

DESIGN OF TRAVEL LUGGAGE FOR WORKING WOMEN

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PROJECT BRIEF

Project Title :

Upscale Travel Luggage For Working Women

User :

Upper class Working Female

Age : 22 to 40 years

Urban area

Aware about current fashion & trends

Passionate about travelling

DESIGN PROCESS

Design Research



User study



Analysis



Ideation



Product Brief



Concept Generation

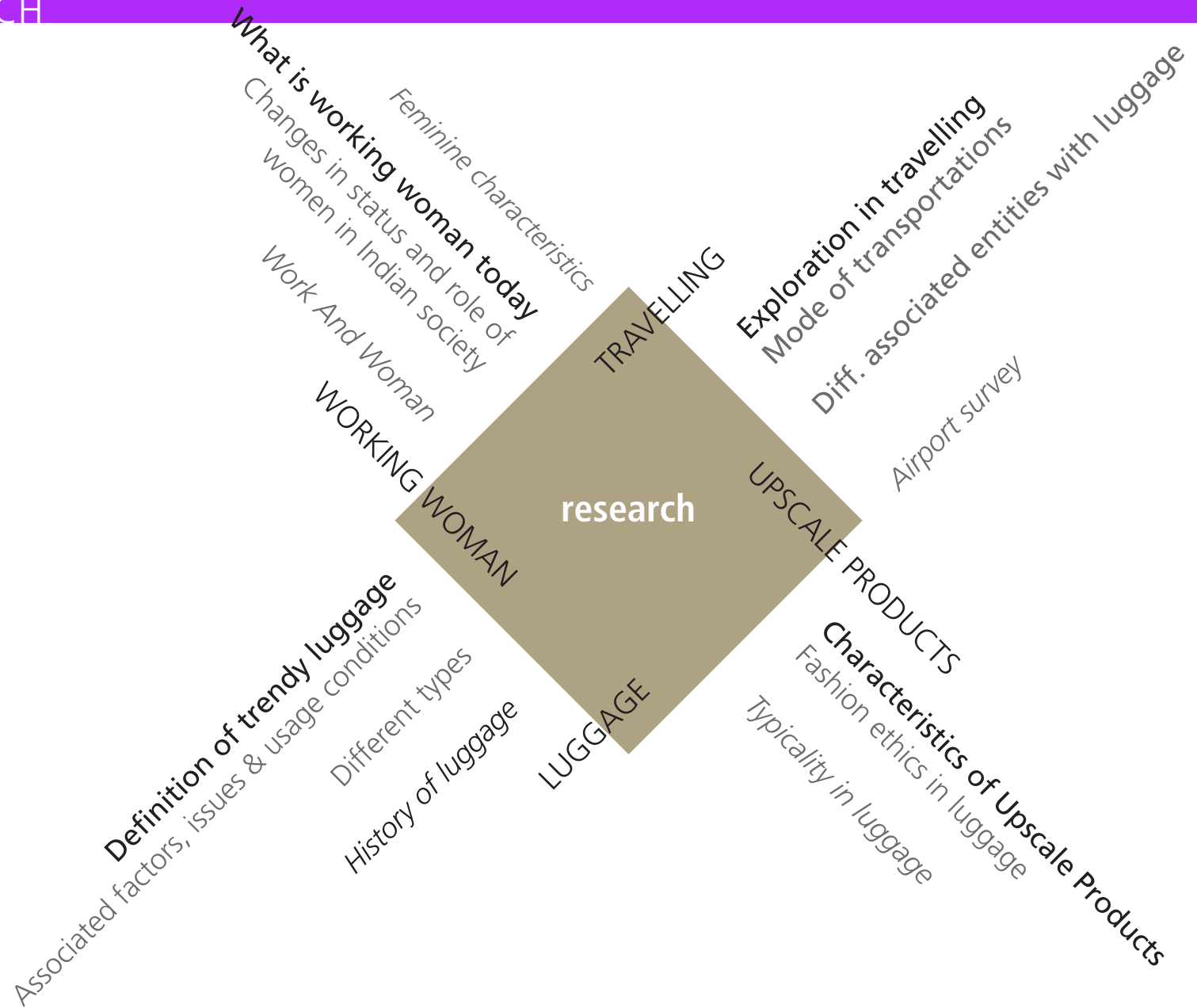


Final concept



Prototype Model

RESEARCH



LUGGAGE Classification



HARD LUGGAGE



SOFT LUGGAGE



HYBRID LUGGAGE

Hard luggage is luggage manufactured by industrial process of injection moulding or vacuum forming.

Soft luggage is the luggage which is stitched together using various soft materials.

Hybrid luggage is blend of hard & soft luggage, where soft material is stitched over hard skeleton or base. Some times bottom shell is hard and front shell is soft in hybrid type of luggage.

RESEARCH

LUGGAGE

Types of Luggage



Trunk



Wheeled Upright



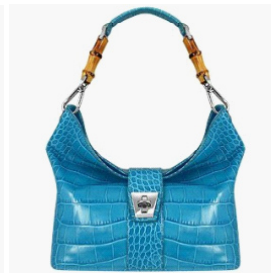
Garment Bag



Duffel Bag



Back pack



Hand Bag



Tote

LUGGAGE

Currently given features in Luggage

Luggage is carefully designed to anticipate a variety of needs. One of the keys to satisfaction is the extent to which each item helps travellers organize, and get ready access to their possessions.

Wide gussets--An accordion pleat on the sides of a case or pocket creates more flexible and accessible storage space.

Outside pockets--Outside pockets allow travellers to reach items they need without opening the case and increase packing options.

Wet-packs--Wetpacks allow easy storage for wet and soiled garments.

Mesh pocket dividers--Accessibility and visibility are two advantages of using mesh pocket dividers.

Packing systems--Nylon and mesh envelopes in various sizes include rigid folding boards for neat and wrinkle-free packing.

RESEARCH

LUGGAGE

Luggage & Interaction

Business executives, managers, young female professionals working in various fields carry luggage suitable to their lifestyle. At this part of professional life luggage and the style thereof is representative of the owner's wealth.



RESEARCH

LUGGAGE

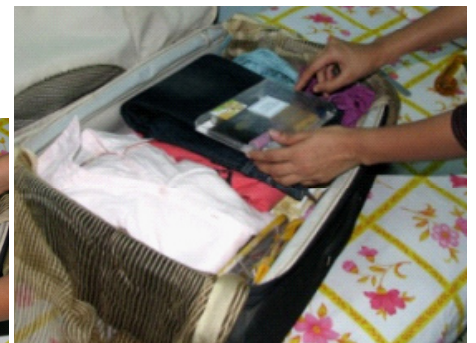
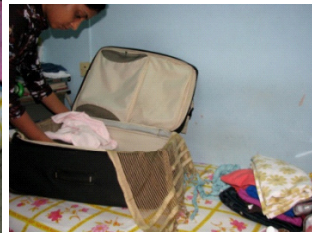
Packing the Luggage

Observing the way of packaging by users

USER 1



Adding a cloth to the base which is used to envelope the entire luggage items



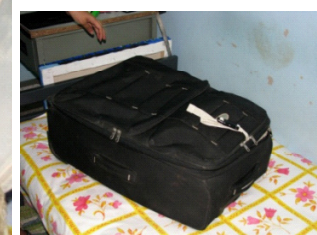
There is no proper place to keep vanity box



