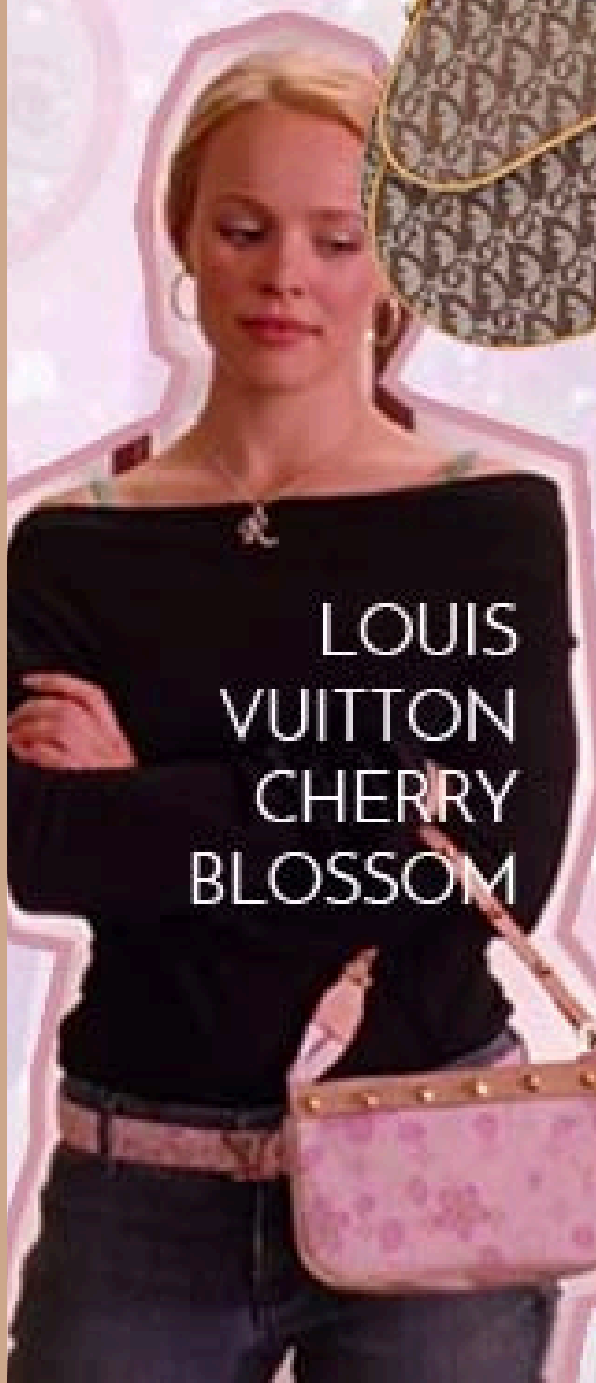
2000s



DIOR SADDLE BAG



LOUIS VUITTON CHERRY BLOSSOM



CHANEL PUZZLE TOTE BAG



2010s



CHANEL N°5 BA



