



Extensive research was conducted to understand the environmental impact of the leather industry and the challenges faced by marginalized communities. Armed with this knowledge, the team embarked on a journey to transform discarded leather materials into something extraordinary.

We - PIECES continue!

From empathizing with the customers' needs...

PIECES project focuses on two main groups. The first one is the minimalist. These individuals have embraced a lifestyle centered around simplicity, functionality, and conscious consumption. They prioritize durability and personalization when it comes to their possessions, valuing products that can withstand the test of time. By investing in items with great longevity and long-lasting function, PIECES aims to reduce waste and together minimize our environmental footprint. For the minimalist customers, owning fewer but high-quality products is more important than constantly repurchasing lower-quality goods.

In addition to durability, the minimalist customers also pay close attention to the aesthetic appeal and uniqueness of the products they choose. They appreciate clean lines, minimalist designs, and a sense of timelessness in their belongings. PIECES project understands this preference and strives to offer products that not only align with their minimalist values but also cater to their desire for attractive and distinctive items. By combining durability, personalization, and minimalist aesthetics, the project aims to capture the hearts of this discerning customer group.

Another significant customer group is the eco-conscious youth. This group consists of individuals who are deeply concerned about the state of the environment and social inequalities. They believe in using their purchasing power to make a positive impact on the world. For them, supporting businesses that prioritize sustainability and ethical practices is essential. As noticing concerns of this group, PIECES confidently feels aligned by offering products made from upcycled leather scraps. By utilizing these discarded materials, the project reduces waste and provides an alternative to conventional leather production.

For the eco-conscious youth, buying products from the PIECES project is not just about expressing their personal style, but also aligning their values with their consumption habits. They may see the project's focus on social and environmental contributions as a way to actively participate in creating a more sustainable and equitable consuming awareness.

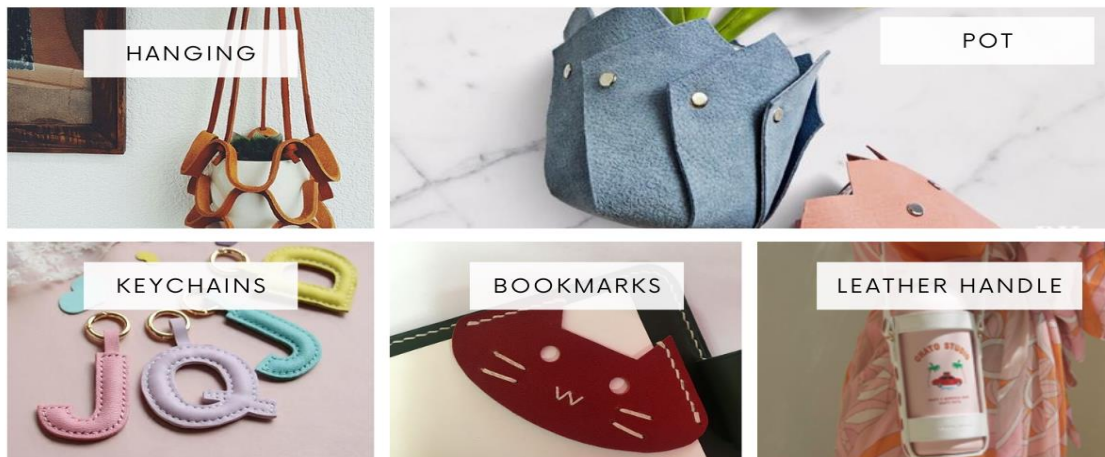
In terms of demographics, the PIECES project primarily targets the millennials, characterized by their digital literacy and progressive mindset, and seeks meaningful and purpose-driven purchases. They have a stable income and are typically living and working in Ho Chi Minh City, possibly other provinces of the Southern part. Understanding the specific needs and aspirations of this demographic allows the project to tailor its marketing strategies and product offerings accordingly, ensuring that the message resonates with the target audience and encourages their active participation in the PIECES movement.

Overall, the PIECES project aims to serve both the minimalist customers, who prioritize durability and personalization, and the eco-conscious youth, who are passionate about social and environmental causes. By offering high-quality, unique, and sustainably made products, the project strives to create a community of individuals who are united in their desire for responsible consumption and a better future for all.

