

# A Study of High Value-Added Upcycled Handbag Designs for the Dubai Luxury Fashion Market

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## Abstract

With the widespread movement of 5R (Reduce, Reuse, Recycle, Regeneration, Refill), the concept of upcycling has been placed as a strong cultural, political, economical, and cultural factor of influence in conveying environmental messages. Thus, in the following research, 29 designs of high value-added upcycled luxury handbags for the Dubai fashion market were developed from pre-consumer wastes produced from the manufacturing and sewing process of fashion products. The designs resulting from the following study are planned to be sold as a limited exclusive line in Dubai's Harvey Nichols and Bloomingdale's from the 2014 S/S season. The market analysis and proposed design model in the present study are generally applicable in the future development of the trading markets. Through the following study, it is hoped that Korea will no longer be the passive consumer of the global luxury markets but instead develop as a leader of the fashion industry and lead international exchange through strengthened national competitiveness.

Key words: upcycling, handbags, appliqué, Dubai, global fashion market

## I. Introduction

Consumer awareness and concerns on sustainability and ethical production and trading has been growing along with global industrial interest in sustainable development. Unfortunately, other than ethical or social reasons, consumers' purchasing demands of domestic high value-added fashion accessories including design aesthetics are difficult to find. Global fashion accessories markets ensure steady profits and are evaluated as a star business with high market share and competitiveness. Moreover, due to the development of design as the factor of product competitiveness, design and brand have become more important competitive factors than traditional features such as techniques and qualities; therefore, for bag industries that have minor technological gaps and high competitive prices from business-to-business, design can be considered as the most powerful and effective factor of competition. However, even with a number of qualitative improvements, bag industries in Korea are still underdeveloped compared to other industries and are losing competition in overseas markets with low price competitiveness, low brand awareness, and lack of marketing skills. In addition, investment in the development of related design and products is considered important; however, Korean bag industries are losing competitiveness in the rapidly-developing global bag markets with the investment level 3% less than the manufacturing costs.<sup>1)</sup>

In the midst of current economic downturn and recession, the accessories market is being focused as the new growing power of domestic fashion brands, and consumers who value personal tastes than name values have been increasing with the change of

value-oriented consumption patterns.<sup>2)</sup> This proves the role of design in fashion products and consumers' willingness to buy good products even without the wherewithal to consume. Thus, if our fashion brands target the global niche markets with differentiated accessories items, long-term positive effects are expected in both brand and national images as well as global expansions. Even in the global niche markets including UAE and other Middle Eastern areas, high value-added fashion products have been analyzed to be advantageous for exports<sup>3)</sup>; thus, the following study focuses on targeting UAE's Dubai as the global niche market in developing upcycled women's handbags in combination of 3D appliqué techniques as design elements. Also, through the exporting of the developed products into the global niche market, one proposes a new design model for the future of upcycled fashion accessories market.

## II. Methodology

The main ideas and concepts of this study were built upon an exploratory research of various literature sources, while data such as expert interviews and annual reports of related organizations were gathered and analyzed so as to consolidate the conclusion in this study, as well as providing evidences and references for establishing the theoretical framework.

Detailed methodologies of each research themes are as follows:

First, related domestic and foreign literature were reviewed in order to provide theoretical foundations of the concept of upcycling and trading-up. Moreover, luxury market-related research reports and economic

trend reports from domestic research institutions were reviewed and analyzed for practical verification of the current economy's niche markets of high value-added fashion industries.

Second, targeting UAE's Dubai luxury fashion industry as the niche market, references related to religion, society, culture, and economy of the nation were gathered and reviewed for further study of the market. Also, surveys were carried out based on Dubai's upper-class women's fashion preferences and needs, while case studies of global fashion brands' advancement into the UAE muslim women's fashion markets were analyzed and studied. However, with the rapid development and transformation of muslim women's fashion trends, there were limitations in collecting literature references and statistical database; therefore, theoretical references were analyzed with verifications through local surveys and professional analysis as follows. First, various references such as thesis, periodicals, journals, news, encyclopedia, etc. related to Islamic culture and feminism were reviewed for theoretical studies, and annual reports, case studies, and database of related organizations such as Korea Trade-Investment Promotion Agency (KOTRA) and Samsung Economic Research Institute (SERI) were gathered and analyzed for further study on the country's economic trends.