The side space is used to fit in the toiletries



No proper divisions to keep things systematically



RESEARCH

LUGGAGE

Packing the Luggage

Observing the way of packaging by users

USER 2



No proper allotment of space for particular items



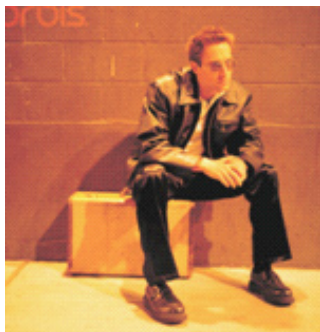
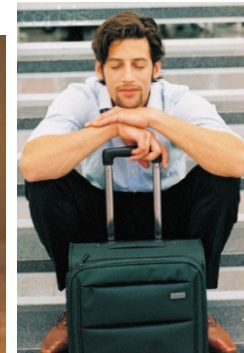
The towel is used as a cover separator

RESEARCH

LUGGAGE

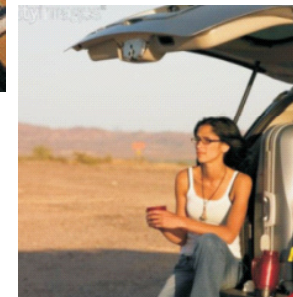
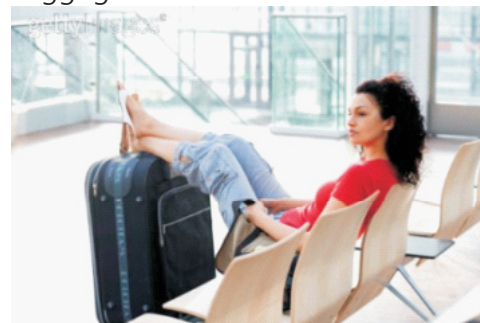
Emotions & Luggage

Luggage we carry indirectly becomes companion during our journey. It helps us to get the feeling of having someone around or as a company.



Luggage to rest over, sit & relax

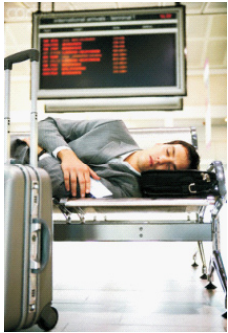
Luggage as footrest



RESEARCH

LUGGAGE

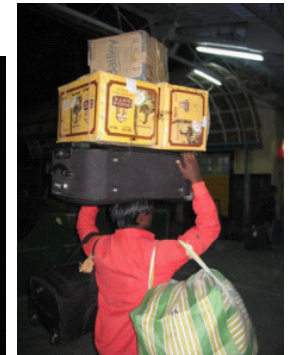
Emotions & Luggage



Have you ever slept with Luggage?



Coolie-ing the luggage



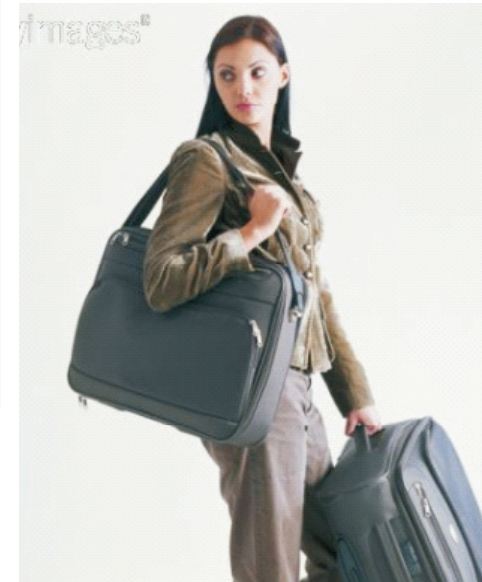
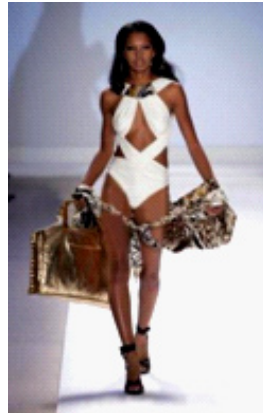
On a car trip



At the airport belt

RESEARCH

LUGGAGE Fashion & Luggage



RESEARCH

WORKING WOMEN

Statistics about Working Women

In IT companies : 65:35 (men / women ratio) by the year 2007.
In ITES-BPO sector: 31:69

(According to the latest Nasscom survey 2007)

Working women in private sector & public sector

80% (private sector)

20%

Normally in India, the first job of a person begins at the age of 22.

59 women working in Indian companies and 41 women were working in multinationals.

The increasing number of women working in Corporate Organizations

22-35 yrs Executive & Asst. Manager

35-45 yrs Managers

45-60 yrs GM, Branch Manager, Vice president



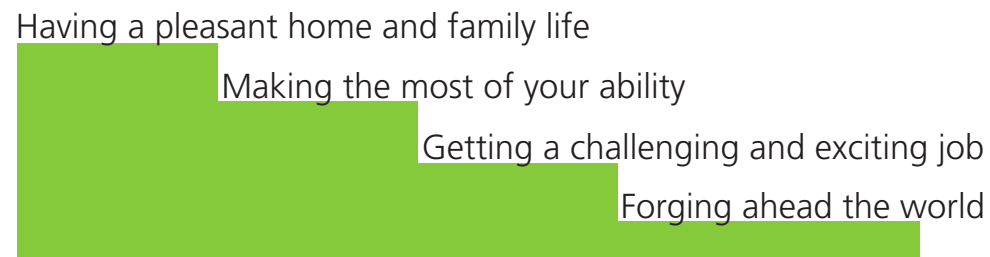
RESEARCH

WORKING WOMEN Work & Women

What do women like most about their job?



Most important in order of preference



RESEARCH

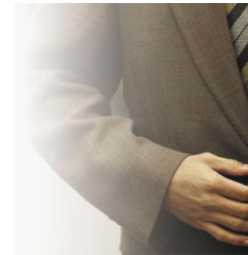
WORKING WOMEN Associated Culture

Role Model & Style icons

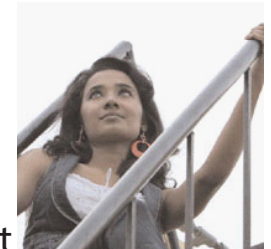


Passion for work

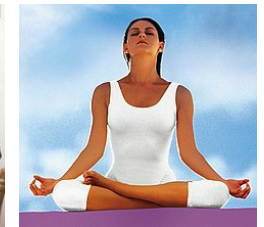
"Their professional life & their work are all just an extension of their personality"
WOMEN (India Today)



Professionalism



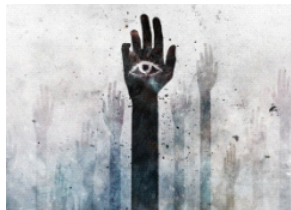
Independent



WORKING WOMEN

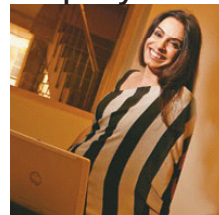


Struggle / Achievement



Want to make identity
create a life space in social as well as in work organization

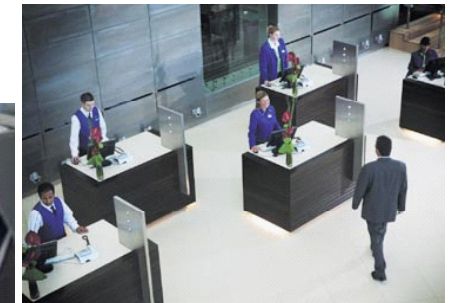
Employee + Housewife



Bicultural

"Today's super moms play varied roles, reconciling between Traditional & Modernity"

