Timeless Leather Studio
Branding and Packaging Design
– Pengxin Guo

Timeless Leather Studio is an envisaged non-profit institution, specifically for retirees to learn leather crafting skills. We invite retired timeless people to work with the timeless material—leather. The mission is to encourage retirees to learn how to create handmade leather products in our studio and connect retirees in the community. Timeless Leather Studio provides the platform for people to learn, to share and to enjoy. We offer a handmade leather pouch, along with some basic tools for beginners.

Research

This project was inspired by my mom. My mom is very interested in handcrafting leather in her spare time. When she started, she found it really hard for her as a beginner. There aren’t many places for leather crafting and it was hard for her to choose from so many tools. Therefore, I want to use my design skill to solve the problem because design to me is problem-solving.

Opportunity

Through the research process, I found out some white space in the industry which creates opportunities for me. Most of the leather studios focusing on selling but providing the platform for people to work and share experiences. Most leather DIY classes are short term or only for young adults. I want to focus on gathering retired or almost retired people who are interested in crafting leather together, offering the tools and place for them to learn and communicate.

Target Audience: People who are retired or almost retired and interest in leather working. We also welcome all people who loves leather crafting and would like to join us.

“For many retirees, it’s been decades since they left education, but those who do return say it’s proved to be a reinvigorating experience”.

Design Solution

Survey

How well do you know about leather crafting?


Where do you usually do the leather craft before if you have experience?


Would you rather handcraft leather alone at home or in the studio with others?


User Test

The tests show that the logo is simple but tends to be youthful and modern. Most people are not convinced by the tool on the left. The logo still needs to be improved.

Website

Timeless Leather Studio

Colors

Primary Color

Secondary (Web)

Fonts

Brandon Grotesque

Packaging

Computer Rendering

IMELESS

#E2A74A

R158 G86 B38

C28% M71% Y99% K19%

Neverland Studio

Shanghai, China

NEVERLAND STUDIO

Handcraft

Timeless Leather Studio

TIMELESS

LEATHER STUDIO