Then, surveys and case studies of expert advisory councils and local companies that have participated in Dubai Fashion Week for more than three seasons were conducted along with in-depth interviews of professional buyers dealing with UAE-based luxury fashion and accessories items. A total of 16 experts were interviewed based on the topic of Dubai's current market status and luxury fashion product trends, the lifestyle and traditions of Dubai's

upper-class locals, and the characteristics of the nation's luxury fashion and accessories brands. In addition, the process of launching the developed handbags into Dubai's famous department stores were considered.

### III. Upcycling

Upcycling is the process of converting waste materials or useless products into new materials or products of better quality or for better environmental value. Commonly-used term, 'recycling', is the process of 'downcycling'(reducing the value) wastes into a reusable product while on the other hand, 'upcycling', a particular form of recycling, involves turning waste material or an unwanted product into a better-quality product. The term 'upcycling' was first used and introduced by Reiner Pilz of Pilz GmbH in an article by Thornton Kay of Salvo in 1994. In the interview, Pilz stated, "Recycling, I call it downcycling. They smash bricks, they smash everything, What we need is upcycling-where old products are given more value, not less." Thus, upcycling is taking an item that is no longer needed or wanted and giving it new life as something that is either useful or creative for better environmental value.<sup>4)</sup> In addition, upcycling design is beyond the concept of recycling product wastes. It is a process of adding sustainability, creativity, and environmental and social values to a product by reusing of wasted materials. In the situation where virtuous cycle of waste resources is being considered as the solution for energy depletion and environmental destruction, the concept of 'beyond product' that contains sustainable industrial values are being noticed as future green designs. Therefore,

upcycling design can be seen as the desirable model for future economic, social, environmental, and sustainable green design. Also, it provides the opportunity for consumers to purchase products of functionality and humor as well as the direction of pursuing green design in the future.<sup>5)</sup>

Recently, awareness of environmental issues and creative ideas of recycling wasted materials have attracted attention as the by-products of the industrial society in the 21st century caused serious environmental problems. Furthermore, since the short life cycle of fashion products is a strain on the environment, energy-saving and reusable eco-friendly fashion must be considered. Until now, environmentally-friendly fashion design has been centered around the theme of ecology; however, as reformed fashion design from post-consumer wastes have started to appear, creating new design and adding environmental values from wasted materials have become a social responsibility.

Mentioned earlier, wasted materials in fashion design refer to wastes made up of scrap materials generated during the manufacturing process before being in the hands of the consumers. In Seoul, more than 70,000 tons of textile wastes are being dumped into landfills in a year. Textile wastes that cannot be incinerated are usually dumped into landfills, causing a serious threat to the grounds such as soil pollution.

According to Dongdaemun Sewing Association, more than a million tons of textile wastes are being dumped into landfills in a year. 20 tons of wastes are produced from Changshindong sewing neighborhood alone. It is estimated around 72,000 million tons of textile wastes are produced in Seoul. Since most apparel factories in Seoul are small-scaled factories, textile wastes produced in the city are less compared

to the wastes produced in big factories located in outskirts. Unfortunately, the Ministry of Environment is unaware of the accurate number of textile wastes being produced from factories. Especially for bag industries that use leather as the main material, more portion of leathers are abandoned than they are used.

Recently, fashion brands with the concept of upcycling have been increasing in numbers along with the introduction of environmentally-friendly products from recycled materials. Fashion brands with the concept of upcycling include Freitag( Switzerland), Eco Party Mearry(Korea), and Touch for Good (Korea). However, since most of the designs of these brands are material-based than design-based, the products are consumed by regular customers and are less-known to the public.

