



HANDBAGS - AS A FASHION STATEMENT

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ABSTRACT:

Handbag is a kind of accessories that are diversified into many styles which are used to carry money, credit cards and cosmetics. They are most important item of fashion and are very specific in personal space mainly in care settings. Women with dementia and their handbags creates a very big impact in their life. The relation of handbags with climate also decides the design and mainly deals with sustainability, suitability, usability. A convenient bag is useful to partition the products in the bag and are customized according to the needs of the buyer. The production process of handbags are of various stages from dyeing to packaging. The raw materials used in handbags are hemp, linen, palm leather, Pinatex, modal, lyocell, jute, ramie, organic cotton, tarpaulin, synthetic fibres, leather, canvas, crocodile skin, alligator skin, tiger skin and so on. They are classified into tote bag, back pack, cross body bags, clutch bag, hand bags etc. Hermes, Louis Vuitton, Gucci, Chanel, coach, Burberry are the top six brands and have a deep rooted history. Though there are many colors, black color plays a vital role. Handbags existed in the 20th century and became popular for its fashion, use and its function. A well- chosen designer bag can last forever. Luxury brands are always an obsession in women's life. Customized bags are handcrafted by old masters and noted for its quality and it conveys a meaning with its new elements and ideas.

KEY WORDS: Handbags, women, materials, luxury, customize, fashion, celebrities.

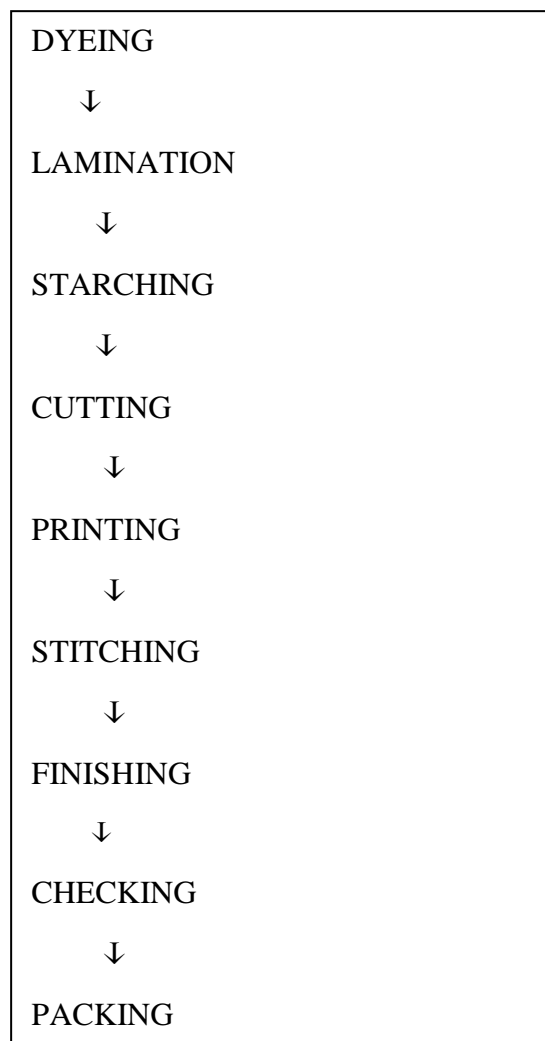
1. INTRODUCTION:

Handbags create a very special moment in lives of every women and are sustainable products. ⁽¹⁾ The designing of handbags are done based on the customer's utility function and are always important, intimate for every women. Customized handmade bag is made to fulfill the personalized needs that conveys where quality is more important than quantity. ⁽²⁾ A Handbags reflect women's attitude fashion and their personality. It plays a number of role starting from the early stage to old age and remains important in women's life, the need is very wide based on a design, materials used and its style.

1.1 MATERIALS AND PRODUCTION OF HANDBAGS:

Women always expect eco materials which is sustainable and harmless to themselves and environment. Ecofriendly materials can be either natural or synthetic matter. ⁽³⁾

Raw materials are of both manmade and natural, but in terms of handbag, eco raw materials are used in the production of handbags. Linen- is the most ecofriendly bag with breathability and microorganism resistance and used in summer. Palm leather- are made from arac palm from the leaves of palm they are sustainable, stretchable leather in production of handbags. Pinatex- is a thick fiber extracted from the leaves of pine apple and collected in a closed bottle by preservation it is used in the handbag manufacturing, leather, canvas, rabbit hair, rayon etc. The production method consists of nine stages, ⁽⁴⁾



1.2 TYPES, BRANDS AND COLOURS:

Handbags are clutch bag, wristlet, baguette, flap, tote, envelope, fringe, shoulder, doctor, bucket, back bag, hobo, barrel, convertible and canteen etc. ⁽⁵⁾

