

O bag

.design award



Summary

New product design contest on Desall.com: the O bag brand and Desall invite the international community to design the new version of the O bag, characterised by its minimal design, the unmistakable style and the many customisation possibilities.

Official contest page: <http://bit.ly/ObagDesignAward>

Company Description

The brand O bag stems from the incredible success of the iconic and customisable bags and clocks.

Today, it is leader in the customisable accessory market, offering a wide range of products made of innovative materials, such as combinable bags, watches, sunglasses and bracelets.

The four principles on which the brand is based are:

- **Modularity and Customisation:** the client has the possibility to combine several components in order to create a unique and customised product.
- **Materials:** the plastic material is the trait-d'union among all the O bag products that ensure a strong identity, providing versatility and functionality.
- **Democratic price & Easy Fashion:** the O bag mission is to create “democratic” products with an easy fashion approach, based on a variable price that can satisfy a wide range of clients.
- **Design:** O bag is rooted in the design world: born in 2009 at the Salone del Mobile with its iconic “O clock”, it keeps creating products that are able combine fashion with design.

What we are looking for

The O bag brand is looking for the design of the new edition of their iconic combinable bag consisting of several components – **body, handles, trim, inner bag** and **other accessories of your choice** – creating a modular, customisable product, with a democratic price and an unmistakable style.

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Guidelines

For the correct realisation of your proposals, keep into consideration the following guidelines:

Components to design: the new edition of your **O bag** shall keep into consideration the feature of being a **platform product**, thanks to which the client is able to “build” her own bag, choosing among its several available components and so get a highly customised version. The components you are invited to design for the contest are:

- 1) **Body:** the basic component of the O bag, realised with a single mould, shall be available in **various colours** – a feature that characterises the brand – and feature a **clasp system** for hosting the components described below (handles, trim, inner bag, accessories). You may decide whether to invent a new clasp system – also providing an adapter that enables you to host the already existing **O bag** components – or to exploit the clasp system already in use (see *Material files*). The dimension of the body of your bag shall comply with the current model, that is **width 39 cm, height 33 cm, depth 12 cm**, with a possible variation of **+/- 5%**. In order to ensure a certain continuity with the current O bag model, the new body shall be designed so to **stand by itself**, when placed on a surface.
- 2) **Handles:** your new O bag shall be equipped with **handles** fixed on the body through the clasp system of your choice. Given the great customisability of the bag, you are invited to propose **one or more solutions** choosing between **short handles, long handles, shoulder straps**, etc. with a wide variety of colours, in order to offer various colour combinations between the components of the bag. The basic configuration of the O bag consists of body and handles.
- 3) **Trim:** you are invited to design a decorative **trim**, fixed on the body through the clasp system of your choice. It shall represent a further component for the bag customisation, available in various materials (fabric, jute, faux fur, etc.) and different colours, also with a view to seasonality: for ex. faux fur trim for the **winter edition** and linen trim for **summer edition**. At your discretion you can evaluate whether your trim may offer additional functionalities, besides fulfilling its decorative purpose.
- 4) **Inner bag:** a component meant for organising the bag at best with pockets and dividers, available in a wide variety of colours and materials, it will be fixed on the body through the clasp system of your choice. As for the trim, also the inner bag shall be a detachable component, used at the client discretion, also with a view to seasonality. Currently the O bag inner bags feature a zip or coulisse closing – the proposals suggesting new closing modalities will be most welcome.
- 5) **Accessories:** in addition to the components described above, you are invited to design **accessories** useful for customising or adding extra functionalities to your O bag. At your discretion you may also suggest the use of **technological accessories**, as long as they are not essential for the normal use of the bag but rather represent optional components one may choose during the customisation of the bag.

For more information on the modularity and on the components of the current **O bag** please refer to the *Material files*.