Brands like Ecoist(Mexico) and Susan Nichole (USA) are considered as the only fashion brands that put significance in both the concept of upcycling and the design of the products. Especially in the United States, Ecoist bags are known for their one-of-a-kind designs as they are produced from various recycled candy wrappers and soda cans. These unique bags and are known to be the favorites among famous Hollywood celebrities such as Paris Hilton and Cameron Diaz.

In addition, MomaBoma(Italy) is a luxury fashion accessories brand that produces hand-crafted bags and accessories using unconventional materials such as recycled comic books and other recycled items.

## IV. Market Analysis

According to AC Nielson's luxury consumer market report cited by Gulfnews<sup>8)</sup>, UAE ranks as one



<Figure 1> Ecoist's coin purse and bag from recycled candy wrappers  
(source: <http://www.ecoist.com/>)<sup>6)</sup>



<Figure 2> MomaBoma's bag from recycled comic books  
(source : <http://www.momaboma.it/>)<sup>7)</sup>

of the world's top five consumer nations of luxury goods. In other Middle Eastern countries, certain amount of luxury goods are being consumed while in the UAE, various products of luxury brands are preferred. Moreover, Dubai upper-class women's preferences of consuming luxury fashion brands' products also contribute to the trend. Thus, most upper-class women in Dubai prefer consuming made-to-order couture items than products of luxury brands.<sup>9)</sup>

In order to evaluate the possibilities of exporting into Dubai's luxury fashion product markets, analysis of Dubai's social, cultural, and economic status and luxury fashion markets were carried out based on the database of KOTRA and interviews of the experts on Dubai's fashion and product markets. The results of

the analysis are as follows<Table 1>.

As a result of the market analysis based on the studies of Dubai's social, cultural, and economical status, major global luxury industries have a big interest in Dubai's luxury fashion markets but lack foundational comprehension on the Islamic culture. In addition, they fail to meet the needs of Dubai's upper-class women while the supplies of the markets do not meet the demands of the consumers.

The characteristics of Dubai's upper-class women, who are represented as the 'big spenders' are as follows<sup>10)</sup>:

First, they prefer not only the best items but rare and unique items. These items are considered as products more than ordinary luxury items and that can be own by private consumers. Most Middle

<Table 1> Social cultural economic characteristics of Dubai

Social cultural characteristics	Economic characteristics
<ul style="list-style-type: none"> <li>- Islamic laws of UAE require women to wear abaya(simple, loose over-garment)</li> <li>- Development of women-centered markets due to the expansion of women's rights</li> <li>- Dubai locals' positive awareness of overseas companies</li> <li>- Royal intermarriages due to polygamy</li> <li>- Public's positive perception of the lifestyle of the royalties</li> <li>- Increase in Korea's image due to the spread of Korean pop culture</li> </ul>	<ul style="list-style-type: none"> <li>- Dubai's development as the world's largest emerging market</li> <li>- Dependent on imported goods</li> <li>- Almost no regulations for trading; exemption of corporate and personal income taxes</li> <li>- Responsible for 90% of UAE's imports &amp; exports; a strategic hub for distribution of 70% of imported goods to Iran, the CIS, Libya, Pakistan, Eastern Africa, Russia, etc.</li> <li>- Over 12% annual growth rate of luxury markets</li> <li>- GCC of 40 million, with about 10 million residence in UAE</li> <li>- Robust trade with Korea</li> </ul>

<Table 2> Interview of 16 experts

Sort	Foreign / Domestic	Position of work	Experience	Main business
A	Domestic	Policy engine	10~15	Expert on Korea-Dubai exchange
B	Domestic	Policy engine	9	Expert on Middle East
C	Domestic	Policy engine	5	Expert on Middle East
D	Domestic	Business/research institute	8	Representative of Dubai's local A group (Korean branch)/Business planner
E	Domestic	Business/research institute	5	Researcher of Dubai's local A group (Korean branch)/Manager
F	Domestic	Business operator	7	Export of Dubai products / Representative
G	Domestic	Business operator	7	Export of Dubai products / International business manager
H	Domestic	Business operator	11~	Export of Dubai products / Representative
I	Foreign	Business operator (Buyer)	7~10	Exporter in charge of sale of high-priced abaya
J	Foreign	Business operator (Buyer)	7~10	Exporter in charge of sale of high-priced abaya
K	Foreign	Business operator (Buyer)	6~8	Exporter in charge of sale of high-priced abaya
L	Foreign	Business operator (Buyer)	5	MD in charge of sale of abaya in Dubai's local high-end department store
M	Foreign	Business operator (Buyer)	8	MD in charge of VIP customers in Dubai's local high-end department store
N	Foreign	Business operator (Designer)	3	Abaya design
O	Foreign	Business operator (Designer)	5	Abaya, dress design
P	Foreign	Business operator (Designer)	3	Abaya, dress design
Q	Foreign	Business operator (Manufacturer)	6	Exporter of abaya fabrics
R	Domestic	Organization	9	Host and manager of Seoul Fashion Week events

