

TRIBE:

**MUSIC
FESTIVAL GO-ERS**

a group of people who attends
music festivals together







PHOTOGRAPHER: JEROME DURAN

My selected tribe/community is 'festival go-ers'. Festivals have raised awareness and popularity to specific fashion trends for different customer groups. While festivals used to only be about the heat and music, fashion and dress have now become a huge component of the entire festival experience.

Rachel Tashjian from Vice quotes that **"festival dressing is about imaging a utopia that can never be. Beyoncé fantasizes about a world to come."**

Fashion and festivals allow people to escape reality and to reinvent their characters. They can be creative and be imaginary in the temporary utopia—festivals.

Through the upbringing and rise of social media, visual stories have become more and more prominent. Instagram, a social media platform, shares personal stories.

Although fashion and dress makes up a huge part of festivals, music is still the original core. Festival go-ers attend these events to get loose, party, and enjoy the music. Through the large heaps and crowds of people, it is an easy place to easily lose personal belongings.

I have picked belt bags as the fashion product associated with this selected tribe/community. The belt bag is a crossbody bag that is worn across the chest, back, or hip. This bag allows festival goers to accessorize their outfits, keep their belongings close at reach and access, and stay hands-free.



FANNY PACK:

A fanny pack is a bag/pouch that is used to carry belongings. It is often worn around the waist or is strung around the neck, falling against the chest.

Other terms: "bum-bag", hip bag, belt bag, waist bag

NATIVE AMERICAN MEDICINE POUCH:

This pouch is a buffalo pouch that was used in place of pockets to carry medicine and other necessities.



BUM BAG, 1962

Inspired by kangaroo pouches, this bag was designed to hold cross-country skier's wax and lunches. (+ other athletes).

FANNY PACKS



ON THE RUNWAY





DECONSTRUCTION EXERCISE:

MATERIALS:

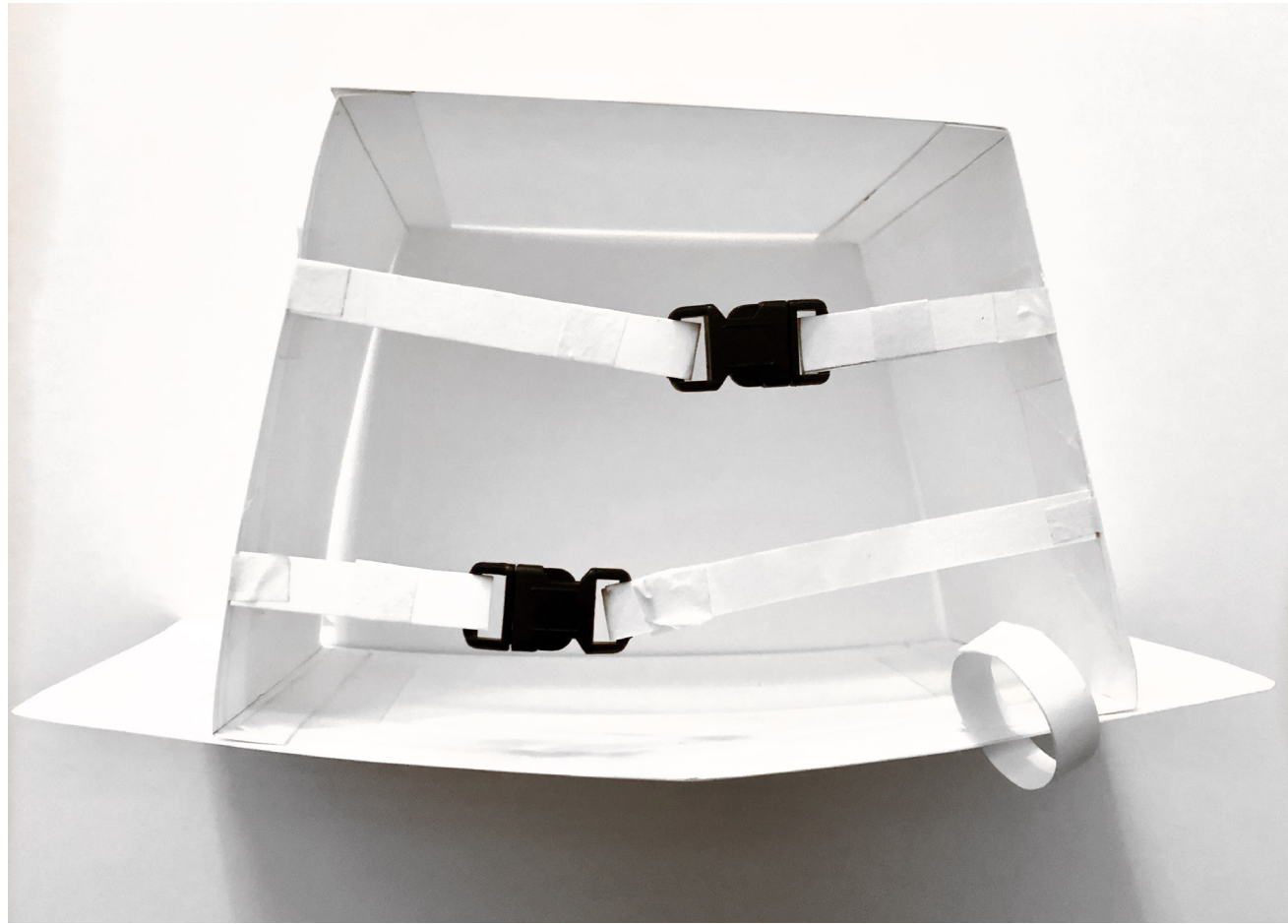
- Black leather
- Silver hardware
- Adjustable strap
- Silver buckle

STRUCTURE:

- Curved edges to hug the body's natural curves
- Adjustable straps
- Zip compartments

AESTHETIC:

- Punk culture



I combined the shapes and forms that were apparent in the AW Attica Fanny Pack Bag to create a structural piece. I incorporated a 'piercing' that penetrates the face. I added this element based on the 'punk rock' edgy vibe of the combination of hardware and leather. I added asymmetrical buckle straps to indicate the manipulation that the strap can create through the styling/adjustment of the bag.

MUSIC FESTIVAL DEMOGRAPHICS



SARA KAUSS PHOTOGRAPHY

**Demographics
(of valuable music festival fan) :**

Average Age = 32 Years Old

Male (59%) & Female (41%)

