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A STUDY OF ART DECO BAG DESIGN

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The paper discusses the design of bags in the Art Deco style, the period of development of which corresponds to the beginning of the 20th century. The design of this era not only reflects the restructuring of women's identity against the background of social transformations, but also establishes a paradigmatic basis for modern accessory design, which harmonizes formal aesthetics with functional utility. The main elements that are popular in the creation of women's handbags are identified.

Key words: Art Deco style, women's bag, design, accessory.

INTRODUCTION

Throughout the evolution of the fashion industry, bags have become an essential accessory, combining utilitarian functionality, artistic expression and symbolic meaning. They serve as a vital means for consumers to express personal taste, social status and cultural identity, positioning them as the fastest growing category in the luxury goods sector. In recent years, consumer demand for bags has gone beyond simple functionality, increasingly emphasizing the distinctive aesthetic values embedded in their design. The Art Deco movement, characterized by a synthesis of classical and modern elements, is closely associated with the tendency to infuse traditional cultural motifs into bag design. By examining the artistic and cultural aspects of bag design during the Art Deco era, this study aims to systematize the bag design trends of this style.

PURPOSE

Research and analyze the design features of women's Art Deco style bags, which are the basis for the creation of modern products.

RESULTS AND DISCUSSION

As women attained greater social autonomy and mobility, handbags emerged as an indispensable daily accessory, necessitating the accommodation of essential personal items such as currency, calling cards, handkerchiefs, and cosmetic products. The portable handbag thus became an emblem of liberation and modernity for the emancipated woman, symbolizing her newfound independence and participation in public life [1].

The Art Deco movement was born in France in the mid-1920s, and by the end of the 1960s, Art Deco had taken root globally and is still popular in the art and design world today[2]. During this time, handbags were at their most innovative, and the influence of Art Deco on handbag design can be seen. The influence of the Art



Deco movement on handbag design can be seen in H.J. Cave, Thierry Hermès, Louis Vuitton, and Cartier, to name a few.

In terms of form and structural design, designers extensively employed geometric shapes and symmetrical compositions, including rectangles, circles, and trapezoids, to achieve a streamlined and modernist aesthetic. For example, Figure 1 this beaded copper-colored handbag, exemplifies geometric aesthetics with its clean rectangular silhouette, semicircular clasp, and trapezoidal structure. (Fig.1)

In terms of decorative techniques, the juxtaposition of luxury and industrial materials became an important feature of this period. Designers boldly used rare leathers such as crocodile and snakeskin, and combined them with industrial materials such as metal fittings (e.g. clasps and chains). For example, in 1923, Hermès used zippers on bags to design the first bag with a zipper - the Bolide handbag. The combination of bright and contrasting colors gives the handbag a strong visual impact, creating a luxurious and modern effect. Figure 2 A evening bag designed by Judith leiber, the smooth and colorful caron snakeskin, pleats, and arched metal frame with carnelian flap closure all reflect the Art Deco design style.

(Fig.2)



Fig.1. Art Deco Structured Rectangular Beaded Bronze Tone Handbag Purse [3]



Fig.2. Judith leiber Art Deco Karung SnakeSkin Evening Bag [4]



Fig.3. LV Monogram pattern [5]



Fig.4. Chinese Art Deco Tapestry Clutch [6]

In addition, symmetrical and repetitive patterns and embellishments reflect the Art Deco movement's desire for order and beauty. An example is the LV monogram, which consists of a quatrefoil surrounded by a circle, a four-pointed star inside a concave diamond, and the initials of his father's name (Fig.3). Another



important feature of the Art Deco movement was the fusion of ethnic elements, including Chinese, Japanese, Indian, and ancient Egyptian. Figure 4 shows a combination of Chinese tapestry and a copper frame with a carved cernel spire as fittings.

The design of bags transformed with the changing social role of women in the early 20th century. As women increasingly participated in professional and public spheres, the handbag moved from a utilitarian object to a symbolic representation of social status and personal taste.

CONCLUSIONS

The analysis of the Art Deco bag design revealed the unique artistic characteristics and historical significance of the design works. Art Deco bag design is a multifactorial product that started with the development of technology, aesthetics and society. This style changed the visual concept of accessories with geometric shapes, unusual color schemes, different types of materials, fittings and balanced industrial efficiency and craftsmanship. Art Deco style is evident in modern design and continues to influence modern fashion and accessories.

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ДОСЛІДЖЕННЯ ДИЗАЙНУ СУМОК У СТИЛІ АР-ДЕКО

У роботі розглядається дизайн сумок у стилі ар-деко, період розвитку якого припадає на початок ХХ ст. Дизайн цієї епохи не лише відображає реструктуризацію жіночої ідентичності на тлі соціальних трансформацій, але й створює парадигматичну основу для сучасного дизайну аксесуарів, який гармонізує формальну естетику з функціональною корисністю. Визначено основні елементи, популярні при створенні жіночих сумочок.

Ключові слова: *стиль арт-деко, жіноча сумка, дизайн, аксесуар.*