Eastern women consider other women in the same dress as a disgrace and prefer made-to-order couture clothes and accessories of different colors and materials. Thus, providing consumers with order-made service and the right to choose their own color, material, and shape of the design is one of the successful marketing techniques used by Korean successful company, 'H'.

Second, Dubai's upper-class women purchase

items based on the product value instead of the price value. Thus, subjective preferences are favored more than objective values, creating the act of value-based consumption. According to the interview of Ji-hye Yun, the chief stylist of Dubai's Harvey Nichols and Bloomingdale's, Dubai's upper-class women have a high level of consumption and prefer a wide variety of designs and styles, favoring personal values over luxury brand signatures<Table 2>.

'Value-based consumption', as mentioned, is the act of purchasing with the respect of personal values and the close review of product price and satisfactory levels. Moreover, 'trading up' refers to raised consumption in which consumers purchase high-priced items that contain consumption values. As a result, Dubai's upper-class women tend to put significance in purchasing high-quality and unique designs unlike most female consumers who project their fantasies through the purchase of luxury brand items. Under these economic flows, the role of merchandisers in searching for brands with differentiated designs has been gaining more importance in the markets.

Third, the key element in consumption patterns of Dubai's upper-class women is the preference of purchasing whole items instead of a single item. Since muslim women prefer to purchase a full set of abaya, under-abaya dress, shoes, sunglasses, and handbags, fashion magazines and media tend to propose total coordination stylings. As a result, most luxury abaya brands launch their own luxury handbag line or cooperate in a partnership with other luxury fashion accessories brands.

Yun also mentioned that in order to enter into the Dubai luxury fashion markets, simple stories of design that are logical and honest are recommended rather than brand histories that are boring and obstinate. Thus, unlike most existing luxury brands that tend to sell luxury fantasies, competition of high quality designs with suitable prices is considered more logical<Table 2>.

According to a staff of Dubai's Altyer groups, the main handbag brands in Dubai's high end department stores include Zagliani, Nancy Gonzalez, Amanda Navai, Jamine, Soa, CC Skye, Cambridge Satchel,

Marni, Stella McCartney, Moschino, DVF, Alexander McQueen, and McQ.

The common characteristics of such brands are as follows. First, most of the launched brands in Dubai's upper-class women's market provide an order-made service based on the preferences of the customers. Second, while launching fashion brands in other global markets, these brands tend to launch a separate handbag line for the Dubai market, proving the business potentiality of the handbag markets in Dubai. Third, these brands cope with limited high value-added products for VIP customers. The upper-class consumers of such products contain royalties of foreign regions such as Russia, Europe, and USA, contributing to the mouth-to-mouth marketing effect.

## V. Design and development

### 1. Design proposal

Development of handbag designs for export purposes were based on the analysis of the characteristics of Dubai women's fashion markets and the findings on local consumer preferences.