Average Income: \$75K/year

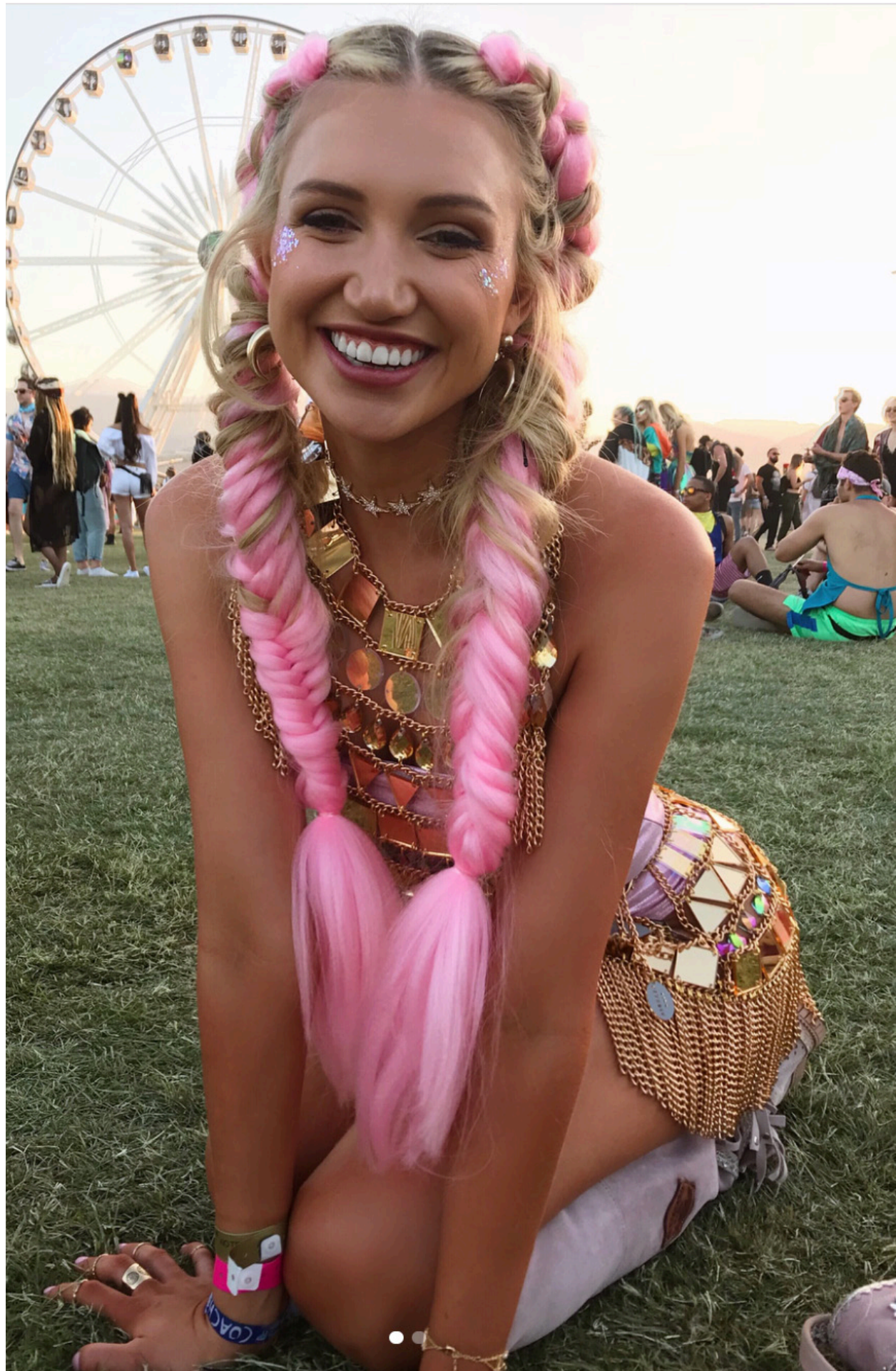
**Favorite Music Genres: Alternative
Modern Rock, Classic Rock, Pop**

Facts:

**On average, hardcore festies
averaged \$419 per ticket, which is
56% higher than average go-er.**

**1 out of every 5 festival attendees
spend more on music festival tickets
than the other four attendees
combined.**

**At least 32 million people attend at
least one festival each year.**



WHO IS THE 'HARDCORE FESTIE'?

The 'hardcore festive' attends an average of 5-6 music festivals each year. The hardcore festie is a loyal attendee and member. This festie posts and shares their experiences onto social media, being an active technology-savvy user. Their posts are methods of promotion to their friends and followers. Often, many hardcore festies prefer smaller festivals over mainstream festivals, due to its intimacy. With this, many are willing to splurge more for additional benefits, faster entries, and private experiences--artist lounges, etc. Due to their loyalty to festival experiences, this festie is a reliable source for information about the festival experiences.

COMMON STYLES



MISSGUIDED

BOHO CHIC

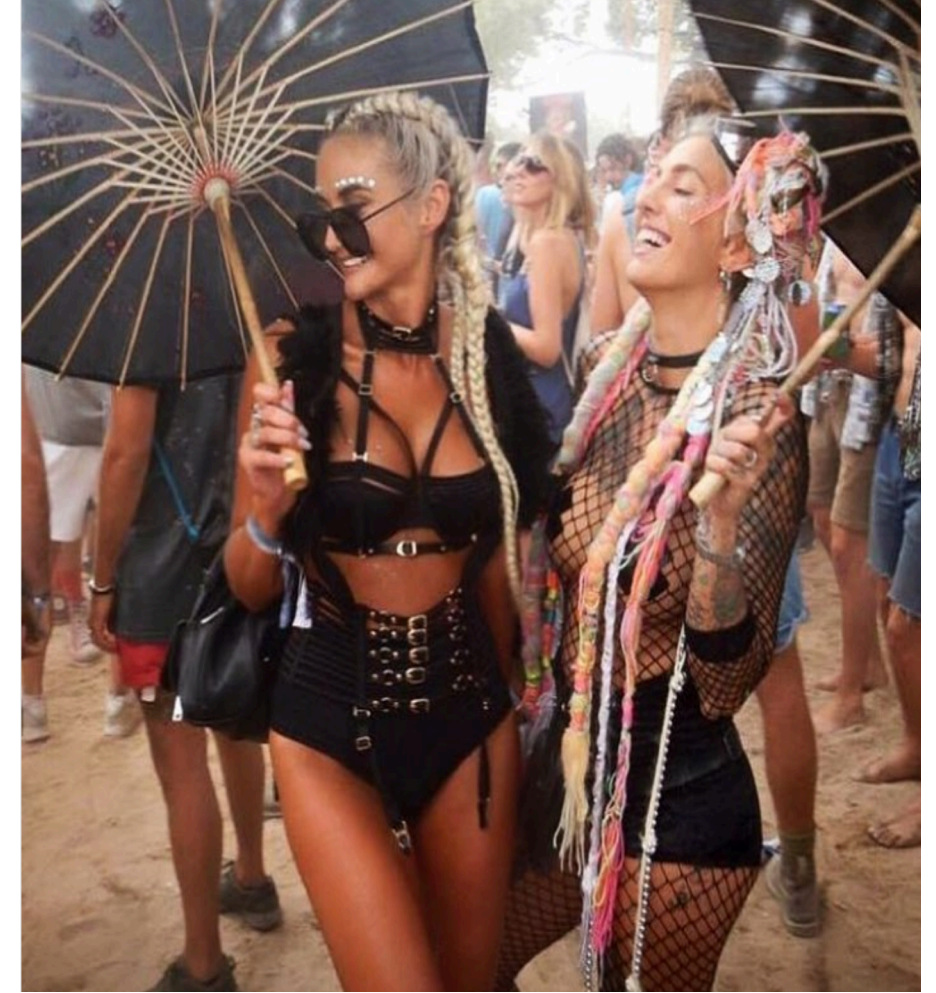
- Practical/comfort
- Bohemian styles and western styles
- Cowboy hat and boots, pointed-toe boots
- Tassels, suede, denim
- Bell sleeves, flow cuts (silhouette)
- Can be minimalist/bold



CHRISTIAN VIERIG

ROCK CHIC

- Bomber jacket (aesthetic + functional)
- Military-inspired khaki
- High street
- Graphic tee



