

ABSTRACT

DESIGN OF FASHION BAG PRODUCTS FOR WOMEN AS YOURHANDS BRAND PRODUCT DEVELOPMENT

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The city of Bandung is one of the cities that gave birth to many local brands that focus on fashion products, one of which is Yourhands.id. The Yourhands.id brand focuses on fashion products such as bags and shoes with beading techniques as the main support. Yourhands.id has a feminine image with earth tone colors such as black, cream, ivory white, light brown and gray. Apart from that, Yourhands also makes custom-made products for consumers, because of that, Yourhands.id is an innovative brand that continues to develop new products. Based on the above, the data collection for this study used a qualitative method using data collection methods, namely literature studies that took from several journals and documents, interviews and observations which were carried out in two stages, namely online and offline, and exploration which was carried out in three stages, namely exploration initial, advanced, selected exploration and design design using the SCAMPER method. Therefore, the purpose of this study is to help the Yourhands.id brand to develop new products by observing the brand through interviews and looking at the characteristics of the Yourhands brand by creating millinery products that focus on making women's bags made of organza and sheer which are supported by Trend Forecast. Sheer Layering 2023/2024.

Keywords : *Local Brand, Yourhands, Beading Technique , Trend Forecast and Fashion Bag.*