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A CASE STUDY OF THE APPLICATION OF TRADITIONAL CRAFTSMANSHIP IN MODERN FASHION HANDBAG DESIGN

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This paper explores the application of traditional craftsmanship in modern handbag design, using Fendi Baguette's "Hand in Hand" project as a case study. The project highlights Fendi's commitment to preserving and celebrating traditional handicrafts by collaborating with artisans from diverse cultural backgrounds. It also examines how Fendi incorporates techniques such as embroidery, weaving, and leatherwork into its collections, showcasing the fusion of cultural heritage with contemporary fashion handbag design. Through this analysis, the paper demonstrates that traditional craftsmanship not only enriches the aesthetic and cultural value of fashion handbags but also contributes to sustainability and global cultural exchange.

Key words: *Traditional Craftsmanship, Fashion Handbag Design, Artisanal Techniques, Cultural Heritage, Modern Design*

INTRODUCTION

In the ever-evolving world of fashion handbag design, there has been a growing movement towards incorporating traditional craftsmanship into modern collections [1, 2]. This trend is particularly evident in luxury handbag design, where artisanal techniques are seen as a hallmark of quality and uniqueness. Fendi Baguette's "Hand in Hand" project serves as a prime example of how traditional handicrafts, such as embroidery, weaving, and leatherworking, are integrated into contemporary handbag designs. This initiative is not only about preserving these time-honored techniques but also about promoting cultural exchange and sustainability in the global luxury handbag industry. The project exemplifies how traditional craftsmanship can be reinterpreted for a modern audience while maintaining its cultural significance and enhancing the design process.

PURPOSE

This paper is to analyze the application of traditional handicrafts in modern fashion handbag design, with a specific focus on Fendi Baguette's "Hand in Hand" project. The aims to explore how Fendi has successfully integrated traditional techniques into their contemporary handbag collections, celebrating the artistry of skilled artisans from various cultures. The research will examine the ways in which Fendi's project promotes sustainability, cultural heritage, and innovation within the luxury handbag industry. Ultimately, the paper will highlight the significance of



traditional craftsmanship in shaping the future of luxury fashion handbags and its role in the preservation of cultural traditions.

RESULTS AND DISCUSSION

Fendi Baguette “Hand in Hand” project, launched in 2020, is a celebration of traditional craftsmanship, promoting cross-cultural dialogue through fashion. The initiative involved collaborations with artisans from various regions, including Italy, Africa, and Asia, to incorporate their unique handcrafts into Fendi’s luxury collections. Notably, artisans from Madagascar (Indian Ocean Island Country) contributed intricate Macramé braid (fig. 1, a – c) that were added to Fendi’s bags, showcasing traditional Madagascar techniques. The project emphasizes the importance of collaboration between fashion brands and artisans, aiming to create pieces that are not only visually striking but also culturally significant, ensuring that these traditional techniques are preserved and passed down for future generations.

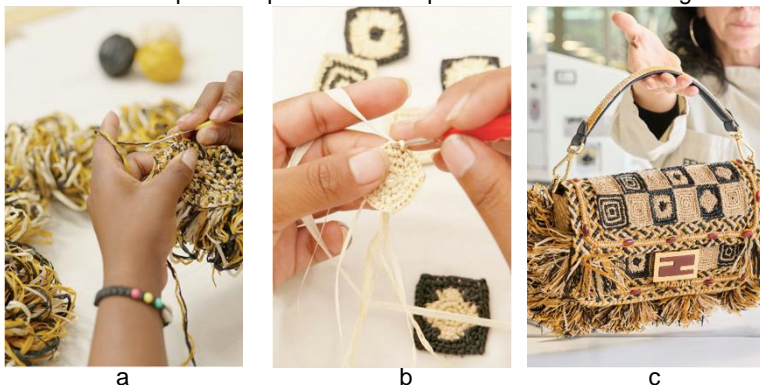


Fig. 1, a – c. Fendi Baguette “Hand in Hand” – Madagascar. Materials: raphia, carnelian beads; Techniques: macramé braid

Fendi’s collaboration with local Italian artisans further highlights the brand’s commitment to celebrating and sustaining cultural heritage. The artisans applied traditional techniques, such as weaving, embroidery, leather marquetry, and silversmithing, to reinterpret the iconic Fendi Baguette bag. These regional crafts, rooted in Italy’s rich artisanal history, transformed the classic design into unique, handcrafted pieces that combine both aesthetic appeal and cultural preservation. The project also ensured that these traditional skills would be passed down to new generations of artisans, maintaining Italy’s diverse craft traditions [3].

In October 2021, Fendi Baguette “Hand in Hand” held an exhibition at the Palazzo della Civiltà Italiana in Rome, Italy (fig. 2, a – c). This exhibition showcased the work of 20 artisans, each contributing their specialty. The bags were displayed alongside the tools and materials used in their creation, and video documentaries allowed visitors to witness the artisans at work. This transparency in the creation process helped consumers connect with the artistry behind the



products, deepening their understanding of the value embedded in each handcrafted piece.