AUMI

JUXTAPOSITION

- Combination of contrasting styles
- Clashing colors
- Creative mix of multiple styles



TRAVEL FANNY PACK:

- Practical/comfort
- Classic fanny pack
- Buckle fastening
- Most common type

PATAGONIA LIGHTWEIGHT MINI HIP PACK



LUMBAR FANNY PACK:

- Functional
- Used for hiking/camping
- Larger pouch
- A "smaller, mobile" backpack

EVEREST LUMBAR WAIST PACK



HYDRATION FANNY PACK:

- Functional
- Running/hiking/exercise
- Carries water
- "On-the-go"

SOURCE HYDRATION PACK



HUNTING FANNY PACK:

- Practical/comfort
- Similar to travel bag
- Green/khaki/camo color
- Pockets to keep hands-free

TIMBERHAWK HATCH BACK PACK

SURVEY



Friend #1 (CRYSTAL):

- Portable Charger
- Phone
- 1 Credit Card
- Cash
- Lip Balm
- Keys
- Tissues
- Sunscreen

Friend #2 (ANNE):

- Phone
- Cash
- Chap Stick
- No Bag (uses pockets)

Friend #3 (ALLY):

- Phone
- Portable Battery
- Cash
- Advil
- Sunglasses
- Earphones

DESIGN FEATURES



SIZE + STORAGE CAPACITY

- Comfortability, ergonomics
- Storage Space
- Size vs. weight

NUMBER OF POCKETS

- Size of pockets
- Organization

WEIGHT

- Functionality
- Comfortability
- Durability

HIDDEN COMPARTMENTS

- Security features
- Credit cards, IDs

WHAT AM I DESIGNING/CREATING?

I am designing a functional, aesthetic belt/fanny pack bag for the festival go-er. It incorporates visual deception. My bags--a crossbody bag and a backpack has deceiving openings and closures for safety purposes. The main closures and openings are not functional. These elements prevent unwanted theft and provide additional security safekeeping of personal belongings. The use of flap openings and large zippers trick others into thinking that these design elements are the openings. However, the main opening compartments are in the back of the bags; it is tight against your body for easy access.

I am designing detachable, adjustable bag straps. I want to incorporate a customizable feature. The bag strap can be worn as an accessory alone, but also as a bag strap. It can be worn in both traditional and untraditional ways.

The idea of printed and unique belts can unite and bring people together through shared interests. I want the bag to be personal to the user, so that he/she can live in his/her own "utopia".

It evokes personality. It evokes uniqueness.