Business Class



RESEARCH

WORKING WOMEN Feminine Characteristics



RESEARCH

WORKING WOMEN

Characteristics & Associated Cultures



RESEARCH

WORKING WOMEN

Findings from Women Accessories



More organic shapes
Curved lines
Contrast
Textured surfaces
Glitter, shiny
Puffy

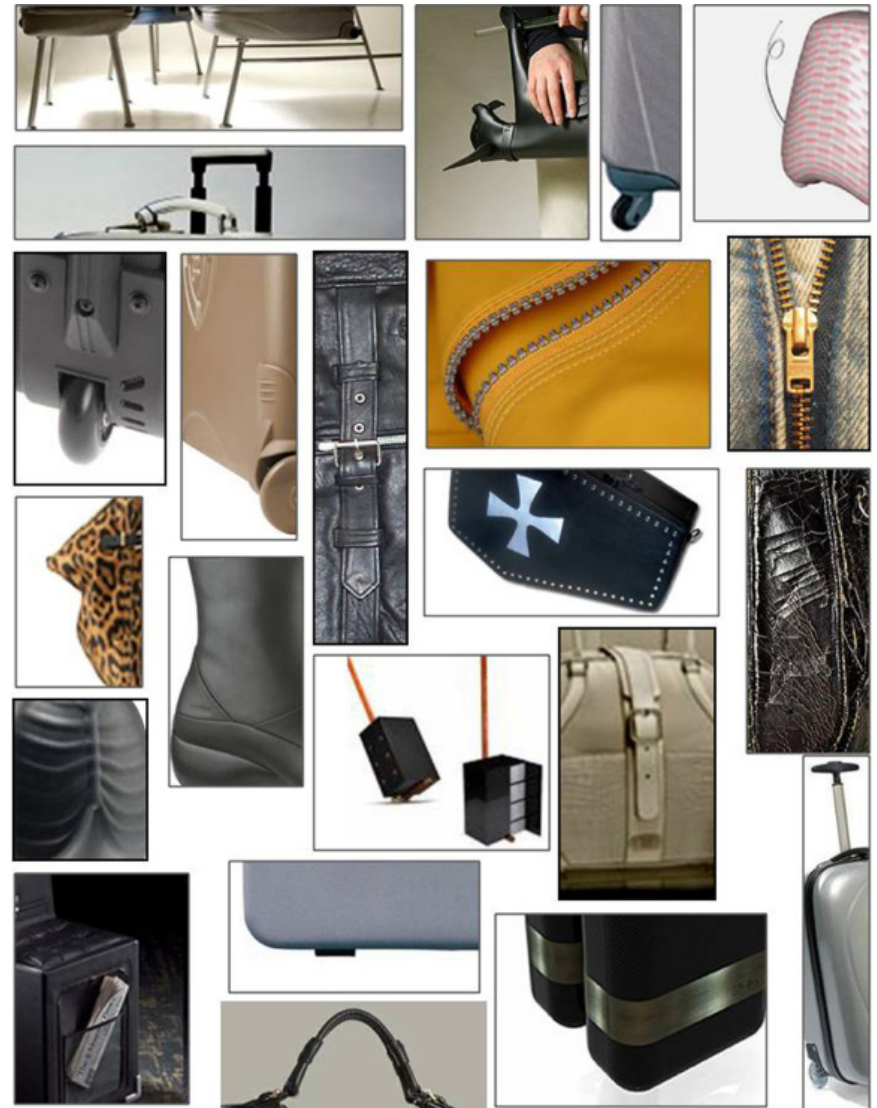
Elegance
Sleek
Bright colour
Ornamental
Kidness

USER STUDY

SEMANTIC STUDY

According to the method “Looking Through A Hole” these pictures were cropped and asked to the users, “what is this about” by showing for 3 seconds.

This test was done with 6 users and then data was compiled for analysis.



USER STUDY



Results

From the test typical elements are found which are as following.

- Polyester coil type zipper
- Shoulder strap
- Boxy shape with large round edges
- Parting line
- Inline wheel
- Conventional shaped lug supports

- Pockets / zipper
- Zipper puller
- Trolley in tilted posture
- Handle with cushion

SAMSONITE SHOWROOM VISIT



Findings:

1. Physically seeing and observing things in real size and materials.
2. Polyester bags come in lower cost range and teflon coated nylon come in higher range.
3. Women ask for unique style of luggages.
4. Generally luggage come in three sizes, one is cabin luggage, and others are check in luggage. Various companies make check in luggage in different sizes but cabin luggage comes maximum in the size of 22 inch which is maximum allowable size according to TSA.
5. Company introduces a set of luggage with these bags to create family appearance in the style of the product with the personality of the owner.
6. General luggages are also introduced in colors like red, pink, purple, olive green that are liked by women, to create a market for them.

USER STUDY

USER SURVEY Questionnaire

Demographic information

1. Name
2. Place
3. Company name
4. Designation
5. Work experience
6. Salary (CTC. approx.)
 1. 2<- 5 lac
 2. 5 <- 10 lac
 3. 10 <- 20 lac
 4. More than 20 lac
7. Husband's designation (if married)
8. Work profile

Information about their feminist identity

9. What are your hobbies?
10. Role model?
11. What are your future goals?
12. What's your life philosophy?
13. Do you think India is still male dominating society?
14. If yes, why do male society dominant over female?
15. Would you like to give any message to the female community of India?

USER STUDY

USER SURVEY Questionnaire

Information about their thoughts, experiences & liking regarding luggage

16. Frequency of travelling for your job/ personnel purpose
17. How much days you travel for?
18. If you are going on a business trip for 2-5 days which features you will like to have in your luggage.
 1. Hard / soft / hybrid
 2. Small size / big enough which has multiple compartments & pockets to put things separately
 3. 2 wheels (aligned) / 4 wheels (roller coasters)
 4. Leather / non leather
 5. Black colour / other colours
 6. Number lock / pad lock
 7. Multiple pockets / luggage with lesser no. of pocket & zips on front
19. Do you remember any happening related to luggage?
20. Any Suggestion for this coming luggage ?

USER STUDY

USER SURVEY Interviews

Let's have some findings from this survey in form of bunch of answers of users who are from 27 – 40 yrs age group , who are having annual salary between 5-20 lac INR . And who have work experiences of minimum 2 years .

male dominance
in urban, it is not ... for India , I don't know
No
yes in some ways , but in urban it is not so
yes
no
short of

like / don't like
love to have walk , travelling , to be very organised , branded stuff, simple design, eco friendly (fabindia)
I always like to carry a hand bag, (fashion)
nature, good mixture of western & Indian, don't like to be alone
I want single piece of bag not like one tote, one hand bag, and one check in bag.
I like to carry no of shoes of diff. colours for diff. dresses
I would never like to keep my hand bag away , because -money, i-card, passport etc.
like to have eye liner ,mascara, perfume, sun's cream lotion, earrings of diff. colours, lip glows etc, don't like , every time I need to call a guy to help in picking the luggage
back pain while I picked up my heavy luggage from ground to put it into luggage cabin

happening related to luggage
we carried very heavy luggage with its handle without seeing wheels and trolley
wheels got stuck with the stairs of escalator
she didn't know about TSA lock, she got her bag without zipper puller

Suggestions
hybrid, problem in walking , Ground clearance should be adjustable
should be indianess in the product
should be single , big , attractive, easy to carry
it should be like , you can put your hand bag on the top of the luggage
it should be like , you can put your hand bag on the top of the luggage
there should be separate pack for under garments, it should not be embarrassing to open the bag among the people
weight , luggage should look very smart

