

30-DAY LUXURY HANDBAG BRAND CHALLENGE

From Your First Idea to
Your First Business Opportunity.



From idea to product. From product to opportunity.

YOUR 30-DAY JOURNEY

This challenge is not about building a fashion empire in 30 days. It is about testing one strong handbag idea and seeing whether it could become a real business opportunity.

WHAT YOU'LL DO



Find an idea



Study the market



Sketch your product



Research factories



Understand your costs



Prepare to launch

1

WEEK 1: Find the opportunity



Explore trends, find a real problem to solve, and choose your handbag idea.

2

WEEK 2: Design your bag



Turn your idea into a clear design, define key features and create a workable concept.

3

WEEK 3: Build your brand



Shape your brand identity, clarify your customer and create a simple plan for how to position your bag.

4

WEEK 4: Test interest



Share your concept, get feedback, and see if people are interested in your idea.

DAYS 1-7: FIND THE OPPORTUNITY

Week 1: Find the bag people might actually want.



- 1 WORK TOTE**
A polished bag for work, school and everyday life.



- 2 TRAVEL BAG**
Smart compartments for stress-free travel and busy days.



- 3 DAY-TO-EVENING**
A versatile bag with a detachable strap or clutch option.



- 4 PERSONALIZED BAG**
Choose colors, initials and features to make it your own.

LOOK FOR



Styles people love



Problems people mention



Features people want



Ideas you can improve

USE THESE PLACES



Amazon



Etsy



TikTok



Instagram



Your goal this week: choose one strong handbag idea to explore.

CHOOSE YOUR CUSTOMER

Don't try to design for everyone.



1 BUSY PROFESSIONAL

Needs a polished bag for work, travel and daily life.



2 FREQUENT TRAVELER

Needs smart organization and comfort.



3 FASHION LOVER

Wants something different, stylish and expressive.



4 GIFT BUYER

Wants something beautiful and special for someone they love.



ASK YOURSELF



Who is this bag for?



What problem does it solve?



Why would someone choose it over other options?



Pick one customer. Pick one problem. Pick one bag idea.

DESIGN YOUR HANDBAG

Days 8–14 • Give your idea a clear shape



Show the front, back, sides — and what goes inside.

Make four sketches

- What should the front look like?
- Where will the pockets go?
- How will the handles attach?

Choose your details

- Pick colors and materials.
- Decide the size of the bag.
- List what makes yours different.

YOUR MOVE: Make one simple page showing the bag from every angle. It does not have to be perfect.

FIND A BAG MAKER

You can hire someone to bring your design to life.



Two common ways to start

Customize a bag

- Choose an existing shape.
- Add your colors, label or details.
- Ask what changes are allowed.

Create a new design

- Share your drawings and sizes.
- Ask for one test bag first.
- Check quality before a big order.

Ask each maker these five questions:

1. How much will one test bag cost?
2. What is the smallest number I must order?
3. What will each finished bag cost?
4. How long will it take to make them?
5. Can I see photos of bags you have made?

THE MONEY BEHIND THE BAG

A simple example.



Selling price: **\$129**



Making the bag: **\$35**



Shipping it into inventory: **\$10**



Packaging, customer shipping, payment fees, marketing: **\$25**



Total estimated variable cost: **\$70**



What could be left per bag: **\$59**

This is an example only.

WHAT DIFFERENT SALES VOLUMES COULD LOOK LIKE



25 bags sold =
\$3,225
revenue



100 bags sold =
\$12,900
revenue



500 bags sold =
\$64,500
revenue

From idea to product. From product to opportunity.

YOUR FIRST PRODUCTION BUDGET

What you may need to get started.

\$4,500

100 bags x \$45 each
just for your first batch of bags

1

Your first
test bag



Order a sample to check quality, materials and finishes.

2

Changes to improve
the design



You may make a few changes before final production.

3

Your website



Set up a simple website to show your bag and take orders.

4

Extra marketing



Photos, content, ads or influencer outreach to get the word out.

Your first batch of bags may not be your only cost.

PLAIN ENGLISH



What the bag costs by the time it arrives ready to sell =
landed cost



What may be left from each sale before bigger business expenses =
contribution

From idea to product. From product to opportunity.

MAKE YOUR BRAND REAL

Days 15–21 • Give shoppers a reason to remember you.



A beautiful bag needs a clear story — not just a logo.

Choose your look

- Pick a name and color palette.
- Show the best feature of the bag.
- Explain who the bag is for.

Show the product

- Photograph the outside and inside.
- Show size next to a person.
- Be clear about features and price.

YOUR MOVE: Create a one-page product preview with a picture, a price estimate, and three standout features.

FIND YOUR FIRST FANS

Days 22–30 • Test interest before ordering a lot.



Show your idea

- Share clear handbag photos.
- Ask what buyers would change.
- Invite people to join a waitlist.

Look for real signs

- Do people ask about the price?
- Will they join your email list?
- Would anyone actually buy it?

Try this simple post:

“I’m exploring a new handbag designed for [type of customer]. Which feature would matter most to you: more pockets, lighter weight, or a different shape?”

YOUR MOVE: Ask 10 potential shoppers for specific feedback — and write down what you learn.

YOUR 30-DAY ACTION CHECKLIST

Thirty simple actions.

*Small
Steps
Big
Opportunities* ♥

1

WEEK 1

IDEAS & RESEARCH



- ☐ 1. Research Amazon
- ☐ 2. Research Etsy
- ☐ 3. Research TikTok
- ☐ 4. Research Instagram
- ☐ 5. List bag ideas
- ☐ 6. Choose one customer
- ☐ 7. Pick one bag idea

2

WEEK 2

DESIGN & PLAN



- ☐ 8. Sketch the front
- ☐ 9. Sketch the back
- ☐ 10. Sketch the side
- ☐ 11. Sketch the inside
- ☐ 12. Choose materials
- ☐ 13. List key features
- ☐ 14. Write factory questions

3

WEEK 3

SOURCE & PREPARE



- ☐ 15. Find factories
- ☐ 16. Ask for prices
- ☐ 17. Compare small orders
- ☐ 18. Estimate your costs
- ☐ 19. Choose a brand name
- ☐ 20. Choose colors
- ☐ 21. Plan product photos

4

WEEK 4

TEST & LAUNCH



- ☐ 22. Post your concept
- ☐ 23. Ask for feedback
- ☐ 24. Create a waitlist
- ☐ 25. Share your idea
- ☐ 26. Talk to a boutique
- ☐ 27. Review interest
- ☐ 28. Decide your next step
- ☐ 29. Choose one action for next month
- ☐ 30. Celebrate your progress

*Progress in 30 days can open doors
you never imagined.*

YOUR NEXT MOVE

You do not need a fashion empire in 30 days.

You just need to take the first step, stay curious, and give your idea a real chance. A beautiful handbag can be more than a product. It can be a creative outlet, a source of income, and the start of something exciting.

— YOU JUST NEED —



One strong idea



One clear customer



One real test



A willingness to learn

— BY NOW, YOU SHOULD KNOW



What kind of bag you want to make



Who it is for



What it may cost



Whether people seem interested



What you should do next



Would you take the challenge?

Tell us what kind of handbag you'd create.



KEEP BUILDING WITH US

Your next business idea may be one video away.



SIDE HUSTLE MONEY & MINDSET

Real business stories. Creative opportunities.
Practical next steps for your own ideas.

Come back for the next opportunity.

Watch more videos and share your progress in the comments.

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Tap above to search YouTube for Side Hustle Money & Mindset