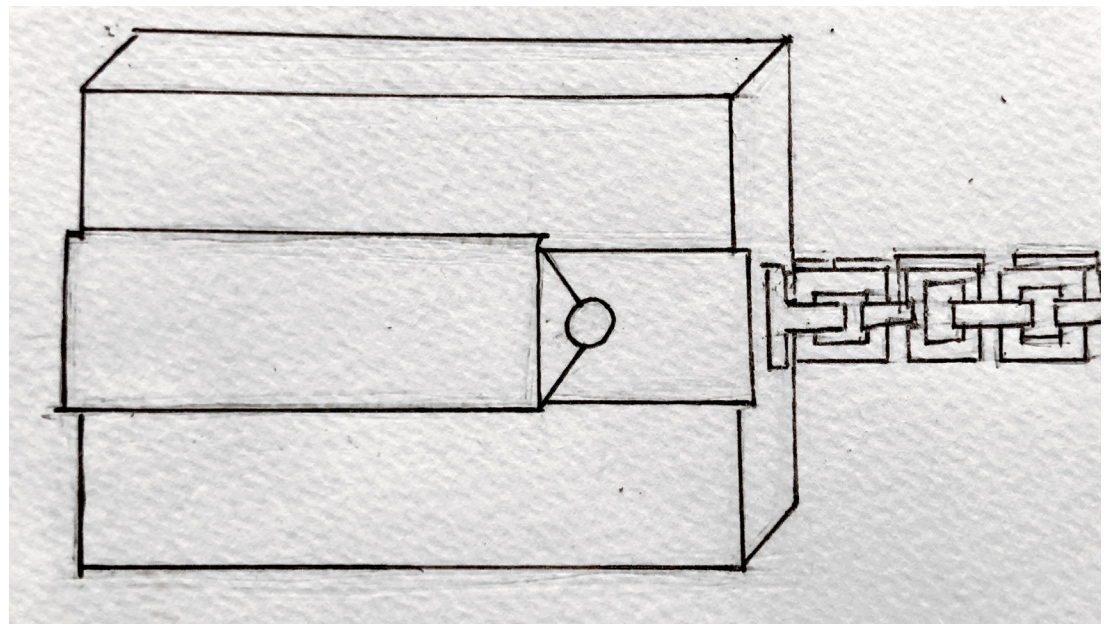
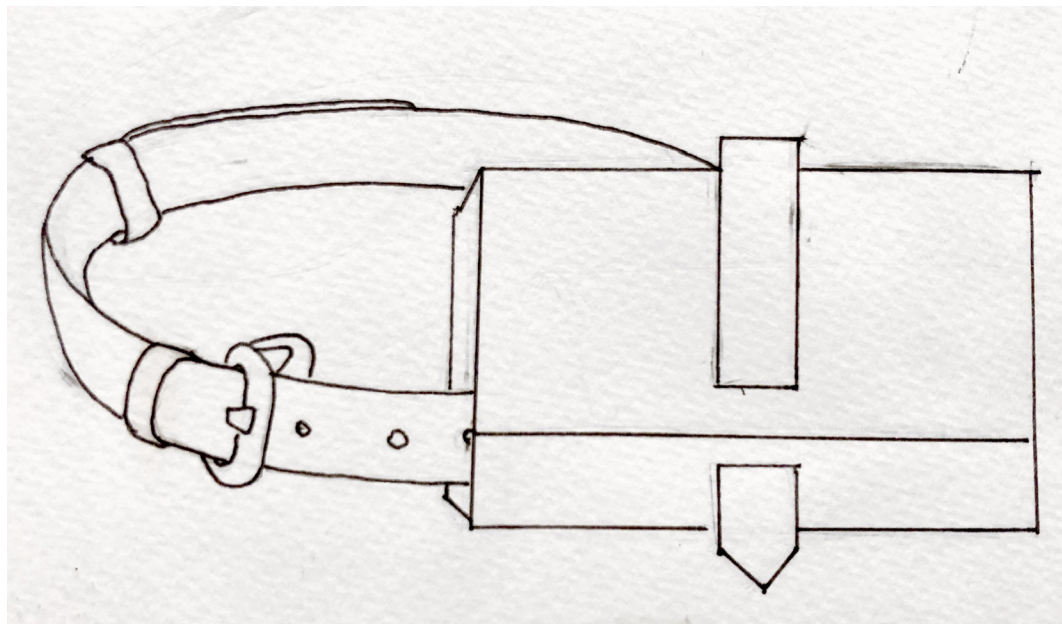
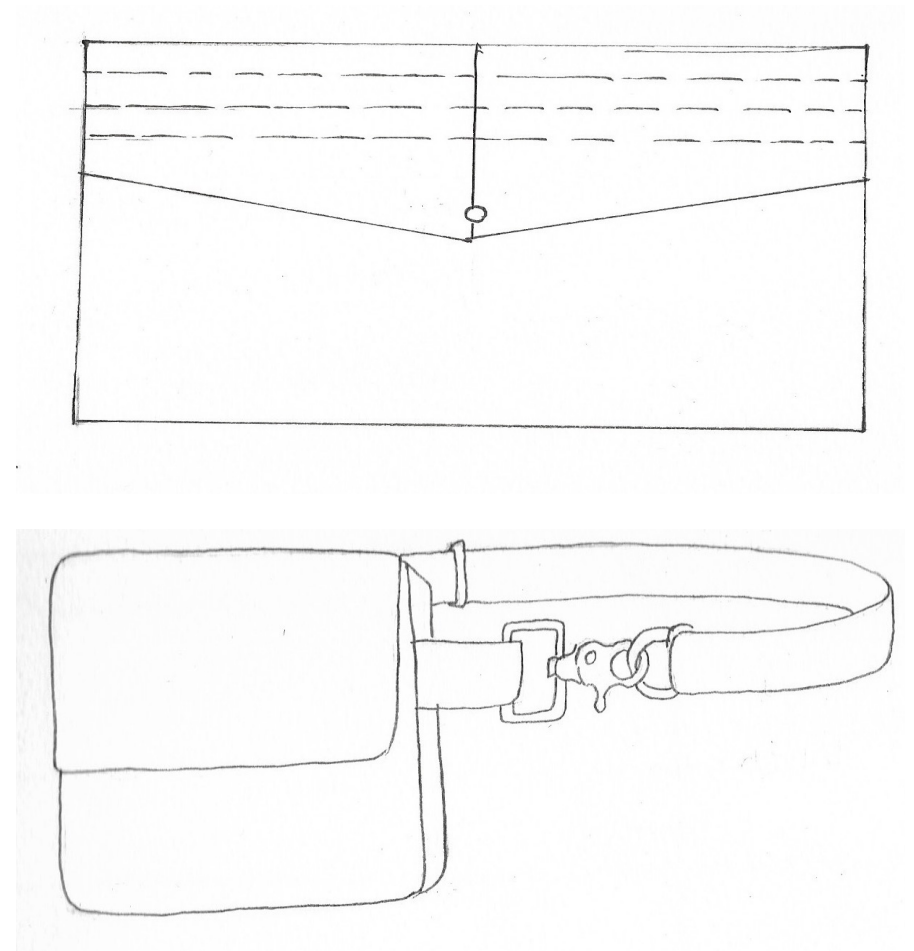
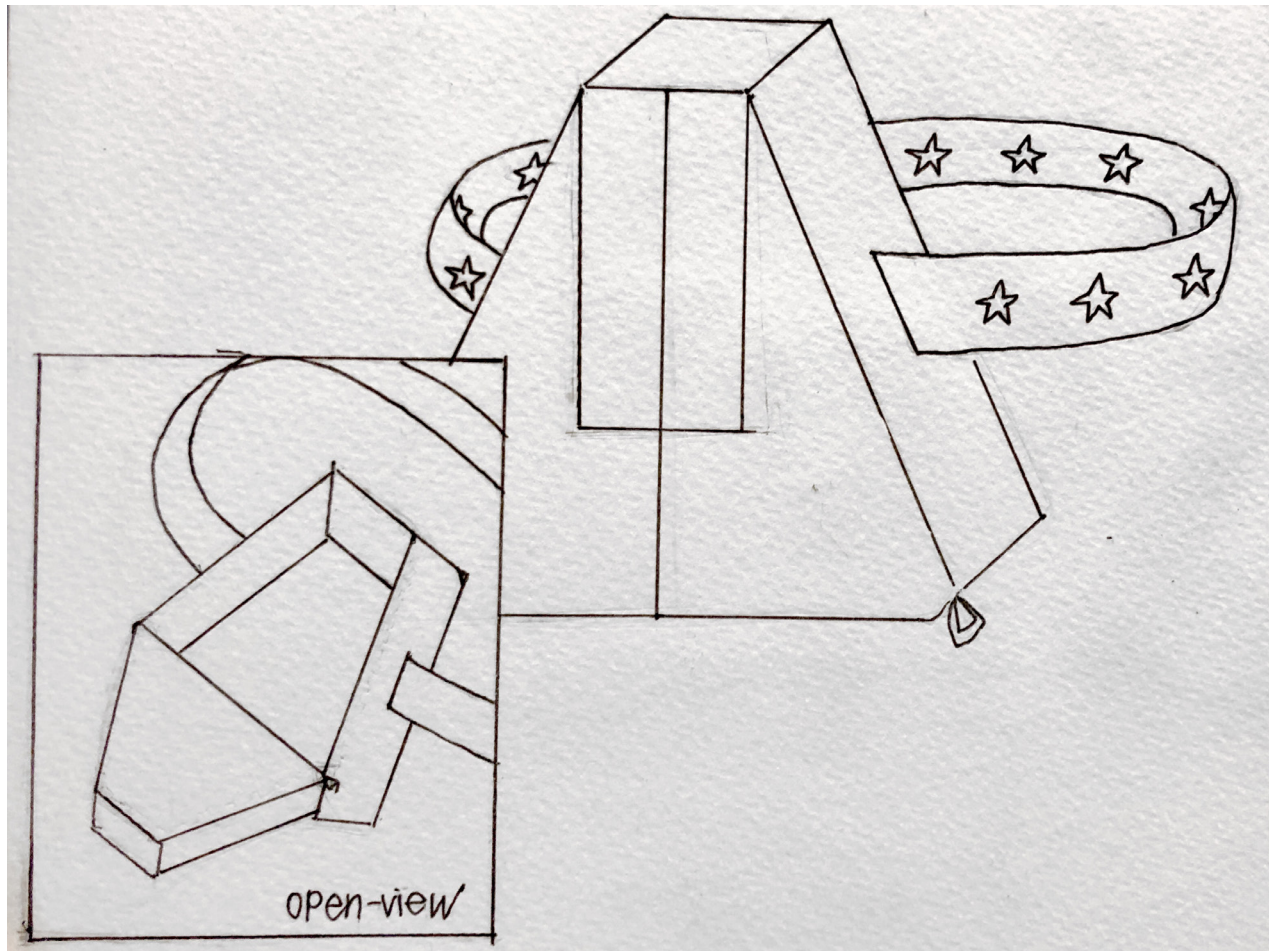
CUSTOMER PROFILE