As seen on <Table 3>, all handbag designs as a result in the following study were developed from upcycled wasted leathers, plastics, and other fabrics with the application of three-dimensional appliqué techniques as design elements. Appliqué is a decoration or ornament made by cutting and sewing pieces of one material and applying them to the surface of another; thus, materials such as gems, sequins, plastics, etc. can be applied as appliqué to create a three-dimensional element. On this, Global

<Table 3> Design proposal based on market analysis

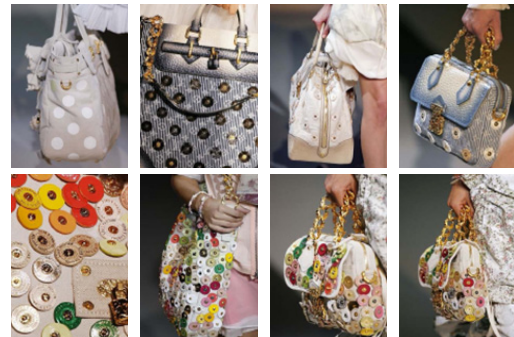
Purchasing preferences of Dubai's upper-class women	Design proposal
Preferring of unique, one-of-a-kind designs	Unique and one-of-a-kind 'upcycled' products through the application of recycled materials(leather, plastic, metals, wasted fabrics, etc.)
Preferring of order-made products where consumers have the right to choose the shape, color, and material of the product	Accessories of same design but different materials and colors
Differentiated product based on value-conscious consumption	· High value-added limited products · Application of current global fashion market trend, 'three-dimensional appliqué techniques'
Purchasing of complete set of items instead of one single item	Development of 6 types of handbags (Shoulder bag, Tote bag, Boston bag, Clutch, Pouch, Wristlets) for coordination with Muslim women's abaya

luxury brands such as Chanel, Marni and Louis Vuitton have presented various collections using appliqué techniques with metallics, gems, laces, etc.



<Figure 3> Left: Chanel Spring/Summer 2006, Right: Marni Fall/Winter 2012 (source: <http://www.google.com>)<sup>11)</sup>

Thus in the following study, based on the target consumers' preferences on art-fabric-detailed couture handbags, appliqué techniques and embroidery techniques using Swarovski beads, diamonds, gold metallics, 24K platings, etc were applied in the development of upcycled handbags.



<Figure 4> Louis Vuitton's appliques from year 2001-2011 (source: <http://www.louisvuitton.com>)<sup>12)</sup>

Based on expert interviews and preferences of Dubai's upper-class women, a total of six types of handbags - shoulder bag, tote bag, boston bag, clutch, pouch, wristlet - were developed.

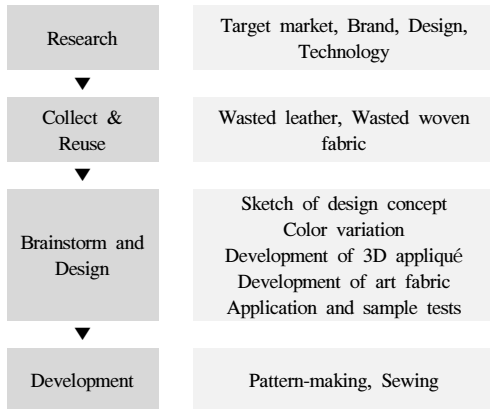
## 2. Design process

The design process was based on (1) the collection of wasted leathers - (2) the processing of leathers - (3) color variation - (4) design concept - (5) design - (6) development (pattern → appliqué → sewing). The collection of wasted leathers was available through the contribution of Korean handbag manufacturing company, 'S'. In addition, four



companies including fur company(S apparel) and fashion brand(H brand) contributed in providing wasted fur, silk, laces, plastic, and fabrics.

<Table 4> Design Process of Upcycled Handbag



### 3. Development

#### 1) Design 1(Audrey)

Based on the color chips extracted from the in-depth interviews of local buyers, preferred colors

of black, gold and oak colors of 3D appliques were applied. Tri-colored spangles created from recycled plastics were layered to display three different colors based on the different angles.



#### 2) Design 2(Impresa)

Three-dimensional appliques from spangled recycled plastics were applied on top of burn-out calf-leather pattern inspired from Art Nouveau motifs.



#### 3) Design 3(Sasha)

A handbag design suitable for total coordination of Muslim women's fashion styles. The surface of the handbag was pleated for voluminous silhouette of the design, while the flower appliqué applied on the center of the handbag was created to portray the Arabesque patterns preferred by Muslim women consumers. Two-toned Swarovski crystals were embedded on laser-cut flower base using marking and cutting techniques.