...To the establishment of PIECES products

KEY PRODUCTS

PIECES PROJECT - RESRESEARCH ON DEVELOPMENT



Products description

Upon analyzing and understanding customer needs, PIECES has identified three main categories of products that cater to our target audience. These categories include home decoratives, small leather goods, and accessories. Each of these categories plays a significant role in enhancing daily life while also offering immense potential for further innovation and customization.

The first category, home decoratives, consists of beautifully crafted flower pots and flower hanging. These items serve as elegant additions to any living space, bringing a touch of nature indoors. The flower vases provide a stylish way to display fresh or artificial flowers, elevating the ambiance of a room. Meanwhile, the flower hanging bags offer a unique and eye-catching way to showcase plants, adding a vibe of greenery to walls and creating a fresh and inviting atmosphere.

Moving on to the accessories category, PIECES offers an array of carefully designed items such as keychains and watch chains. These accessories are not only practical but also serve as fashionable accents that reflect the wearer's personal style. The keychains, available in various designs and materials, provide a convenient way to keep keys organized while adding a stylish flair to bags or pockets. Similarly, the watch chains offer a refined and sophisticated touch to timepieces, elevating their overall appearance and making a fashion statement.



Lastly, the small leather goods category comprises essential items like airpod cases and bookmarks. These products demonstrate the versatility and durability of leather while serving functional purposes. The airpod cases provide a protective and stylish housing for wireless earbuds, ensuring they remain safe from scratches and damage. Meanwhile, the bookmarks not only mark one's place in a book but also add a touch of elegance and sophistication to the reading experience. Both the airpod cases and bookmarks are crafted with meticulous attention to detail, ensuring they withstand the test of time and maintain their cleanliness and durability.

It is worth noting that PIECES takes a holistic approach in the creation of its products. While some production processes are completed using modern equipment by the entrepreneurial team, the project also aims to make a positive social impact. Part of the manufacturing process involves the involvement of disadvantaged individuals, providing them with employment opportunities and empowering them through skill development and fair compensation. By combining the expertise of the entrepreneurial team with the skilled craftsmanship of these

individuals, PIECES ensures that its products are not only visually appealing but also imbued with a sense of social responsibility.

In summary, PIECES offers a range of products that fall into the categories of home decoratives, small leather goods, and accessories. These items not only fulfill practical needs but also enhance the aesthetic value of daily essentials.

Pain relievers

PIECES helps solve customers' pain points by choosing leather as primary material with durability and longevity. According to recent statistics, a piece of leather can be used for a maximum of 7-10 years with proper usage and maintenance. This makes leather an excellent choice for their products, as it ensures that customers can enjoy them for an extended period.

Leather is renowned for its exceptional strength and resilience, which allows it to withstand the test of time. Its natural properties make it resistant to wear and tear, ensuring that its products remain in excellent condition even with regular use. Additionally, leather develops a beautiful patina over time, enhancing its aesthetic appeal and adding a unique character to each item.

Moreover, leather's versatility extends beyond its durability. It possesses remarkable adaptability, allowing it to suit a wide range of styles and designs. Whether it's a classic and timeless piece or a contemporary and trendy accessory, leather effortlessly complements various fashion choices. This versatility ensures that their products remain relevant and stylish throughout the years, making them a worthwhile investment for customers.

Furthermore, leather is a material that ages gracefully. With proper care and maintenance, it can develop a rich patina and become even more visually appealing over time. This characteristic creates a sense of nostalgia and sentimental value for their customers, as PIECES products can become a part of their personal stories and experiences.

Gain creators

PIECES project not only focuses on the research and development process but also actively keeps an eye on popular market trends. This commitment to market awareness allows them to adapt their own distinct products and incorporate elements that resonate with current consumer preferences.

Furthermore, PIECES project goes beyond offering pre-designed products and extends its services to include a unique decoration service. They work closely with customers to understand their requirements and design products that are exclusive to them.

The project has a team of artisans and designers collaborating with customers to bring their visions to life. This bespoke approach ensures that every product is not only of the highest quality but also holds sentimental value and becomes a cherished keepsake.