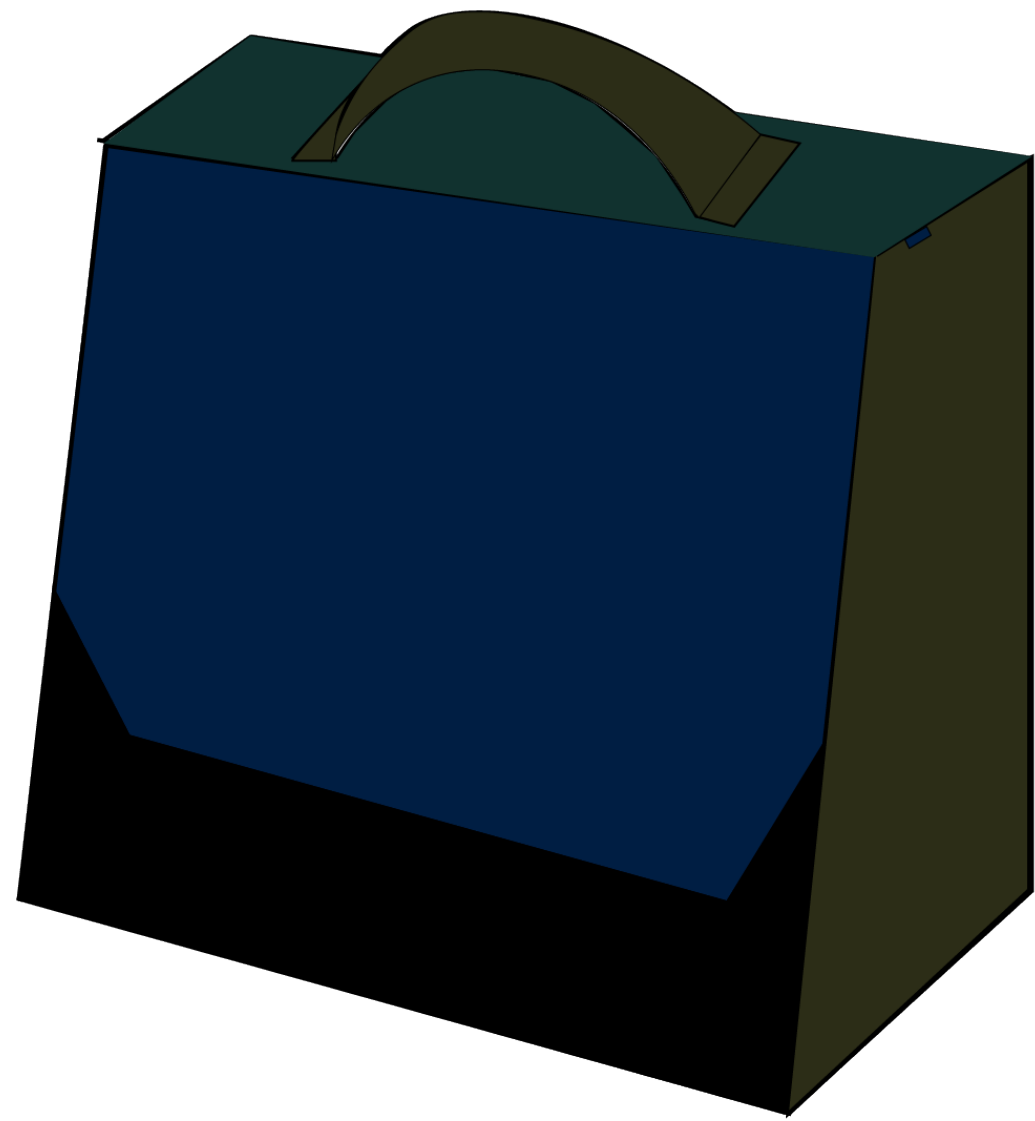
GENERATION Z

- Ages 18-28
- Adventurous, risktaker
- Enjoys thrill, exotic travel
- Heavy social media user, documents life online
- Indecisive
- Non-conformist
- Outgoing
- Wants to define her own personal identity in the real world
- Depicts her internal ideas externally through variance (prints+patterns)--maximalism

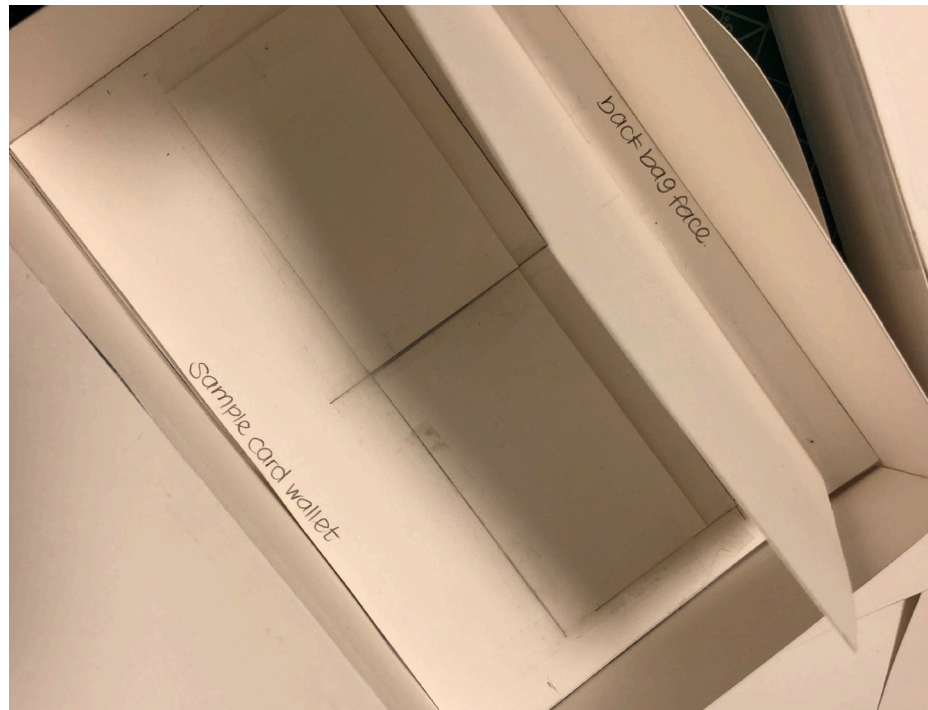
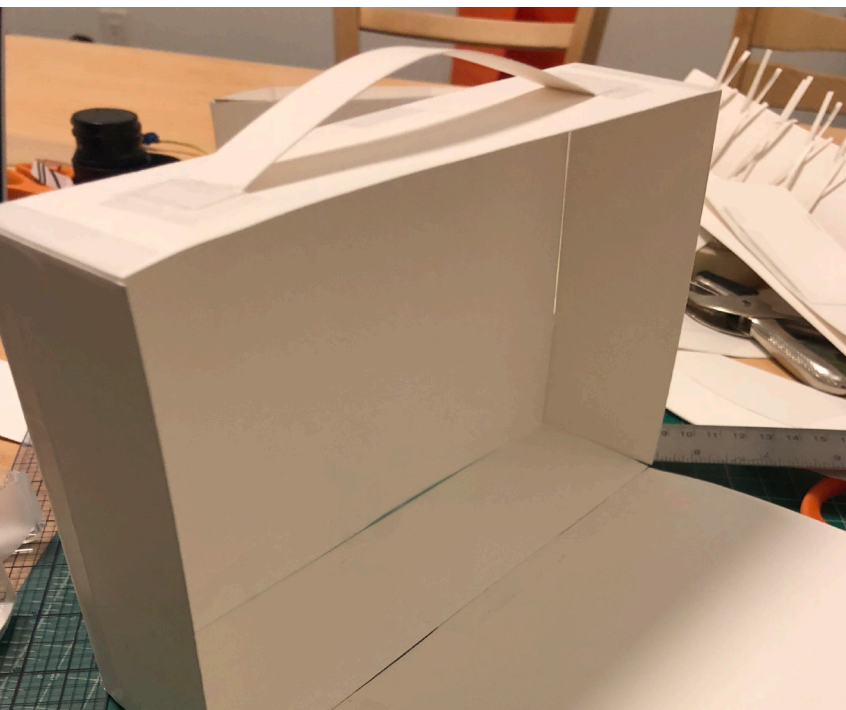
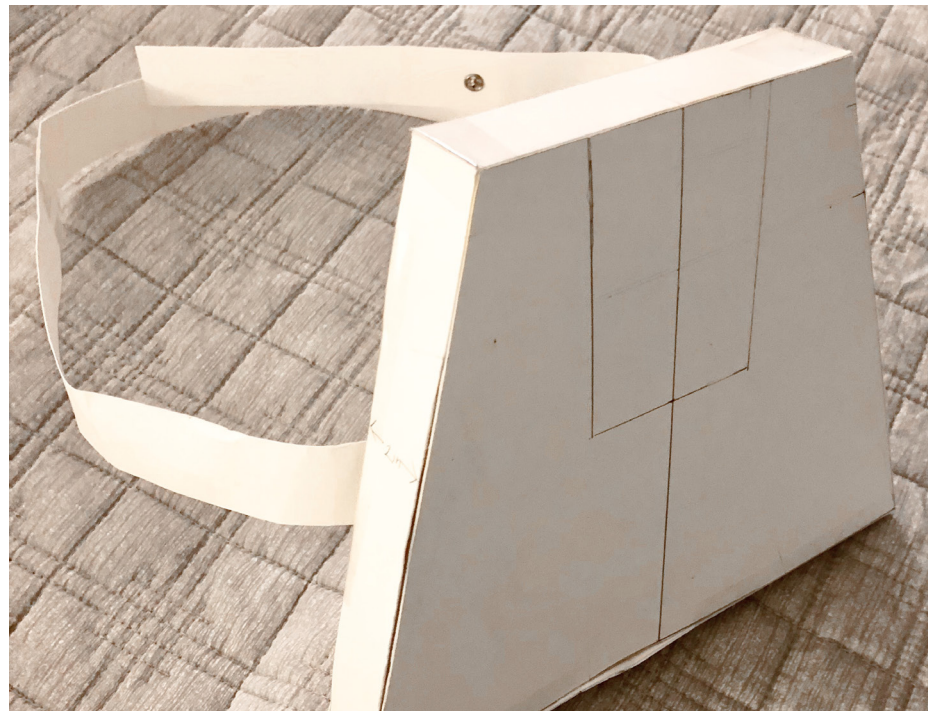


