

# Winner of the Design-A-Bag competition at the Ars Sutoria School

The winner of the Design-A-Bag Competition 2012, promoted by Fashion Access, took the specialized course at the Ars Sutoria School of Milan

Almost two hundred works entered by young fashion designers and students from all over the world were judged by an international panel for the Design-A-Bag Competition, the prestigious online contest launched six years ago by Fashion Access of Hong Kong to discover and promote fresh talent in the leather goods sector. The winner of the contest Vaibhav Singh, 25, from India, not only wins the cash prize offered by the fair but also that offered by sponsor Ars Arpel Group, our publishing house, that like every year provides the opportunity to attend a month-long course in leather goods construction at the Ars Sutoria School of Milan. Vaibhav Singh studied at the National Institute of Fashion Technology specializing in Leather Design Discipline in 2010. He then worked as a designer of accessories for over a year at Apollo International Ltd. and now collaborates with an upcoming brand in the fascinating challenge of launching on the market.

## Describe the design that won you the contest.

«I thought of an original and versatile bag and was inspired by a tortoise shell. With a zipper system it can be quickly transformed from a shopper to a bag for every day and then in a style for the evening».

## When did you decide to concentrate on bags?

«Since I was in college, because our course included studying not only that of leather clothing but also accessories».

## Where do you find inspiration?

«Mostly from nature because every time I look around and see what is happening in the world I get ideas and influences. The essence of Nature is so much a part of our lives that it fills you with such a source of inspiration that it becomes a part of us».

## What materials do you prefer to use?

«I enjoy a challenge, I like materials that are tricky to handle. Actually I use a variety from leathers to canvas but also those like HDPE».

## What are your future projects?

«I am working on lots of things at the same time. I want to participate in numerous competitions to demonstrate at an international level what I am capable of doing».

## How about your experience at Ars Sutoria?

«It was brilliant. Ars Sutoria offers a unique (and very efficient) teaching method. I would like to thank my teachers for her support and for having explained many techniques that I didn't know about. These new methods will help me to create more illustrative design».



Vaibhav Singh during the course held at Ars Sutoria School  
Vaibhav Singh durante il corso presso Ars Sutoria School



Stefano Migliavacca of Ars Arpel Group with the winner Vaibhav Singh and coordinator of the Design-A-Bag competition, Jayne Estève Cure  
Stefano Migliavacca di Ars Arpel Group con il vincitore assoluto Vaibhav Singh e la coordinatrice del concorso Design-A-Bag, Jayne Estève Cure



The winner project by Vaibhav Singh  
Il progetto vincitore di Vaibhav Singh