Most liking features.....								
Hard / soft / hybrid	H	Hyb	soft	Hyb	Hyb	soft	Hyb	H
Small size / big enough which has multiple compartments & pockets to put things separately	big	big	big	big	big	big	big	big
2 wheels (aligned) / 4 wheels (roller coasters)	4wh	2wh	2wh	2wh	4wh	4wh	4wh	4wh
Leather /Non Leather	N L	N L	N L	N L	N L	N L	N L	N L
Black colour / other colours	bright	earthy , red	bright , tan	peach	bright	bright	bright	bright
Number lock / pad lock	N lock	N lock	key	what ever	N lock		key	N lock
Multiple pockets / luggage with lesser no. of pocket & zips on front	multi	less	multi					multi

USER STUDY

USER SURVEY Examine

Features selected by Users

1. Hybrid
2. Big enough which has multiple compartments to put things separately
3. 2 wheels (aligned) / 4 wheels (roller coasters)
4. Non leather (Nylon fabric)
5. Other colours (Red, Tan, purple, bright)
6. Number lock / pad lock (both can be used)
7. Luggage with lesser no. of pocket & zips on front
(front should not be cluttered)

USER STUDY

USER SURVEY Examine

Need /problems to be solved

9. Problem in walking
10. Ground clearance should be adjustable
11. Should be INDIANness in the product.
12. Should be
 1. Single
 2. Big
 3. Attractive
 4. Easy to carry
13. Separate compartment for under garments
14. Luggage should look very smart
15. Women like
 1. to be very organised
 2. branded stuff
 3. simple design
16. Every time I need to call a guy to help in picking the heavy luggage from ground to put it into luggage compartment.
17. I like to carry no of shoes of diff. colours for diff. dresses

USER STUDY

USER SURVEY

Decided Features/ Components to keep In Product



TSA LOCK

<http://www.travelxtras.com/travel-sentry-tsa-usa-locks.htm>



Wet pack

<http://www.rei.com/product/641977>



Nylon mesh envelopes

<http://www.rei.com/product/641976>



Shoes pack

<http://www.rohan.co.uk/ProductDetails.aspx?pid=00671&cid=AccessoriesTravelEssentials&language=en-GB>



Toiletry-pouch

sachetproducts.com/?page_id=19

Wet-packs

Toiletry-pouch (according to TSA norms)

Shoes-pack (for two or more no. of footwear)

Nylon mesh envelopes (various sizes include rigid folding boards)

Undergarments pack Separate envelope)

Vanity-box

Laptop (with all accessories)

Wheels (2 wheels inline/ 4 caster wheels)

Trolley

Telescopic handle

Lug (in case of 2 wheels inline)

Zipper

Lock (TSA lock)