SKETCH ITERATIONS

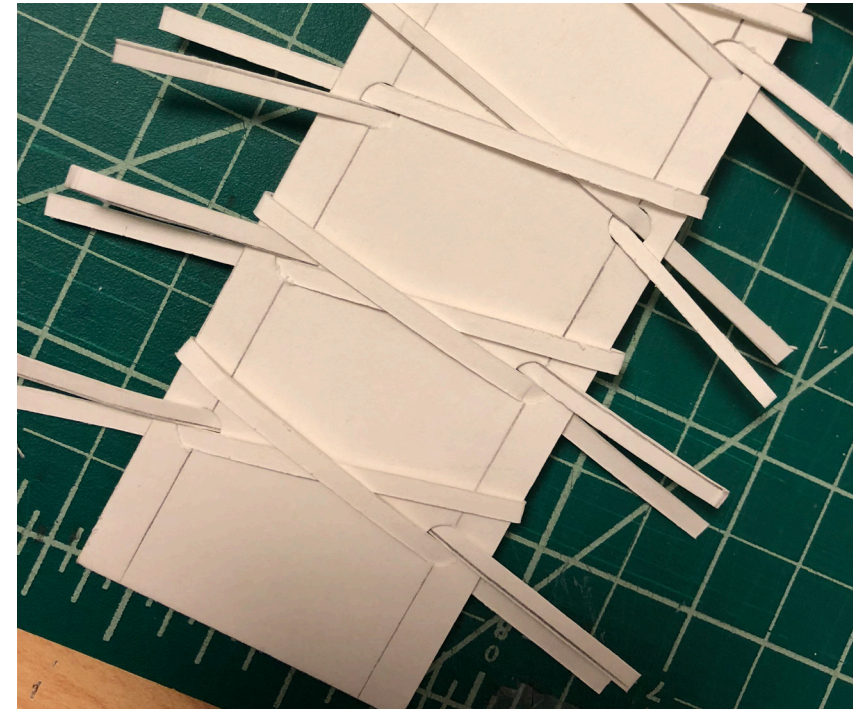
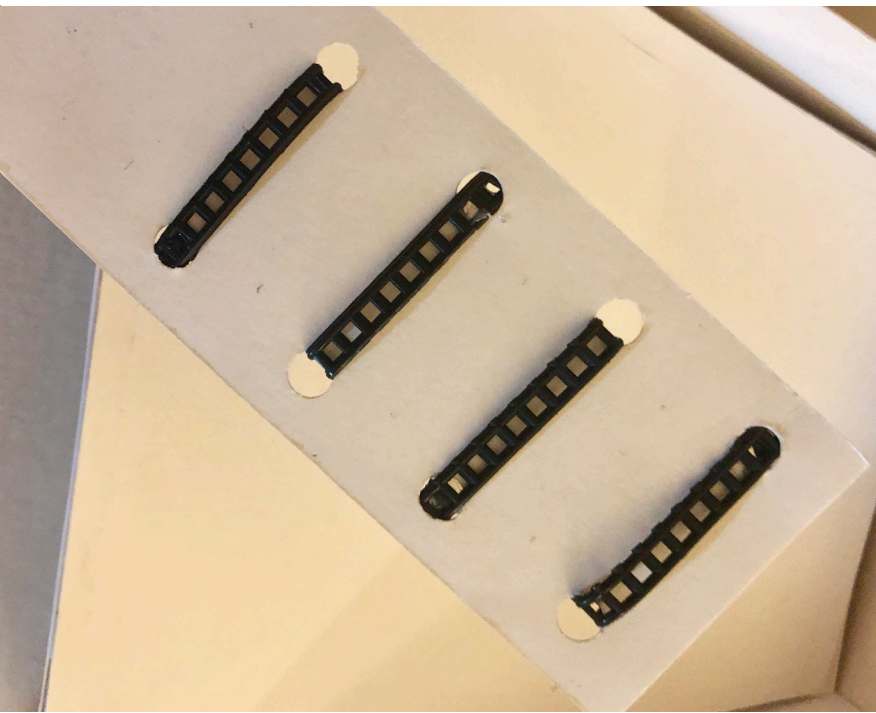
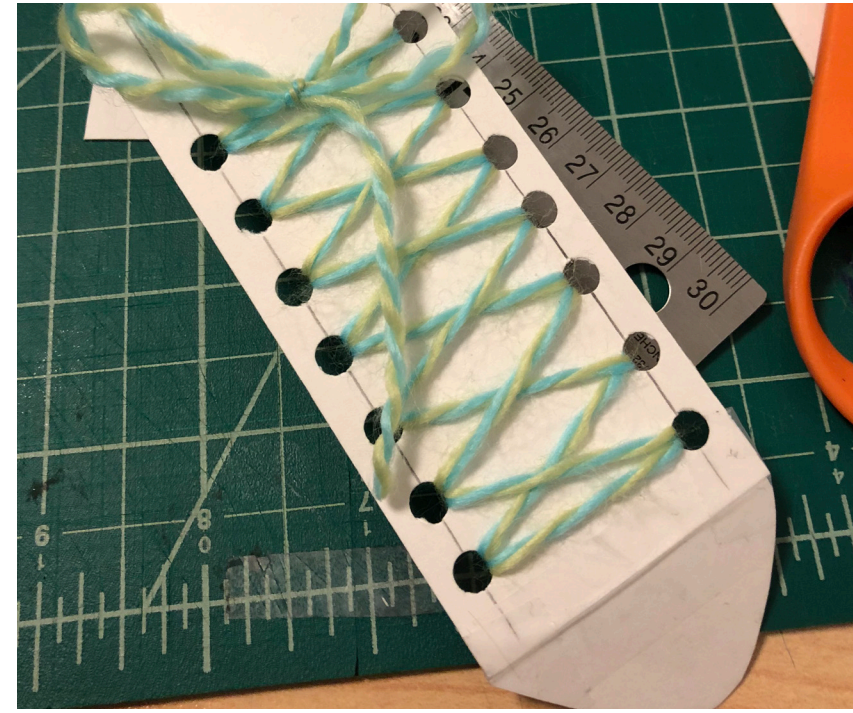
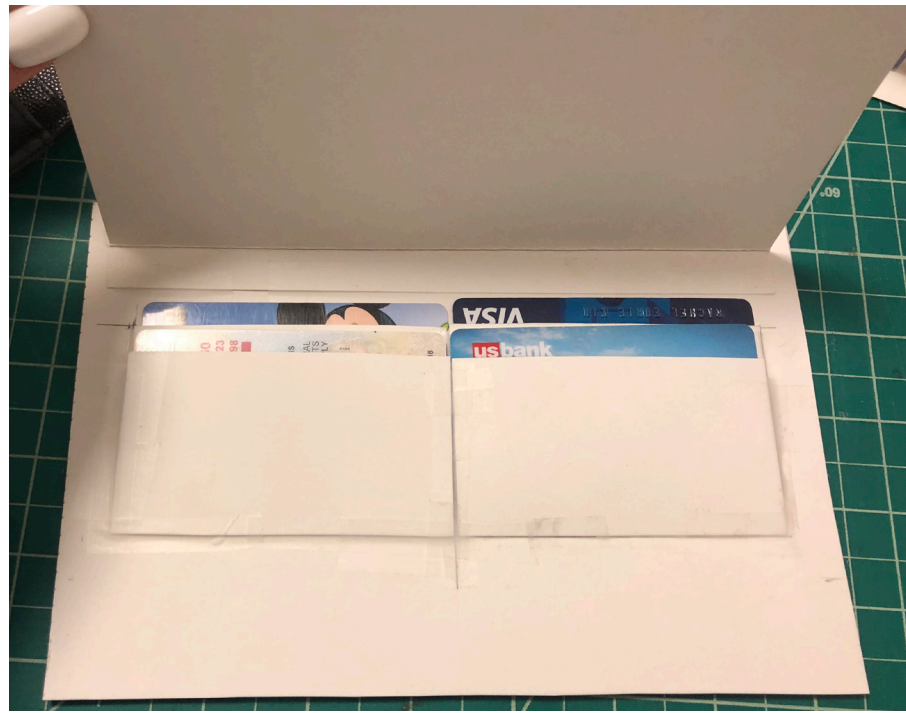




