

## Exploring Unconventional Tufting Techniques in the Context of Sustainable Bag Design

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### **Abstract:**

The relationship between clothing and bags has evolved significantly. Today, most apparel brands develop parallel collections of bags that not only complement their clothing lines but also enhance brand value for consumers. Building on this association and the diverse range of materials available, this study focuses on using hand-tufted fabric as a primary material for accessories. This area is scarcely documented in fashion accessory design; however, there is a constant demand for creative and innovative products that exceed conventional barriers. The relationship between materials used in clothing and accessories remains largely unexplored. This research aims to explore the application of the hand-tufted technique to the design and production of bags. Six different tufted samples were produced using natural materials and applied to tote bags. These samples were assessed through a survey, and data were collected and analyzed to evaluate participants' views on the produced samples. The data analysis reveals that the hand-tufted technique is widely regarded as beneficial, enhancing aesthetic value, product marketing, and alignment with seasonal fashion trends. Additionally, the use of natural materials underscores the importance of sustainability, meeting consumer demands for eco-friendly products.

### **Keywords:**

hand-tufting, bag design, sustainable fashion, eco-friendly materials, fashion accessories, textile innovation, environmental sustainability.

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