IDEATION

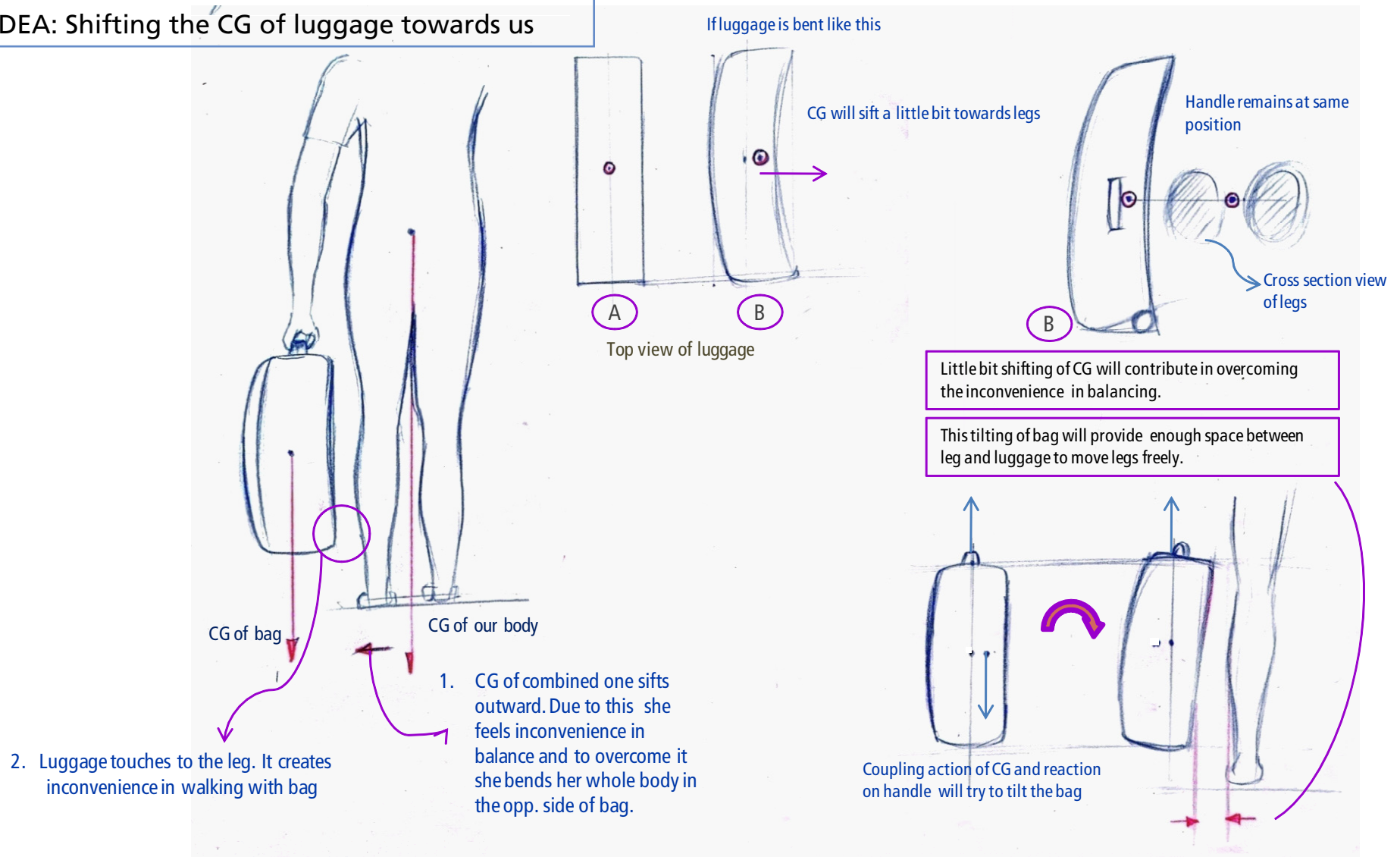
IDEA SKETCHING

IDEATION

IDEA SKETCHING

IDEA: Shifting the CG of luggage towards us

Problem in Walking

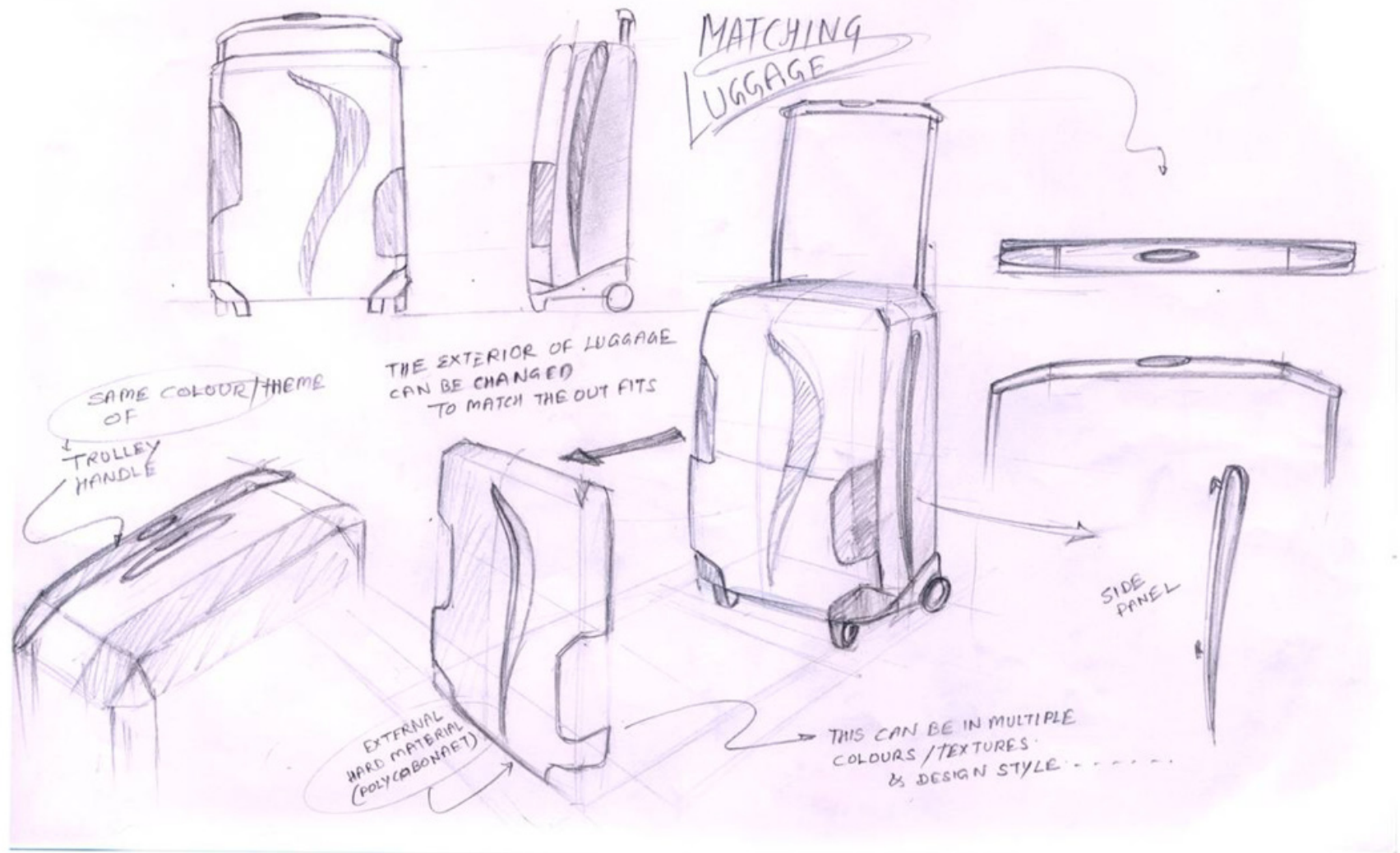


IDEATION

IDEA SKETCHING

IDEA: Changeable front & side panel and trolley handle

Stylish luggage needs to be dressed up...



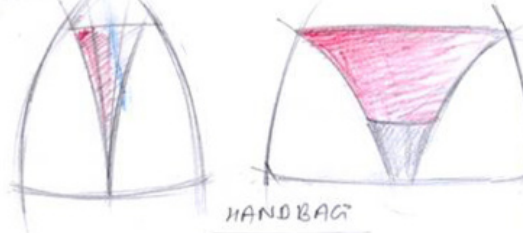
IDEATION

IDEA SKETCHING

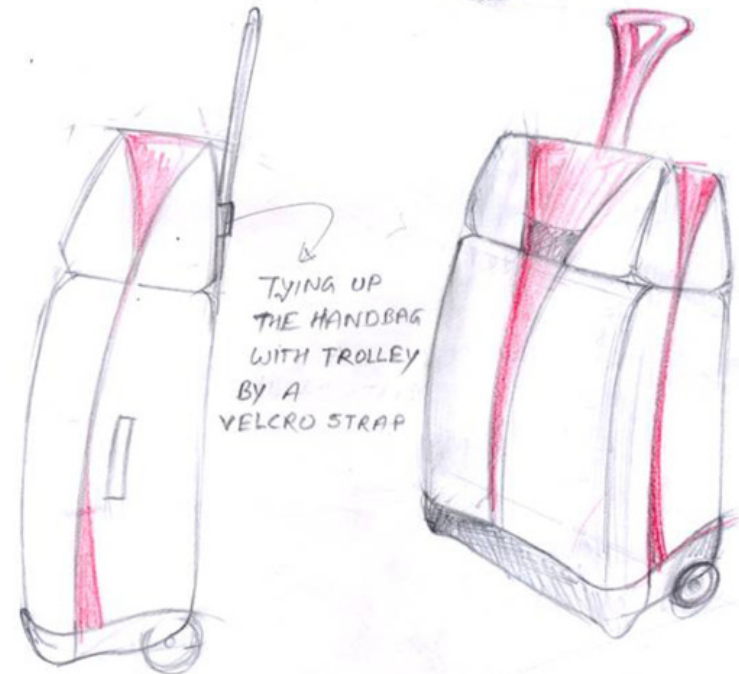
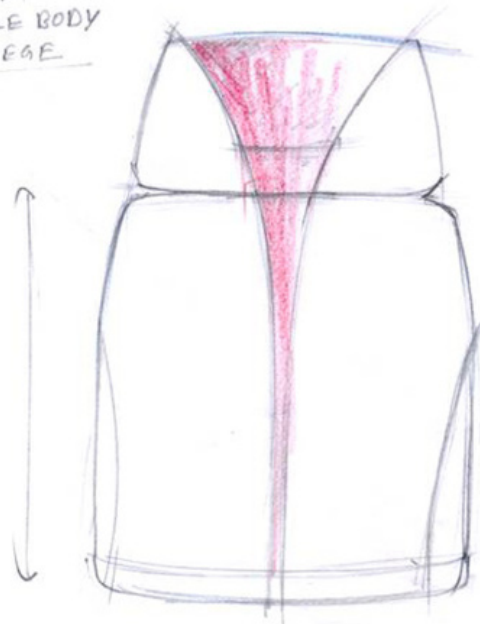
IDEA 1: Concepts based on the styling of hand bag