PROTOTYPING



PROCESS



PROBLEM IDENTIFICATION

LOSS OF POSSESSIONS:

- Credit cards
- Cell phones
- Keys (home + car)
- IDs/Passports
- Sunglasses



HUFFINGTON POST

HEAT + DEHYDRATION:

- Dry, hot climates
- Overpriced water
- Large crowds/groups



MAGNETIC MAGAZINE

DRUGS + SUBSTANCE USE:

- Stimulants
- Mix of drugs + alcohol
- Electrolyte imbalances
- Confusion and disconnect from reality

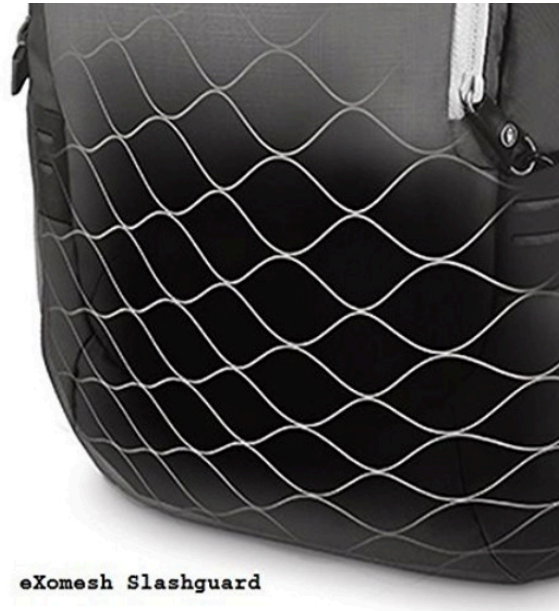


VICE

SECURITY FACTORS



This locking mechanism locks zippers into place, preventing accidental openings.



SLASH-RESISTANT SHOULDER STRAP

Metal wiring prevents slashing. This security feature prevents theft and damage.

RFID blocking adds security to prevent the retrieval of personal information (credit card information, IDs, etc.) It prevents RFID skimming.

RFID = use of radio waves to read/capture information stored on a chip of a product.



CUTLON



Combination of
polyethylene
&
elastene fibers

slash resistant material

BLADE CUT RESISTANCE:

- Resistant to slashing
- Versatile fabric for different terrains and scenarios

TEAR RESISTANT:

- Strong, durable

ABRASION RESISTANT:

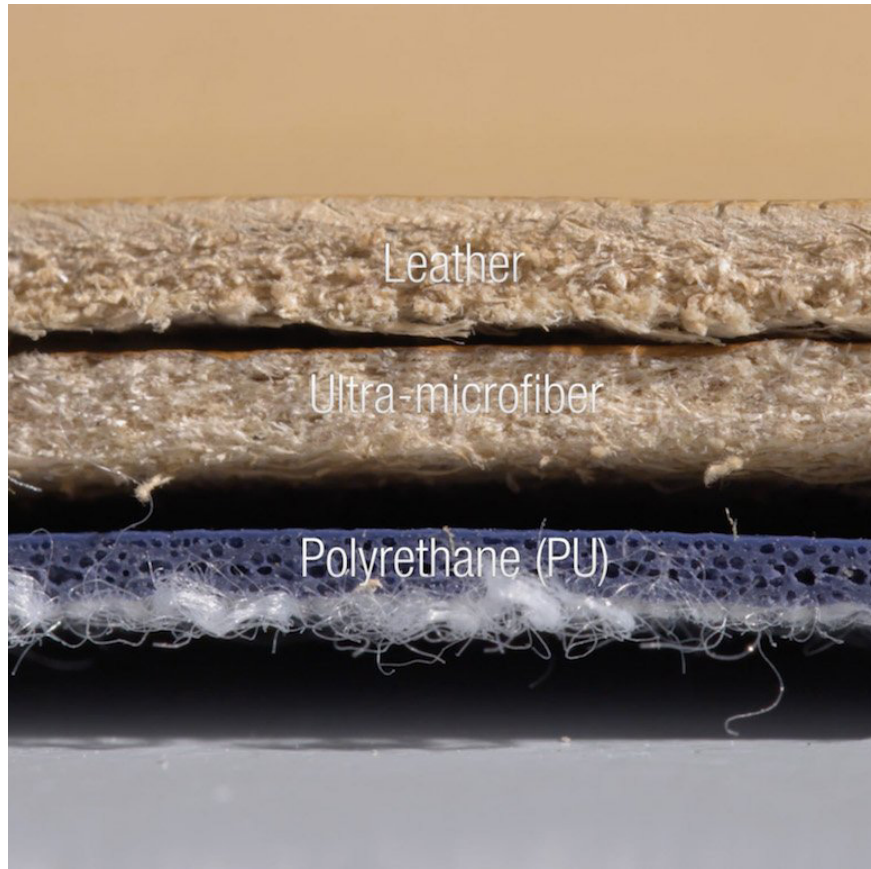
- Lasting, difficult to 'wear down'

MOISTURE RESISTANT:

- Protection against wet weather conditions

SOURCING: Orneule LTD.