<Table 5> Design 1

Type	Clutch	Dimensions (cm)	25(height) x 32(width), Strap drop: 50
Material	Leather, synthetic leather, synthetic plastics, 24K gold frame, nickel plating, 24K gold chain	Colors	Gold, Imperial blue, Charcoal 
Detail	<ul style="list-style-type: none"> <li>- Marking and cutting techniques were applied to create floral patterns on the brazened surface of the handbags based on the selected color chips</li> <li>- Outer layer harmonized with deep-colored linings, complete with 24K plated gold</li> <li>- Floral base of the handbag was developed through cutting and burning-out of wasted synthetic leather</li> <li>- 3D appliques beaded on the surface of the floral base were developed from wasted plastics and leathers laser-cut into spangles and beads</li> </ul>		
Design			

<Table 6> Design 2

Type	Tote Bag	Dimensions (cm)	32(height) x 25.5(width), Strap drop: 21
Materials	Leather, synthetic leather, synthetic plastics, woven and metallics	Colors	Black(Classic, Spangled, Patent black) 
Detail	<ul style="list-style-type: none"> <li>- Wasted leathers were burn-out to create floral-patterned surface of the handbag</li> <li>- 3D appliques beaded on the surface of the floral base were developed from wasted plastics and leathers laser-cut into spangles and beads</li> </ul>		
Design			

<Table 7> Design 3

Type	Clutch	Dimensions (cm)	21(height) x 37(width), Strap drop: 51
Materials	Recycled Leather, synthetic plastic, woven & metallics, 24K gold chain, nickel plating	Colors	Black, Bronze, Gold 
Detail	<ul style="list-style-type: none"> <li>- Recycled plastics were molded into plastic beads embroidered on the floral surface of the upcycled leather</li> <li>Swarovski crystals were combined with plastic beads to create Starburst shapes that accentuate the detailing of the handbag</li> <li>Three types of gunmetal-toned chain-linked shoulder straps add boldness</li> </ul>		
Design			

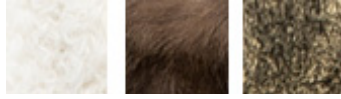
4) Design 4(Clarine)

Clarine bag showcases the trademark fur trim created from recycled fur vests and jackets, restructured and upcycled into a handbag design. Hand embroidery techniques were applied on the surfaces decorated with gold-plated signature logo and leather trimmings.

5) Design 5(Vernice)

Inspired from elaborate embroidery details of Middle Eastern abaya, the Vernice handbag is created with refabricated premium leather decorated with hand-beaded Swarovski crystals. Three-dimensional appliques of hand embroideries and cut plastic beads were applied on the surface of eel leather patchworks.

<Table 8> Design 4

Type	Satchel	Dimensions (cm)	30(height) x 40(width), Strap drop: 13
Materials	Recycled Leather, natural fur, 24K gold and nickel platings	Colors	Cream(Lamb), Brown 1(Mink Sable), Brown 2(Rabbit) 
Detail	<ul style="list-style-type: none"> <li>- Surfaces of the handbag were created from disassembled lamb vest, fox vest, and mink jacket</li> <li>- Stitch embellishments on the surface of the handbag add romantic and classic appeal</li> <li>- Fur surfaces were combined with upcycled wasted leathers</li> <li>- Leather finishing for durability</li> </ul>		
Design			

<Table 9> Design 5

Type	Satchel	Dimensions (cm)	31(height) x 39(width), Strap drop: 14
Materials	Recycled Leather, synthetic leather, synthetic plastic, woven & metallics, 24K gold chain	Colors	Exotic, Camel, Patent Black 
Detail	<ul style="list-style-type: none"> <li>- Wasted leathers were hand-stitched to create the surface of the handbag</li> <li>- Recycled plastics were molded into studs and beads to create 3-dimensional appliqués</li> </ul>		
Design			


6) Design 6(Nouveau)

The Nouveau handbag is decorated with couture details of leather strips weaved on the upper surface of the bag. Wasted plastic pieces were recycled into string pieces that are hand-embroidered on the handles of the handbags.