MOSTLY WOMEN KEEP THEIR HANDBAG
IN THEIR HAND, DURING SITTING IN AEROPANE



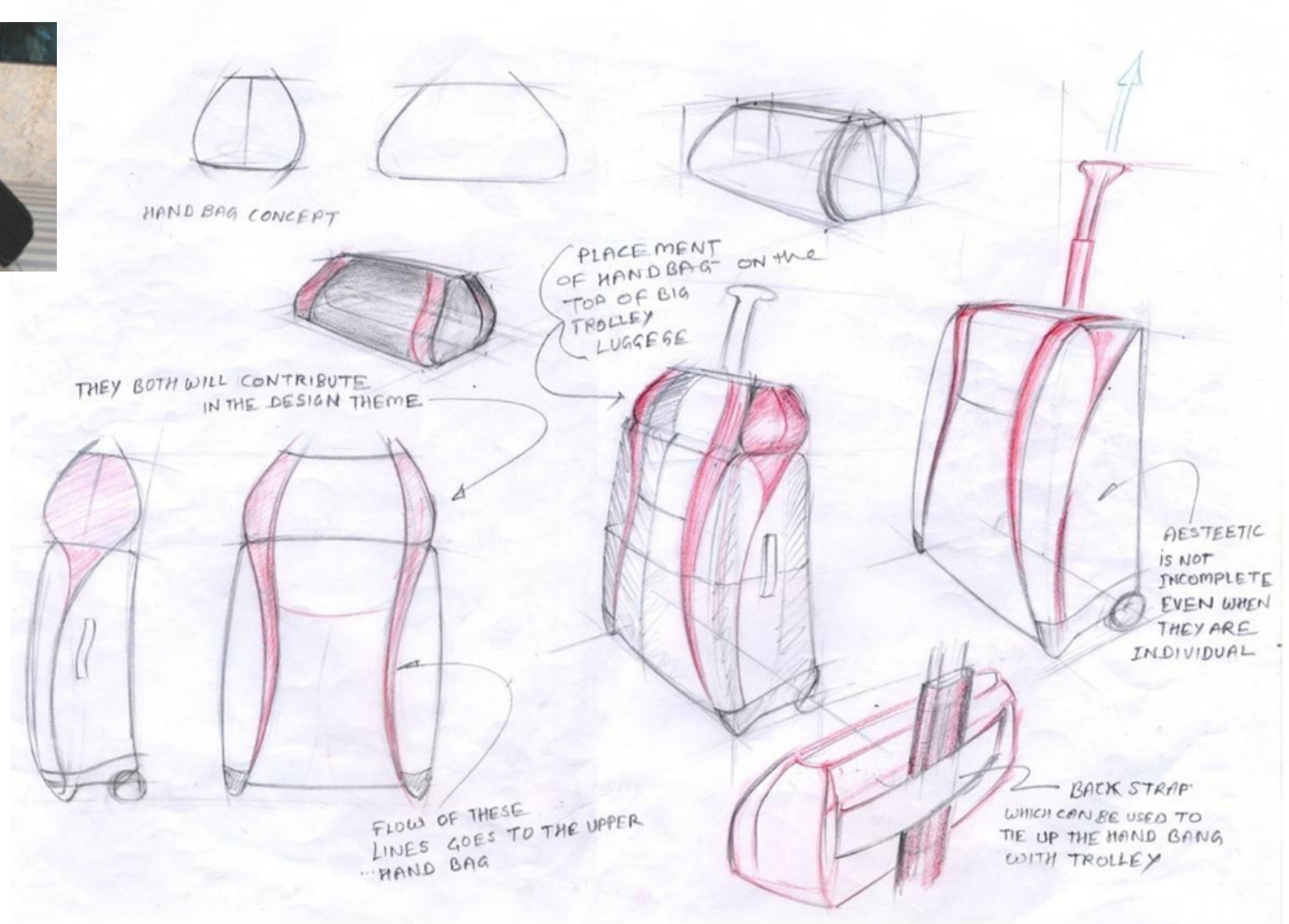
HANDBAG
AS A PART
OF WHOLE BODY
OF LUGGAGE



IDEATION

IDEA SKETCHING

IDEA 2: Concepts based on the styling of hand bag



IDEATION

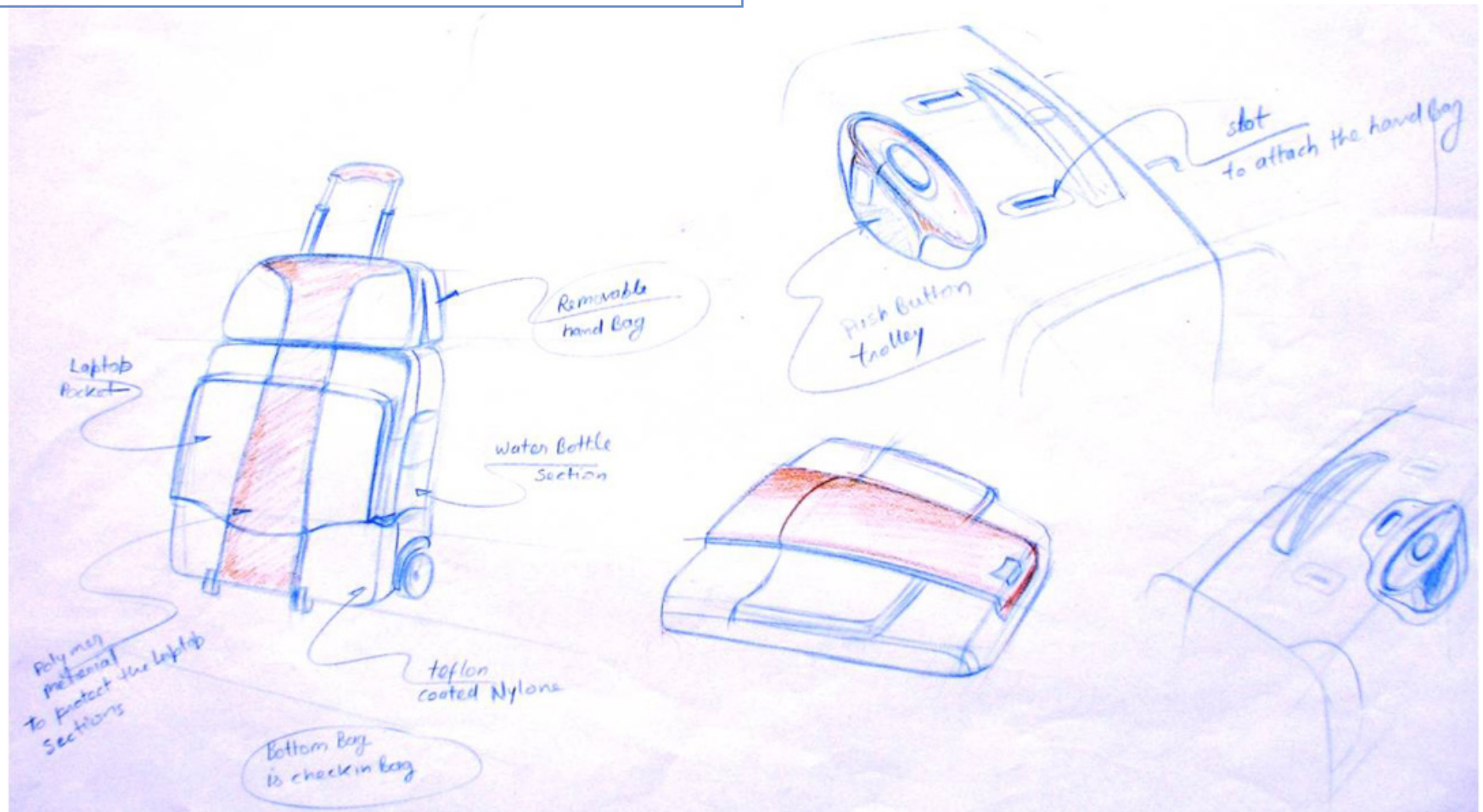
IDEA SKETCHING

IDEA:

Trolley luggage with hand bag

Locating & clamping hand bag on the top of lower one

- Concepts based on the implementation of hard material
- Attachment of hand bag over the top of trolley bag