In addition to the decoration service, PIECES project also prioritize the use of high-quality materials and craftsmanship in their production process. Each product is meticulously crafted, paying attention to even the smallest details. Moreover, the project fosters a culture of

innovation and creativity by continuously exploring new techniques, materials, and design concepts to push the boundaries of what is possible in the world of accessories. This commitment to innovation allows them to offer to customers unique and cutting-edge products that capture the essence of contemporary style while maintaining the timeless appeal that PIECES is known for.



Unique selling points - it's how PIECES propose our own value

As mentioned above, PIECES's designs were clean and timeless, reflecting the belief that less is more. With a focus on functionality, their products stood out from the clutter, offering a refreshing alternative to the disposable nature of contemporary fashion.

But it wasn't just about looks. These products were built to last. They were crafted with care and attention to detail, ensuring that they could accompany their owners on a journey through

life. Each stitch represented a commitment to longevity and a departure from the throwaway culture.

Personalization was at the heart of their creations. They understood that today's youth craved individuality and self-expression. Their products provided the canvas for personal touches, allowing individuals to make their mark. Whether it was through monograms, embossed initials, or custom engravings, these products invited their owners to infuse their own identity into their cherished belongings.

But still... keep the core alignment with social impacts

Our Value proposition statement, "*Eco-conscious lifestyle with leather products made by the disadvantaged*" includes two key aspects that make it unique and impactful.

Firstly, our project promotes an eco-conscious lifestyle through the use of post-production leather scraps. Our commitment to sustainability is reflected in every product we create, as we strive to contribute to a circular economy by giving new life to discarded leather pieces. We also offer a range of design choices and customization features so that the opportunity to get their ideal leather products from the shelves is open for everyone. Customers can embrace an eco-conscious lifestyle by choosing our products, knowing that they are actively participating in reducing waste and supporting environmentally friendly practices.

Additionally, we collaborate with individuals who have faced challenges in finding stable employment, empowering them with the skills and training needed to create high-quality leather products. By supporting our project, customers contribute to the social upliftment of these individuals, helping to bridge the gap between poverty and prosperity. Each purchase goes beyond the product itself, enabling the disadvantaged artisans to earn a fair income and improve their quality of life. Customers can take pride in knowing that their purchase plays a direct role in supporting a more inclusive and equitable society.

Therefore, through their choice of buyings, customers can embody an eco-conscious lifestyle, knowing that their purchases support a project that values personalization, durability, sustainability, and social empowerment.

Reflecting again - How PIECES has gained

Prototyping was a crucial phase in our journey. The team created models to visualize the products, ensuring they embodied the eco-conscious aesthetic they aimed for. These virtual representations allowed us to refine the designs and make necessary adjustments before moving on to physical prototypes.

Working hand in hand with the disadvantaged individuals, all team members brought the prototypes to life. The prototypes were not just about aesthetics; we also underwent rigorous testing. Potential users were invited to experience the products firsthand and share their feedback. This invaluable input helped the team reflect on the designs, addressing any usability concerns and ensuring the final products would truly resonate with our target audience.

Throughout the process, the team made it a point to empower the disadvantaged individuals involved. We provided training, mentorship, and fair employment opportunities, enabling them to learn valuable skills and regain their confidence. The project became a beacon of hope, illustrating the transformative power of sustainable design and social inclusion.

As the project progressed, sustainability remained at its core. Our team implemented responsible waste management practices, minimized energy consumption, and sought eco-friendly packaging solutions. We considered the entire lifecycle of their products, from sourcing to disposal, leaving no stone unturned in their quest for a truly eco-conscious lifestyle.

Word about their project spread, attracting individuals and communities who shared their values. Through their storytelling efforts, they raised awareness about the importance of eco-friendly awareness and the impact of supporting disadvantaged employers. Our story inspired others to embrace eco-conscious choices and seek out products that made a positive difference in the world.

And so, this project that started as a dream became a tangible reality—a testament to the power of design, prototyping, and storytelling. It not only provided a platform for eco-conscious consumers to embrace sustainable fashion but also partly encouraged the social equity of the disadvantaged individuals when being involved.

With your hands, together, we create not only adorned lives but also restored hope and dignity to those who needed it most.

We - PIECES continue!