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Compatibility between O bag models: in case the components you design employ a different **clasping system** than the one currently used by O bag, it is fundamental that you design **two adapters**, the first to make the **new components backward compatible with the O bag bodies** already for sale and the second one to **make the components already for sale compatible with the new body you design**.

Materials: as a way to maintain continuity with the brand, the **body** of the new **O bag** shall be mainly made of **XL EXTRALIGHT® material** (even if not at 100%). By virtue of its own composition, it allows to obtain different degrees of softness and thickness. You are nevertheless free to present alternative solutions to XL EXTRALIGHT®, provided they have industrialisation characteristics similar to the current material. Other materials you may use for the various components are **recycled** or **industrial waste materials**, **ecological**, **natural materials** or **faux fur**. **The use of materials of animal origin – including leather, fur etc. – is not allowed.**

Design and style: your O bag shall have a great attention to design and aesthetics, presenting itself as a **feminine, fashionable** and **democratic product**, with a **modular, minimal** and highly **customisable design**. You may propose surface finishes realised on the mould, for example by suggesting the use of **textures** or other **embossed elements**.

Shapes: you are free to explore the **shapes** you prefer, as long as they keep aesthetic continuity with the brand and comply with the proportions of the body specified in the *body* paragraph. Besides, the new body shall be able to **stand by itself** when placed on a surface.

Colours: a distinctive trait of the brand is the **wide range of colour variations** it offers. In order to keep an aesthetic continuity with the O bag brand, you are invited to transfer this feature also to the **new O bag**, suggesting **many different colour combinations** between the various components of the bag (body, handles, trim, inner bag, accessories). For a few examples of these colours combinations, have a look at their current **on-line catalogue**.

Logo: all your proposals shall feature on the body of the bag the O bag logo, available inside the *Material files*. The logo shall be realised on the mould.

Production technologies: the O bag you suggest shall be realised with **industrial production technologies**. The total production cost of the product must fall in the range of 10-30 €. If you use the XL EXTRALIGHT® material, keep into consideration that due to its very conformation, it releases silicone material, which prevents the use of gluing, co-moulding or hot work processes.

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Product positioning on the market: your O bag shall be a platform product that thanks to its modularity can satisfy a wide range of users, from the **mass segment**, where it will be particularly competitive, to the **premium segment**, where it will be perceived as a great value-for-money product. Thanks to its modularity, the O bag shall offer a wide flexibility in the pricing according to the components selected by the client, starting from a basic configuration consisting of body and handles – that will represent a very accessible product – to more complex configurations, featuring trim, inner bag and other accessories, with a view to a scalable price. See the *Material files* for more information.

Target: the client typology to take into consideration for the new O bag is a **female public**, aged between 20 and 50 years. Thanks to the various components you suggest for its customisation, you are invited to narrow down this target group and identify a **more restricted group of users** to target according to the bag configuration you suggest, specifying which element gave you the inspiration for the project, the age group for which it is meant, the user typology of your target and the context of use. You are invited to describe this scenario inside the presentation of your project.

How to use: the new O bag may be used in several modalities, thanks to the wide availability of accessories and customisations, so to be carried by **hand**, **worn over the shoulder** or with a **shoulder strap** and customised according to the season, be it **summer** or **winter**.

Where to use: the O bag shall be designed mainly for use **in the city** or **at the seaside**.

Deliverables: upload all the images that better present your projects (rendering, descriptions, CAD files, etc.) **showing in at least one slide the various components and the modularity** of your proposal. You are also required to **briefly describe the target group** you are addressing with the various configurations, specifying for each configuration the element that gave you inspiration, the age group for which it was designed, the user typology of your target, the context of use and some descriptive keywords. If necessary, remember that you can also attach a .ZIP archive containing extra materials.

Evaluation criteria: in the evaluation of your submissions by the O bag creative team the following criteria will be taken into account:

Functionality/Usability (5/5)

Technical feasibility (5/5)

Economic sustainability (5/5)

Compliance with the brand (5/5)

Eco-compatibility (5/5)

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Language: since we are an international Community, all texts provided with your uploads (abstract, description, tags, etc.) should be written in English.

