

EVERYTHING YOU NEED TO KNOW ABOUT DESIGNING,  
MAKING, AND MARKETING HANDBAGS

# HANDBAG DESIGNER



## **Handbag Designer 101: Everything You Need to Know About Designing, Making, and Marketing Handbags**

*Emily Blumenthal*

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## **Handbag Designer 101: Everything You Need to Know About Designing, Making, and Marketing Handbags** Emily Blumenthal

*Handbag Designer 101* is the bible for handbag designers or women who aspire to make their own bags. Included in the book are instructions for creating the fifteen essential bag styles—clutch, hobo, tote, and more—made simple with easy-to-follow how-to illustrations, suggested difficulty levels, and color photography. Advice from famous bag designers and today's hottest indie designers accompany each pattern. Also included is the inside scoop on turning your handbag hobby into a successful business. From designing, to making, to marketing, *Handbag Designer 101* teaches you everything you need to know.

## **Handbag Designer 101: Everything You Need to Know About Designing, Making, and Marketing Handbags Details**

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# **From Reader Review Handbag Designer 101: Everything You Need to Know About Designing, Making, and Marketing Handbags for online ebook**

## **Mckinley says**

What you need to know with patterns for 15 types of bags. Part 2 is about the business of selling your bags. Helpful for the business of making and selling.

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## **Lesli says**

Packed with in-book templates. Lots of resources. Extensive detail on sewing and designing.

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## **Nguyen Thi says**

read

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## **Daria says**

Clear and comprehensive overview of handbag design for folks with some sewing experience; photos need better contrast, especially muslin/canvas mock-ups. Good info re fabric reinforcement, Pelon, etc.

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## **Shirley Duah says**

### **Thoroughly enjoyed reading it**

I was absorbing all the information in this book, very precise and helpful. It makes you want to get out there and do something.

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## **Debra says**

A book on how to get into the handbag design business, it categorizes handbags into general groups and shows a mock-up in plain twill of each design type. Color photos of design inspiration are included, as well as a section on the business end of handbag design. Recommended.

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## **Ida Hansen says**

### **Seems a bit outdated**

If you're looking to make your own bags (not leather) on a machine at home, this might be a good book. Details for manufacturing and starting an actual business are not very helpful, and the marketing part seems very outdated. The book also solely focuses on selling through large department stores etc.

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## **Pam Novack says**

This book is excellently written & has great diagrams and photographs. It has a well organized and thoughtful presentation ,

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