7) Design 7(Noblea)

The Noblea handbag features an ornate hand-crafted cutout details that reveal an underlay of recycled leathers. Ribbon embroidery techniques were applied to flower-shaped appliqués embedded on top of three-layered laser-cut leathers.

<Table 10> Design 6

Type	Boston Bag	Dimensions (cm)	22(height) x 34(width), Strap drop: 14
Materials	Recycled Leather, synthetic leather, synthetic plastic, woven & metallics, 25mm oval rings, 24K gold platings	Colors	Amber, Verde, Beige 
Detail	<ul style="list-style-type: none"> <li>- Two pieces of wasted leather pieces were layered with separately stitched leather strips</li> <li>- Lower part of the handbag was embellished with brightly-colored stitches to create a colorful texture</li> <li>- Top part of the handbag was embellished with ribbon embroidery technique</li> </ul>		
Design			

<Table 11> Design 7

Type	Satchel	Dimensions (cm)	21(height) x 30(width), Strap drop: 11
Materials	Recycled Leather, synthetic plastics, woven & metallics	Colors	Camel, Beige, Black 
Detail	<ul style="list-style-type: none"> <li>- Wasted leathers were laser-cut into floral patterns to create the base of the 3-dimensional appliqué</li> <li>- 3-dimensional appliqués were created with the the hand-stitching of ribbon embroideries complete with golden metal closing</li> <li>- The sides of the bags were hand-stitched with wasted leathers cut into strings of ribbons</li> </ul>		
Design			

8) Design 8(Trapez)

The appliqué embedded on the both sides of the bags were developed using embroidery techniques in application of leather ribbons in Herringbone patterns. The leathers used for the embroidery details were laser-cut into ribbon strips and applied on the surface of the handbag along with the embedding of gold plates.



9) Design 9(Rosetta)

Detailed with a stitched front and contemporary golden hardware, Rosetta handbag was created with 100% genuine textured leathers blended with the brand's signature flower trimmings. Two sizes of handbag were created for mother and daughter.

<Table 12> Design 8

Type	Satchel	Dimensions (cm)	26(height) x 31(width), Strap drop: 18
Materials	Recycled Leather, woven & metallics	Colors	Plaid Blue, Black, Exotic 
Detail	<ul style="list-style-type: none"> <li>- Wasted leathers and fabrics were combined with solid leather pieces to create a structural silhouette of the handbag</li> <li>- Ribbon embroidery techniques were applied on the side to create a structural 3D Herringbone pattern</li> </ul>		
Design			

<Table 13> Design 9

Type	Satchel	Dimensions (cm)	26(height) x 33(width), Strap drop: 12
Materials	Recycled Leather, woven & metallics	Colors	Patent Black, Blue 1(blue bear), Blue 2(yellow bear) 
Detail	<ul style="list-style-type: none"> <li>- Wasted plastics were laser-cut into 'H' appliqués</li> <li>- Wasted leathers were heat-pressed to create cross-patterend bears</li> <li>- Brand name engraved into the lower part of the surface of upcycled leather</li> </ul>		
Design			

10) Design 10 (Quadra)

The Quadra handbags are composed of geometric panels of shimmery, multi-colored, matte and metallic-embossed leathers. Also, amount of loss in leather wastes were decreased by the recycling of small wasted leather pieces into patchworks in which

consumers are also able to select different materials and colors of.