CHANEL BOY BAG



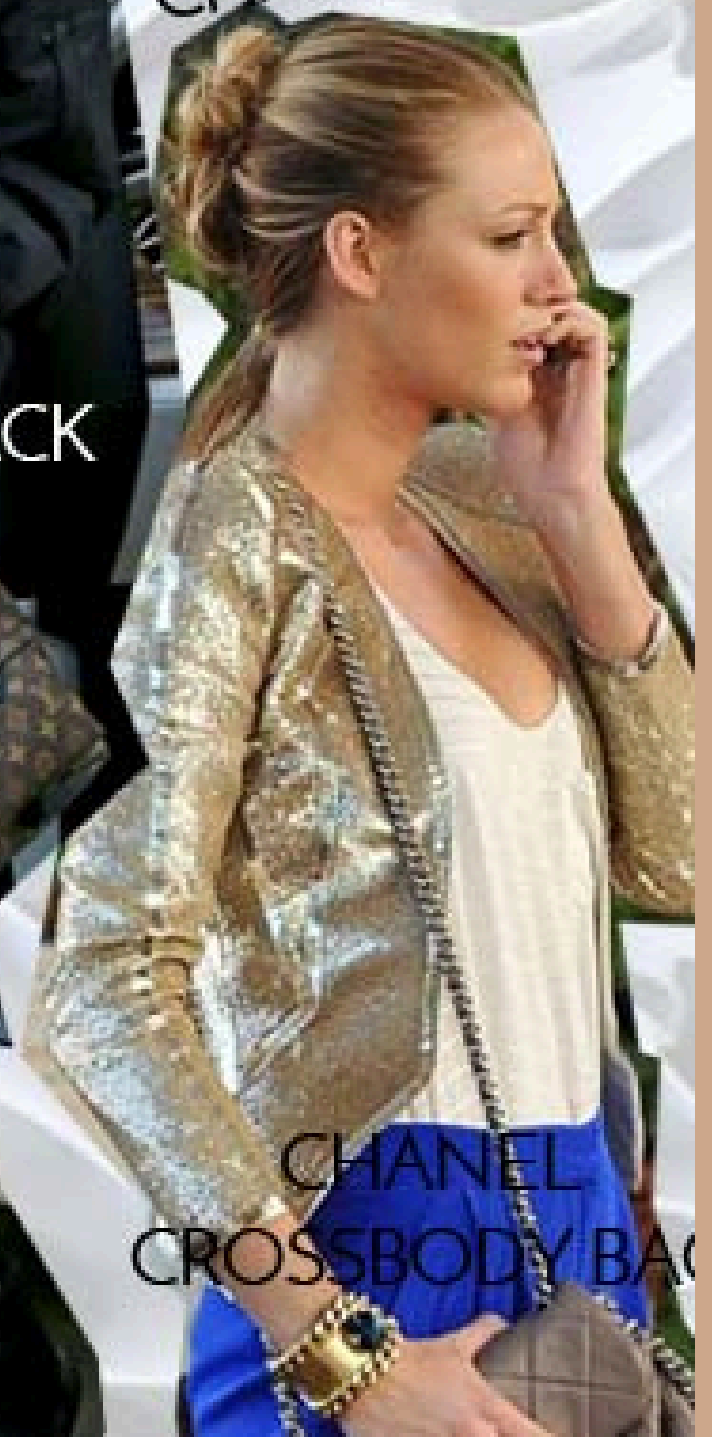
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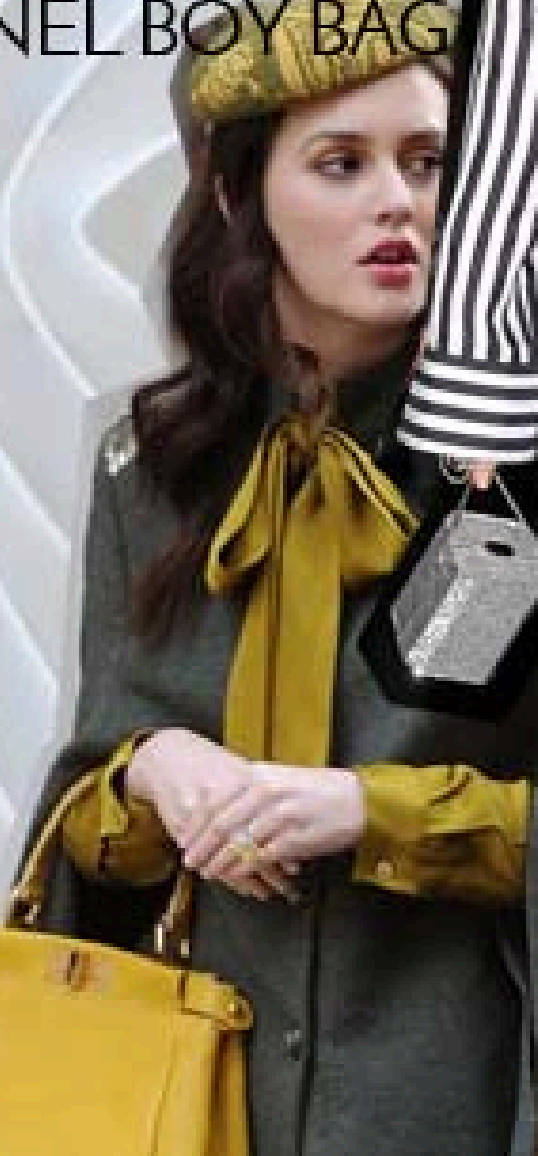
MICRO BAG