Louis Vuitton (LV) is popular and conveys a meaning of luxury in fashion items. LV relates to quality exclusively dealing with customer satisfaction, workmanship etc. ⁽⁶⁾ luxury brands like Hermes, Cartier, Roger Vivier have great customer satisfaction so the output of the product time is longer. ⁽⁷⁾

The important factor in purchasing in handbag is color and the preferences is based on gender color is most important for girls than boys. Nudes, black and other shades of black includes coal black, super black, carbon black etc. pastel shades, green totes, cherry red, stylish blue and fresh white. Black and brown are most preferred colors carried with any kind of apparel.

2. WOMEN'S INSANITY:

Comparing with men, women attention towards bags are increasing day by day. Bags are described as the extension of the self. ⁽⁸⁾

2.1 WOMEN WITH DEMENTIA:

The topic deals with relationship of women and their handbags is exaggerated by their condition. It creates a high impact. For women with dementia handbags helps in telling story about their personal life. For example Edith's favorite bag was very big in which she used to carry many things for her kids. In opposite to that hazel is a career women who carries her work stuffs. Women till living at home with dementia have huge collections of handbags in their wardrobes. Handbags created best moments and happy times while using large bags for vacations and handy glamorous bags for nights out. Marie with dementia she kept a wide range of objects to be connected with her biography. Her handbag includes a hair dressing kit as she was a hairdresser. An army cap batch belonging to her uncle. Photographs of her parents and a pair of ballet slipper reminding her of her dancing. Memories were not only encoded in the bags themselves, but were also 'embodied implicitly' (Hockey, 1989, p.202) in habitual practice of carrying a handbag. ⁽⁹⁾

2.2 PLEASURE WITH HANDBAGS:

In 20th century, fashion bag became popular for its utility and fashion. In 1930s clutch bag was became popular during world warII. Shoulder bag became popular as a primary source of military purpose. In 1970s hippy style was popular where it had twisted thread and fabric patches. In 1980s sports bag were famous. In 1990s fashion handbag came into use. Handbags designed were fashionable and functionable. Tote – made up of canvas and leather a main shopping bag. Satchel bag – is used by working women, also called as working women bag. The other types of bags include baguette, flap, tote, fringe, doctor, convertible, bucket, hobo, canteen, barrel etc. ⁽¹⁰⁾

3. BRANDS:

It signifies power and authority helps as build a good relationship with our customers and also develops a loyal customers.

3.1 ATTENTION TOWARDS DESIGNER BAGS:

Luxury bags are those women want to purchase consistently even though they are high in amount. They just buy a handbag to make them stand out and show their personality. Handbags manufactured from china are affordable in price and can get them easily nowadays. A designer handbag can last forever if it is well chosen. Women save their money and at the same time want a good designer bag go for seconds, resale or a well purchased bag. 2022 is the return for big designer bags. Handbags have been fore mostly used by demand to show their personality. More stitches per inch and fine stitches make a high quality handbag. The stitches used handbags should be of even spacing. A classify women must have 6 to 7 handbags. It must be segregated for every occasion. Black and nude are the safe colors. ⁽¹¹⁾

3.2 LUXURY BRANDS:

According to Colson says the top nine brands of the world are Ralph Lauren, Michael kors, LV, Gucci etc. Of those six brands have a deep history about them .They are listed according to their oldest to newest emerging brand on their identity and quality. Hermes the products, based on quality not quantity created in 1837, Paris. Louis Vuitton the logo is LV created in the year 1854. Gucci created 1921 signature cotton canvas bag due to shortage of leather. Chanel the strength and its fameness of this brand stood test of time. Coach established in 1941. In 1958 it maintains its quality. In 1958 the company introduced cow hide leather bag with less features. In 1996 coach began to create more trendy bags and became an international brand {VOGUE} 2016. Burberry created in 1956 by Thomas Burberry. Worldwide recognizable high quality products. ⁽¹²⁾

3.3 CUSTOMISED FASHION HANDBAGS:

A customized bag conveys a meaning that has new elements, materials, ideas, styles that develops the sense of quality and novelty. Why women spend more on customized bag? It conveys a feeling of tradition, culture and craft that predominantly remains a brand. For instance LV (Louis Vuitton) inspires customers by selling legends and stories through a feeling of uniqueness. Women wait for more than a year to get customized bag that because it promotes the value of handmade. For instance Hermes noted for quality handmade bags. The manufacturing process requires at least 13 hours. They are hand crafted by old masters. Regardless of time period every women who leaves her home meets the customized handbag in her life time. ⁽¹³⁾