IDEATION

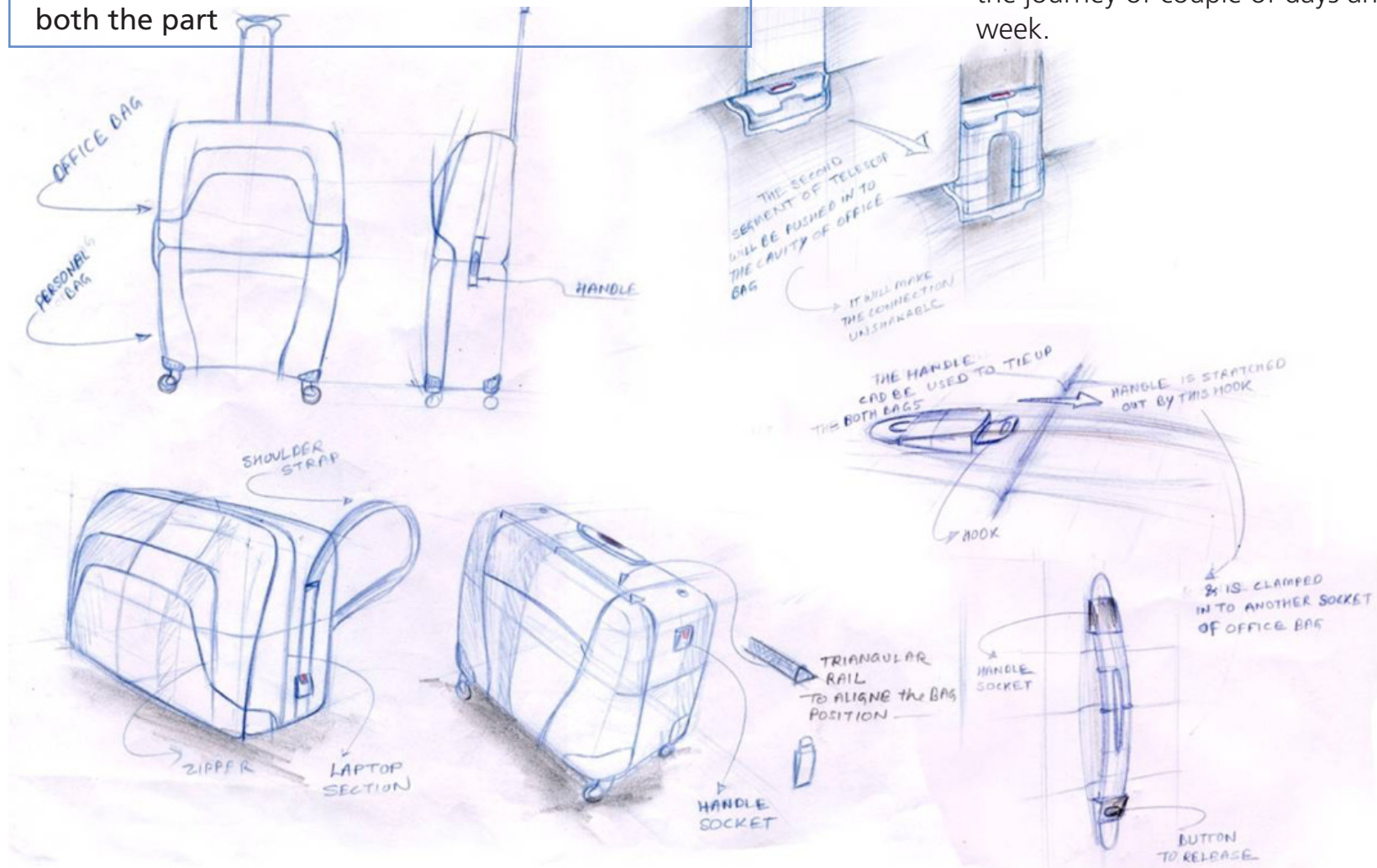
IDEA SKETCHING

IDEA 1:

Split luggage

Trolley telescope and handle can be used to attach both the part

- Many women feel very heavy about their luggage during the travelling.
- Even the luggage size can not be adjusted for the journey of couple of days and journey for a week.



IDEATION

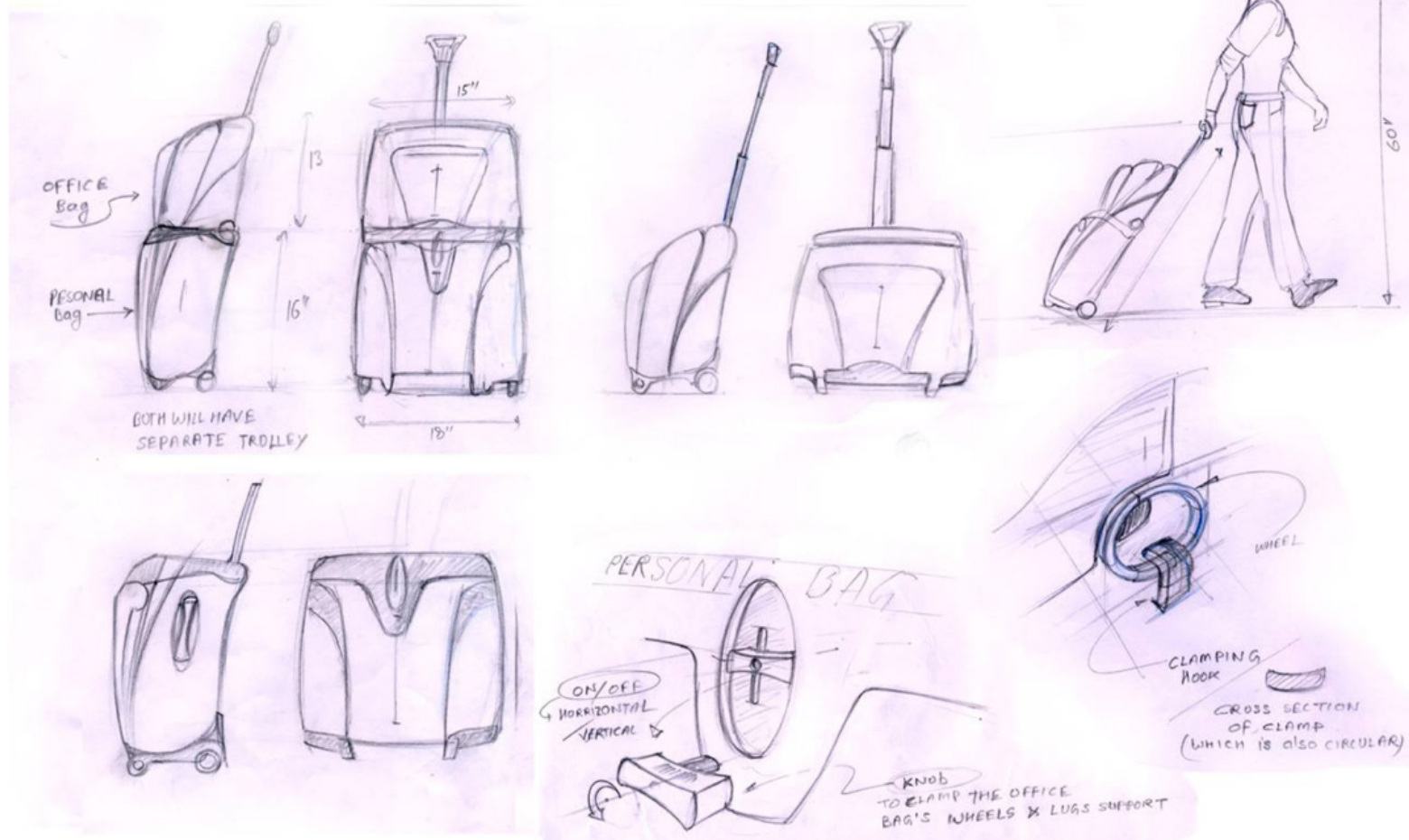
IDEA SKETCHING

IDEA 2:

Split luggage

Locating & clamping upper bag on the top of lower one

- Many women feel very heavy about their luggage during the travelling.
- Even the luggage size can not be adjusted for the journey of couple of days and journey for a week.



