

## BAG MARKET FASHION DESIGN COMPETITION

Assignment: Design a bag and create a poster displaying and advertising it.

Your poster must include the following:

1. Drawing of your bag
2. Attach a 1 paragraph description of inside and outside of bag
3. Swatches of fabrics and embellishments
4. Price of bag

On a Separate Sheet of Paper:

5. Draw your Advertisement (Billboard, Ad, or Store Window)
6. Include name of store your bag is sold at
7. Attach one paragraph describing why you chose the advertisement you designed.  
Ex. "we chose to have Jennifer Lopez carrying our purse in our Ad because she is looked to for fashion sense from our target market- teenagers."

1. Design a purse and draw it on a blank piece of paper. Choose:
  - Exterior fabric
  - Interior/lining fabric
  - Any metal on bag (buckles, zipper pulls, handles)
  - Texture (leather, plastic, cotton, etc)
2. What style does your bag fit into?
  - A. Punk
  - B. Preppy
  - C. Trendy
  - D. Classic
  - E. Practical
3. Which best describes the purpose of your bag?
  - A. Sporty
  - B. Classy
  - C. Versatile
  - D. Stylish
  - E. Other\_\_\_\_\_
4. Who are you trying to market your bag to?
  - A. Teens (13-19)
  - B. Young Adult/Career persons (20-30)
  - C. Middle Age (40-60)
  - D. Elderly 70+
5. Choose a store to sell your bag at considering your market, style and the purpose of your bag.  
Store:\_\_\_\_\_
6. Choose at least one of the following ways to effectively advertise your bag.
  - A. Window Display
  - B. News Paper Ad
  - C. Billboard
  - D. Magazine Ad
7. Design and draw the advertisement of your choice on a separate sheet of paper.
8. Come up with a cost for your bag considering the following questions:
  - Is your bag with in the price range of the store it is sold at?
  - Does your bag make a profit considering the costs of the materials?
  - How expensive is your advertising? The more advertising dollars the more you will need to charge for your bag.

Price:\_\_\_\_\_