4. ROLE OF HANDBAGS:

Handbags always reminds important in women's life. The changing technology of the world influences the use of handbag. It plays a number of roles starting from the early stages of a girl carrying a shoulder bag inside having a brush and sweets. She becomes an adolescent her bag changes in size and style where she finds a sunglasses and lipstick. And she moves to higher studies the purse is changed into a wallet where she holds money. When she is on her own the fancy items changes and enlarges in style, size and shape where she carries check book, laptop, notebook, keys, medicine and pens. And the

motherhood steps in where she finds diaper, wallet, water bottle etc. and seems to be heavier similar to a trolley. Handbags that are small and fit tells about class. Bulky and oversize bag represents teenagers. Extra buckle and zipper creates image of “bad girl”. Colorful bags like pink, orange, yellow fits for fun. Women choosing black and brown bag are mostly humble and reserved. ⁽¹⁴⁾

4.1 STYLE OF HANDBAGS TO THE TROPICAL CLIMATE:

This topic deals with not only the design of fashion bags but more natural and consistent to people living in coastal region. Bags designed according to the use in coastal region must consider a relationship between textile comfort and ergonomics. Bags must provide customer satisfaction. Textile comfort is a primary source whereas ergonomics becomes initial part. Handbags must provide a good thermal condition functionality and minimizes the negative impact of sunlight and must be compatible. ⁽¹⁵⁾

5. CELEBRITIES HANDBAG:

Celebrities create a high impact in influencing the fashion handbags it creates enthusiasm, attention and tempts normal people to buy them.

5.1 QUEEN ELIZABETH:

Queen Elizabeth II owned more than 200 bags and she always carry her signature Launer bag. Her bag should be small and does not disturb the movement. She prefers Traviata and Diva from the brand Launer it comes to know that when her bag is moved from left hand to right the queen is ready to end her conversation. When the dinner is officially completed her royal bag is on the table. ⁽¹⁶⁾

5.2 HANDBAG INFLUENCERS:

- Deepika Padukone’s Fendi tote costs 2.5 lakhs.
- Kareena kapoor’s handbags worth’s of 3 lakh and its Chanel Deauville large tote.
- Jhanvi Kapoor classic chevron printed goyard is one among her favorite, she owns three different goyard totes worth of 5.5 lakh each.
- Kangana ranaut classic Christian Dior book tote.
- Sonam Kapoor known for her trend setting styles and has a Louis Vuitton double pochette bag.
- Alia Bhatt red side back pack and its free Chanel bag from Karl lagerfields collection and its cost about 5 lakhs. ⁽¹⁷⁾

6. REFASHION:

Rebirth refers to redesign. Rebirth design process is being used more in apparel industry. Rebirth level has five stages. Level1- removing the primary materials and embellishments. Level 2 – changing the material and pattern. Level 3- combine different material with existing and create new design.

Level 4 – completely recreate a new design. Level 5 – the product used as raw material for a particular item is converted as a jacket becomes a purse, a padded jacket becomes a bag. ⁽¹⁸⁾

6.1 ECO BAGS:

Eco bags are very popular or shopping. They can be recycle and made from recycled materials. This type of handbags are budding and more designers are supporting such bags to promote and safeguard planet ecology and eco- consciousness trend. Eco trend is not only seen in clothes but also in accessories. The materials used are wood, jute, paper, hemp and so on. Pine apple leather has a great texture and looks much like leather. The Ukraine brand of handbags are designed to the concept of sustainability and are made from water proof paper regardless of trends and season. Eco bags are durable, reliable. The figlimon brand produces stylish designer handbags with wooden handles and covers. The holzweiler brand is specialized in handmade knit wear products produced from textile waste. Nowadays, the use of eco bags plays an important role in every women's life as every women is concerned about environment and herself. Eco bags plays a major role in its quality and eco design. ⁽¹⁹⁾

7. CONCLUSION:

Handbags are not only a fashion accessory or a statement and also not for a practical purpose but for both. Sometimes women carry a small clutch, a tote bag or even a many bag and the same time especially when they are prepared for a long day by the time they leave the house in the morning. Handbags play a new role from transition to institutional care. Women love beauty but particularly in buying handbags the first priority is usually for its aesthetic purpose. Second priority is practical use. In this busy world women and their fashion statement towards handbag conveys more of practical use as all are equal women started working as of men so handbags are usually customized with a good quality fabric, materials with large utility space and with better aesthetic sense. On the other hand, handbags are used for its style, designs, colors, uniqueness, quality. Handbags play a vital role from a kid to a women and its craze for handbags is everlasting. ⁽²⁰⁾

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