MINI BACKPACK



CHANEL CROSSBODY BAG

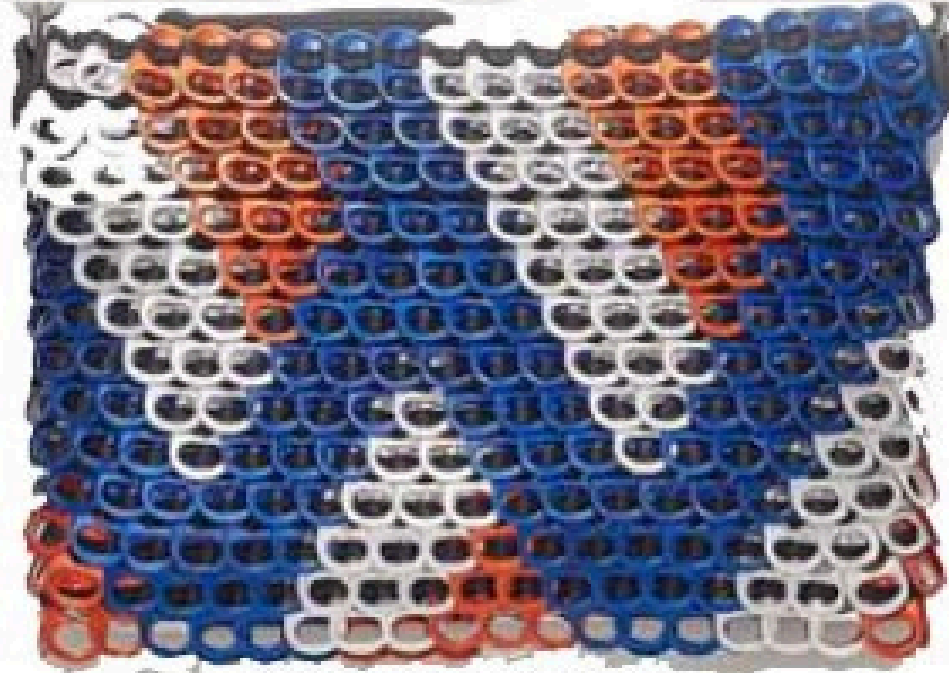


D&G CAMERA CASE



ONIS
VINTON
CH
BLOSS

2020s



BOTTLETOP BAG

CHLOÉ
MACRAME
BAG



CHANEL RAFFIA/JUTE
PHONE HOLDER



PRADA
RE-NYLON
COLLECTION

HANDPAINTED
HERMES BY MARIE
ESCLUDERO



STELLA
MCCARTNEY
MUSHROOM
LEATHER BAG



MESSENGER BAG



Messenger bag

CLUTCH



Clutch

SATCHEL



Satchel

BRIEFCASE



Briefcase

TOTE BAG



Tote Bag

FANNY PACK



Fanny pack

BOX CLUTCH



Box Clutch

BUCKET BAG



Bucket Bag

CANTEEN BAG



Canteen Bag

CROSSBODY BAG



Crossbody Bag

FLAP BAG



Flap Bag

ENVELOPE BAG



Envelope Bag

DUFFEL BAG



Duffel Bag

BACKPACK BAG



Backpack Bag

HALF MOON BAG



Half Moon Bag

WALLET



Wallet

COIN PURSE



Coin Purse

BINDLE



Bindle

POUCH



Pouch

BOWLING BAG



Bowling Bag

HOBO BAG



Hobo Bag

DOCTOR BAG



Doctor Bag

BARREL BAG



Barrel Bag

MICRO BAG



Micro Bag

CAMERA BAG



Camera Bag

PHONE POUCH



Phone Pouch

SADDLE BAG



Saddle Bag

SLING BAG



Sling Bag

BELT BAG



Belt Bag

WRISTLET



Wristlet

EVENING BAG



Evening Bag

FRAME BAG



Frame Bag

THANK YOU

Presentation By
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