Fig. 2, a. FENDI
Baguette Hand in Hand.
Exhibition, 2021, Rome

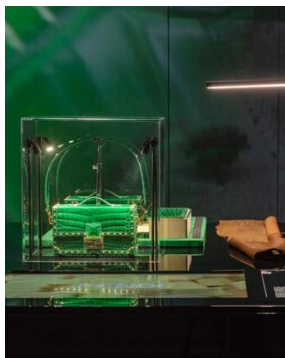


Fig. 2, b. FENDI
Baguette Hand in Hand.
Exhibition, 2021, Lombardia



Fig. 2, c. FENDI
Baguette Hand in Hand
Exhibition, 2021, Umbria

Fendi Baguette “Hand in Hand” project emphasizes the growing importance of sustainability in the fashion industry by promoting traditional craftsmanship. Unlike mass production, which often relies on synthetic materials, traditional handcrafts focus on quality, durability, and the use of natural, sustainable materials. Many fabrics and materials used in Fendi’s collection are sourced from artisans who follow eco-conscious practices passed down through generations. By supporting these artisans and their sustainable methods, Fendi not only preserves cultural heritage but also ensures that its collections align with ethical and environmentally responsible production practices [4].

The project also responds to consumer demand for transparency in fashion, where buyers are increasingly concerned with the origins of products and their environmental impact. Fendi addresses this demand by ensuring that each piece is traceable to its maker, showcasing the brand’s commitment to sustainability. The initiative also advocates for fair compensation for artisans, highlighting the human element of luxury fashion and reinforcing the value of craftsmanship. By moving away from mass production, Fendi champions a more responsible approach to manufacturing in the luxury fashion industry.

The Fendi Baguette “Hand in Hand” project preserves traditional crafts by collaborating with artisans whose skills are at risk of disappearing. For example, a unique Baguette, crafted from black leather and embroidered with peacock quills by the Federkielstickerei Thaler workshop, showcases South Tyrolean decorative motifs. (fig. 3, a – c) The project celebrates Italy’s diverse craft traditions and promotes these cultural identities globally. Fendi’s approach elevates traditional craftsmanship to an art form, preserving cultural heritage while modernizing it for today’s fashion [4].



Fig. 3, a. FENDI Baguette hand in hand exhibition- Trentino Alto Adige bag



Fig. 3, b – c. FENDI- Trentino Alto Adige bag by the Federkielstickerei Thaler workshop

The “Hand in Hand” project fosters cultural exchange by collaborating with artisans from different parts of the world to integrate traditional techniques and motifs into Fendi’s modern designs. This fusion of cultures not only enhances the brand’s aesthetic appeal but also promotes global interconnectedness. For instance, Fendi partnered with AXiWuZhiMo of the “Yi Needle Yi Thread” professional embroidery cooperative and LeGuShaRi, a 14th-generation silver jewelry maker [3]. Their Baguette China bag, (fig. 4, a – c) crafted in black fabric with silk embroidery and a sterling silver FF buckle, showcases this blend of cultural heritage and contemporary fashion.



Fig. 4, a – c. Fendi Baguette “Hand in Hand”- China bag. Materials: velvety black fabric, blue, green, aqua silk threads, green silk satin, 925 silver



CONCLUSIONS

Fendi Baguette “Hand in Hand” project showcases the integration of traditional craftsmanship with modern fashion handbag design. By collaborating with artisans from various Italy regions and other countries, Fendi preserves cultural heritage while providing a platform for artisans to share their skills globally. The project highlights the importance of sustainability, transparency, and ethical production, aligning with consumers’ demand for responsible fashion. It reinterprets the Fendi Baguette bag through traditional techniques, reinforcing the value of artisanal work in fashion. Fendi’s initiative demonstrates how traditional craftsmanship can sustain cultural heritage while inspiring innovation in modern design.

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ЦЗІН Сюань, ЧУПРИНА Н.

ПРИКЛАД ЗАСТОСУВАННЯ ТРАДИЦІЙНОГО РЕМЕСЛА В СУЧАСНОМУ ДИЗАЙНІ МОДНИХ СУМОК

У цій статті досліджується застосування традиційних ремесел у сучасному дизайні сумок на прикладі проекту Fendi Baguette «Hand in Hand» («Рука в руці»). Проект підкреслює прихильність Fendi до збереження та шанування традиційних ремесел шляхом співпраці з ремісниками з різних культурних середовищ. Він також досліджує, як Fendi включає такі техніки, як вишивка, ткацтво та обробка шкіри у свої колекції, демонструючи поєднання культурної спадщини з сучасним дизайном модних сумок. Цей аналіз демонструє, що традиційні ремесла не лише збагачують естетичну та культурну цінність модних сумок, але й сприяють сталому розвитку та глобальному культурному обміну.

Ключові слова: традиційні ремесла, дизайн модних сумок, ремісничі техніки, культурна спадщина, сучасний дизайн.