Contest timeline

Upload phase: 09th August 2018 – 27th November 2018 (1.59 PM UTC)

Client Vote: from 27th November 2018

Winner announcement: approximately before the end of February 2019

Optional deadlines

Concept revision: 09th September 2018 (1.59 PM UTC)

Concept revision: deadline for requiring an optional revision of your project by the Desall team. In order to request a revision, upload your project and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team via e-mail or through the contact form. **The revision is NOT mandatory:** it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

Eligibility and submission

Participation is free of charge and open to designers and creative talents of any nationality aged 18 years or older. Participants can present one or more projects, but only the projects published on the www.desall.com web site, via the upload page related to “O bag design award” will be accepted.

Award

1°: €5000

The selection of the winner by the O bag creative team will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency with the brief presented.

Option right

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a fee of Euro 2,500.00= (two-thousand-five-hundred/00) for the purchase of the license for the economical exploitation of the projects not-acknowledged as the winning proposals.

For more info, please login and read the **Contest Agreement** from the upload page. For questions about the brief please use the “Have a question” button or write to contest@desall.com.



Submission Guidelines

Project images: the first image attached from the upload page will also be used as the preview of the project in the gallery. In order to better present your project and draw the attention of the sponsor, we suggest you to choose a content that provides an overall idea of the whole project in one single image, briefly including all the contents that will be further presented in the following images.

We also suggest you to use all five image slots available from the upload page of the contest and - where possible - to present several views of the project giving also an indication of the main dimensions of the product.

For product design contests in particular, we suggest you to include at least one image with your project on neutral background and no writings.

For the rendering and presentation of your project, the use of copyrighted images, even if slightly edited, is prohibited.

In case of using materials owned by third parties (ex. stock images, stock videos, texts, etc.), make sure you are granted all the licenses needed for participating in the contest, as further specified in the Contest Agreement.

In case of submitting multiple projects or concepts, you have to repeat the upload procedure for each project: do not submit multiple projects with a single submission.

You are required to upload at least 1 image; image ratio: preferably 4:3; allowed file formats: .jpg, .gif or .png; colour mode: RGB; maximum file size: 1MB.

Descriptions: we suggest you to use the appropriate fields, “Abstract” and “Description”, to include all textual information about your project. We discourage you to include textual description inside your images, as they might result difficult to read (at all events, we suggest you to include at least one image - if possible - with your project on neutral background and no writing). In the “Abstract” field you have maximum 500 characters to include a short summary of your project while in the “Description” field you can include all the remaining information.

Additional material: in addition to the project images, you are invited to attach further materials in a .ZIP archive (NO other file extensions are allowed, such as .RAR) through the “Archive File” field on the upload page. Among the various materials, you may include CAD files, PDF with further descriptions on the project, photos of any models or prototypes, high-resolution images of the project images and 3D files (preferably in .stp or .igs format - you may also include a PDF 3D file for a rapid visualisation). The maximum size of the .ZIP archive is 100MB. You may also attach a video presenting your project through the “Video File” field from the upload page, including it inside a .ZIP archive with a maximum size of 50MB.

Concept revision: revision of your project by the Desall team. In order to request a revision, upload your project and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team via e-mail or through the contact form. The revision is NOT mandatory: it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

Hidden option: only in case of public gallery contests, you can submit your project with “hidden” design privacy option, provided that you submit your project within the first half of the upload phase. By doing so, your project will remain hidden for all other users until the opening of the Community Vote, if any. At all events, your project will always be visible for the Sponsor regardless of the submission date. This option is automatically disabled once the first half of the upload phase has expired: you can find the deadline for activating this option in the Optional deadlines paragraph inside the brief.

You can find further instructions on how to create your account, how to submit your project and other information in the [Tutorials](#) and in the [FAQ](#) sections.