

MART'S BAGS

X DESIGN NETWORK

Story behind the bag

At Design Network, we are a creative studio driven by a passion for aesthetic excellence and strategic vision. Our team is made up of designers, strategists, and visionaries who thrive on pushing boundaries and crafting innovative solutions. Whether it's branding, design, or communication, we take pride in maintaining the highest standards in everything we do. Quality is at the heart of our work, and it's no different when it comes to the products, we choose to represent our brand.

Our creative hub is based in a historic house located in the heart of Innsbruck's old town. For us, this space is not just a building—it's where ideas come to life, where inspiration is drawn from every corner of its beautifully preserved architecture. The house has been a pivotal part of our journey, and it reflects the essence of our approach to design—thoughtful, detailed, and with a deep respect for craftsmanship.

When we decided to collaborate with Mart's Bags, it was clear that the cotton bags needed to reflect our ethos. The idea was to integrate the spirit of our creative home into something that would travel far beyond its walls yet still carry the weight of its story. We chose to feature a detailed illustration of our house on the bags, with every fine detail captured to ensure it would be instantly recognizable to anyone who walks by the house in Innsbruck's old town.

The bags became more than just promotional items—they are a visual extension of our creative philosophy. The design not only aligns with our pursuit of beauty and quality but also symbolizes the importance of our location as a source of inspiration. It was essential to us that every detail, from the architectural lines of the house to the texture of the fabric, conveyed the precision and passion we pour into our work.

The result was a bag that embodies both the spirit of our creative studio and the timeless elegance of the place where we work. We couldn't be happier with how it turned out, and it has already become a cherished part of our brand's identity. The feedback has been wonderful, and we've seen people connect with the design, whether they're familiar with our studio or just appreciate the beauty of Innsbruck.