PATINA™



Combination of
high-grade
polyurethane resin
&
ultra thin
microfiber bundles

DURABILITY:

- Can be used for regularly used products airplanes, shoes, sports, gear, etc.

ECO-FRIENDLY:

- Long lasting, which avoids waste

CHARACTERISTICS:

- Soft to touch
- Lightweight
- Water/dust resistant
- All-weather flexibility

COMPARABLE TO GENUINE LEATHER:

- Appearance; similar amino sequence

**SOURCING: JW PEI
CHINA**

SOLVING PROBLEM:

THEFT PREVENTION & SECURITY

The bags will incorporate metal wiring in between the lining and the selfs. This will prevent slashing of bags. To safekeep cards and important ID's, the interior card wallet will have RFID blocking technology to protect users' information. The RFID blocking compartment prevents the retrieval of personal information: credit card numbers, passport information, personal ID information, etc. Many cards have chips that transmit data and information wirelessly, but the RFID technology blocks this transmission.

The bags incorporate the concept of visual deception as well. Visually, the main compartment opening and closure will be fake. The method of opening and closure of the bag will be on the back, which will hug against your body.

All of these features prevent unwanted theft and promote carefreeness. Users will no longer need to worry about safeguarding their belongings so that they can fully immerse themselves into the festival experience.

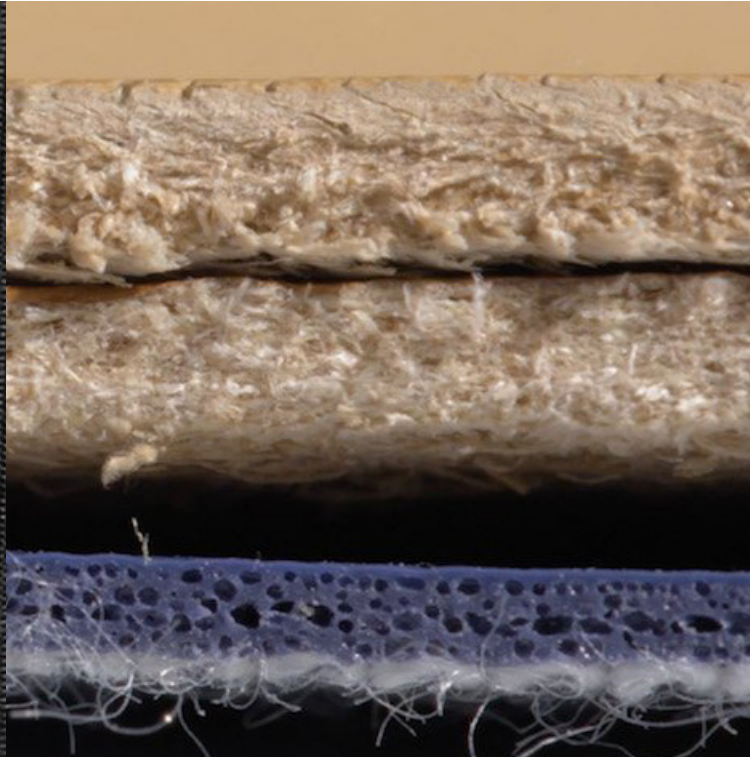
These design elements are implemented to enhance the festival experience for the festival go-er and provide security for the everyday user.

MATERIAL CHOICE

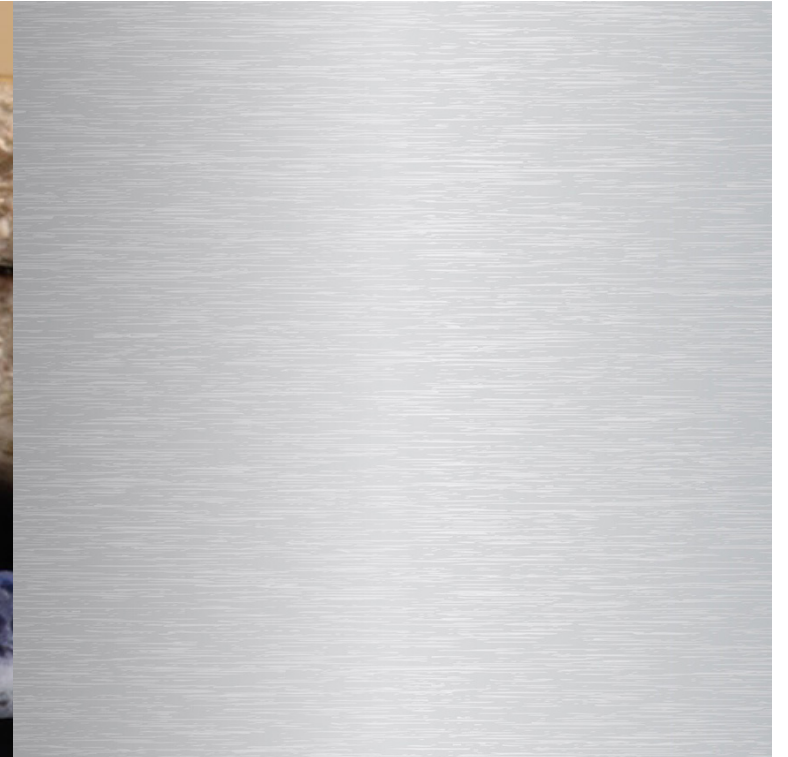
CUTLON



PATINA™



MAHI SILVER



My bags will be manufactured from these three materials. I will line parts of the bag with Cutlon, which is a slash and cut resistant textile. I will create the bag using PATINA leather due to its similar resemblance to genuine leather. PATINA, however, is more compromising and is easier to maintain than genuine leather. The nickel silver will be used for the metal hardware--closures.



PATINA LEATHER

- Vegetable tanned leather
- Environmentally conscious
- Natural leather aroma

Sourcing: BlackBear Leather

RESTORATION HARDWARE



MAGNETIC BUTTON CLOSURE:

- Brass casing
- Silver plating
- Round shape

Sourcing: Unicord

UNICORD



TEXON BAG STIFFENER:

- Non-woven thermoplastic stiffening material
- Separates and reinforces

Sourcing: Texon International

TEXON INTERNATIONAL

MANUFACTURING



My bags will be manufactured and sourced in USA. The leather is sourced in Intercourse from BlackBear Leather. My bags will be manufactured in Los Angeles. They will be produced sustainably. The embellishments and details will be sourced from USA. As the target market is based in the USA, the users will have a more intimate acceptance and understanding of the production within their home.



PHOTOGRAPHED BY EVELIN FUNG