4. Conclusion

With the widespread movement of the 5R(Reduce,

<Table 14> Design 10

Type	Satchel	Dimensions (cm)	20(height) x 32(width), Strap drop: 11
Materials	Recycled Leather, woven & metallics, 25mm oval rings, 24K gold & nickel platings, rectangular closings	Colors	Camel, Black, Exotic 
Detail	<ul style="list-style-type: none"> <li>- Wasted leathers were upcycled into hand-stitched patchworks in geometric panels</li> <li>- Gold stud pieces in 'H' shapes were embellished onto the recycled leather surfaces of the compartment wallet</li> </ul>		
Design			

Reuse, Recycle, Regeneration, Refill), the concept of upcycling has been placed as a strong cultural, political, economical, and cultural factor of influence in conveying environmental messages. However, successful models that result in the creation of profits from recycled and upcycled products are yet to be found. Thus, the following study focuses on overcoming the limits of existing recycled designs with the concept of ‘upcycling’ and creating high values through the establishment in global luxury markets where consumption of high-priced fashion products have continuously increased in the past few years. According to the studies on the cultural, social, and economic aspects of Dubai’s markets, luxury item markets that target Dubai’s women consumers have shown steady progress. However, businesses have yet to satisfy the various needs and preferences of Dubai’s upper-class women, resulting in a niche-market where supplies have not met the demands of consumers.

Based on various literature reviews and expert

interviews, the consumption patterns of Dubai’s upper-class women are as follows. First, they prefer not only the best items but rare and unique items. Upcycled handbags have manufacturing disadvantages where the materials and supplies are limited and are only available through order-made service. However, these disadvantages are rather advantageous for Dubai’s upper-class consumers where order-made service and the right to choose their own color, material, and shape of the design is considered as the opportunity in creating high values in Dubai’s luxury fashion accessories market. Second, Dubai’s upper-class women prefer couture accessories where the designs might be similar but are unique in material, color, and detail. Thus, application of three-dimensional appliqué techniques as design elements can be seen as the key strategy for stimulating consumers’ interests. Third, the key element in the consumption patterns of Dubai’s upper-class women is the preference of purchasing whole items instead of a single item. As a result, a

total of six different types of handbags(Shoulder bag, Tote bag, Boston bag, Clutch, Pouch, Wristlets) were developed and proposed in the concept of total coordination.

The designs resulting from the following study are planned to be sold as a limited exclusive line in Dubai's Harvey Nichols and Bloomingdale's from S/S collection of the year 2014.

In conclusion, the market analysis and proposed design model in the present study are generally applicable in the future development of the trading markets. Through the following study, one wishes Korea to no longer be the passive consumer of the global luxury markets but instead to develop as the leader of the fashion industry and thus leading international exchanges through the strengthening of national competitiveness.

화를 위한 전략적 방안 연구: 니치마켓으로서 두바이 럭셔리 아바야 시장 사례를 중심으로, 이화여자대학교 대학원 박사학위논문, p.102.

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## 두바이 럭셔리 패션시장 수출용 고부가가치 업사이클링 핸드백 디자인 연구

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### 요 약

업사이클링은 최근 5R 운동(Reduce, Reuse, Recycle, Regeneration, Refill)의 확산과 맞물려 환경보호의 메시지를 전달하는 사회적, 경제적, 정치적으로 강력한 문화적 영향 요인이 되고 있다. 이에 본 연구에서는 소비자의 손을 거치기 이전, 즉 패션 제품의 생산과정 중 주로 봉제과정에서 발생하는 폐원단을 사용하여 글로벌 럭셔리 마켓인 두바이 진출에 최적화된 고부가가치 업사이클링 핸드백 29종을 디자인 및 제작하였다. 본 연구를 통하여 제작된 모든 제품들은 2014년도 S/S 시즌부터 두바이 하비니콜스와 블루밍데일 백화점에서 한정판 익스클루시브 라인으로 판매가 가확정되었다. 본 연구의 실증적 연구를 토대로 도출한 시장 분석 결과와 업사이클링 핸드백 제품 개발 프로세스가 패션산업 모델의 새로운 유형을 제시하여 수출 증대를 통한 국부 창출에 이바지할 수 있기를 기대한다. 또한 한국이 더 이상 글로벌 럭셔리 업사이클링 패션산업계에서 수동적인 소비자로 남아 있지 않고 패션 강국의 이미지를 제고하며 선도적 국제교류를 통해 국가 경쟁력을 강화시키는 원동력에 본 연구가 도움이 되길 바란다.

주제어 : 업사이클링, 핸드백, 어플리케, 두바이, 글로벌 패션마켓