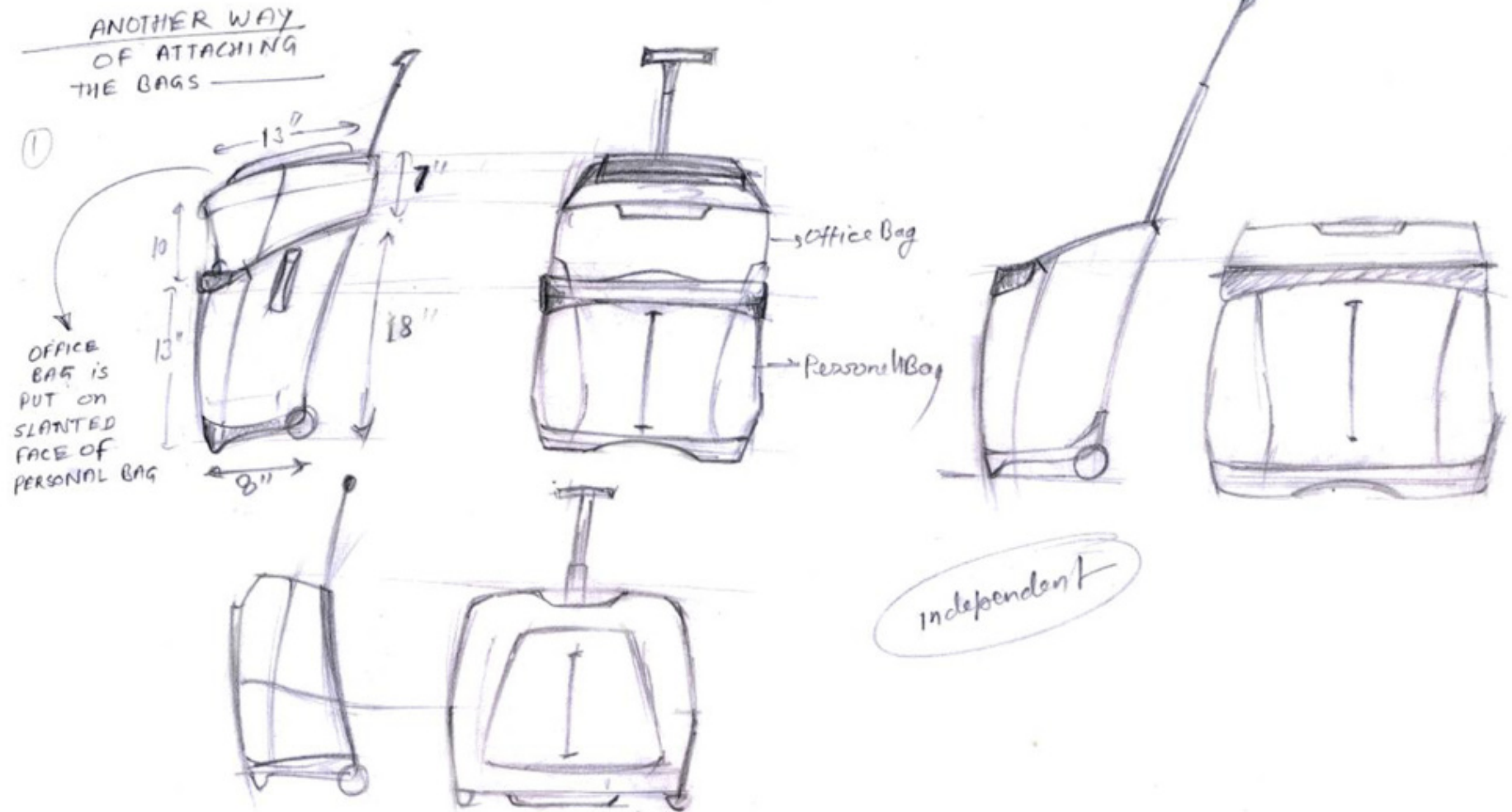
IDEATION

IDEA SKETCHING

IDEA 3:

Split luggage

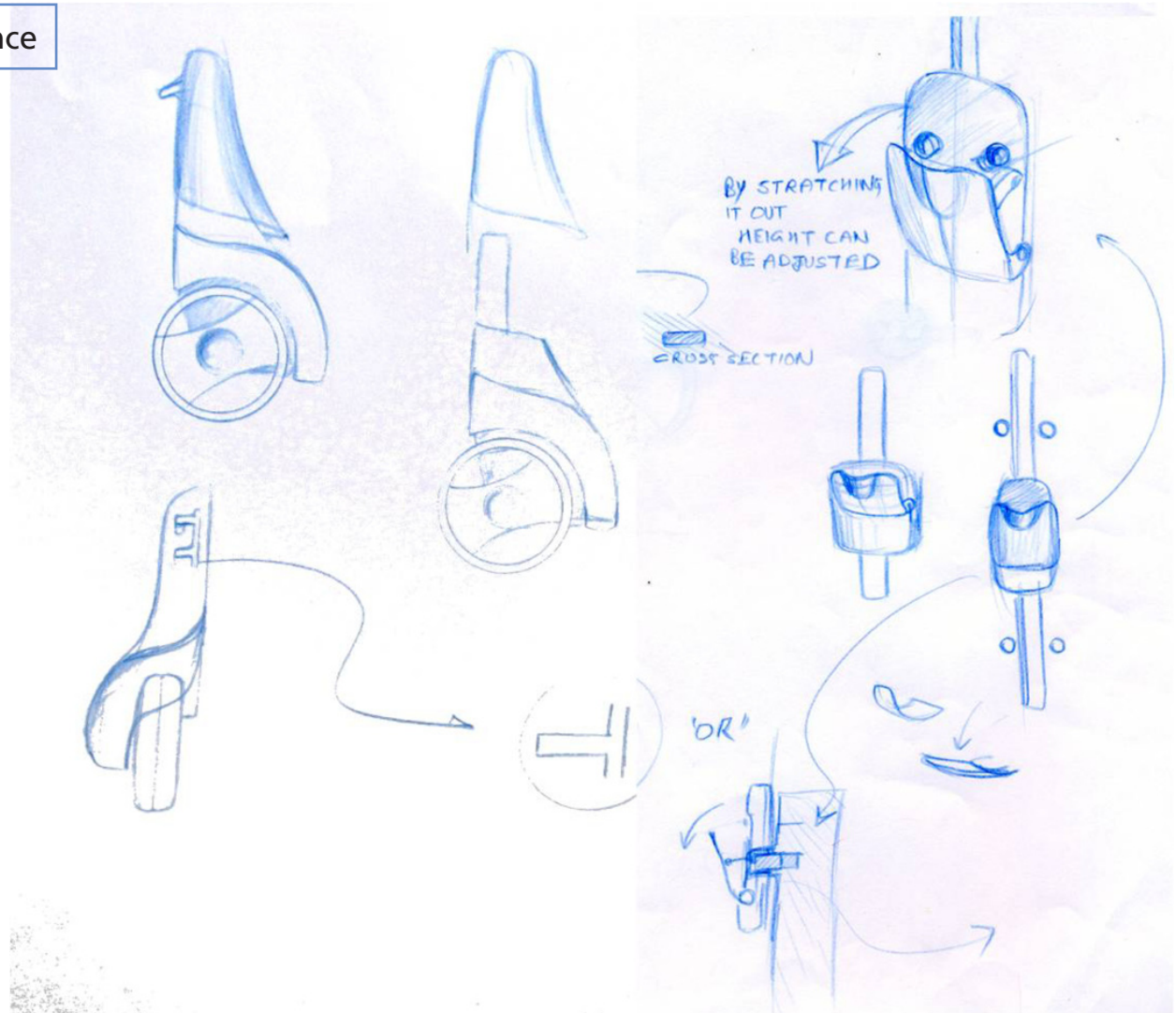
Office bag is put on slanted face of personal bag



- Many women feel very heavy about their luggage during the travelling.
- Even the luggage size can not be adjusted for the journey of couple of days and journey for a week.

IDEA SKETCHING

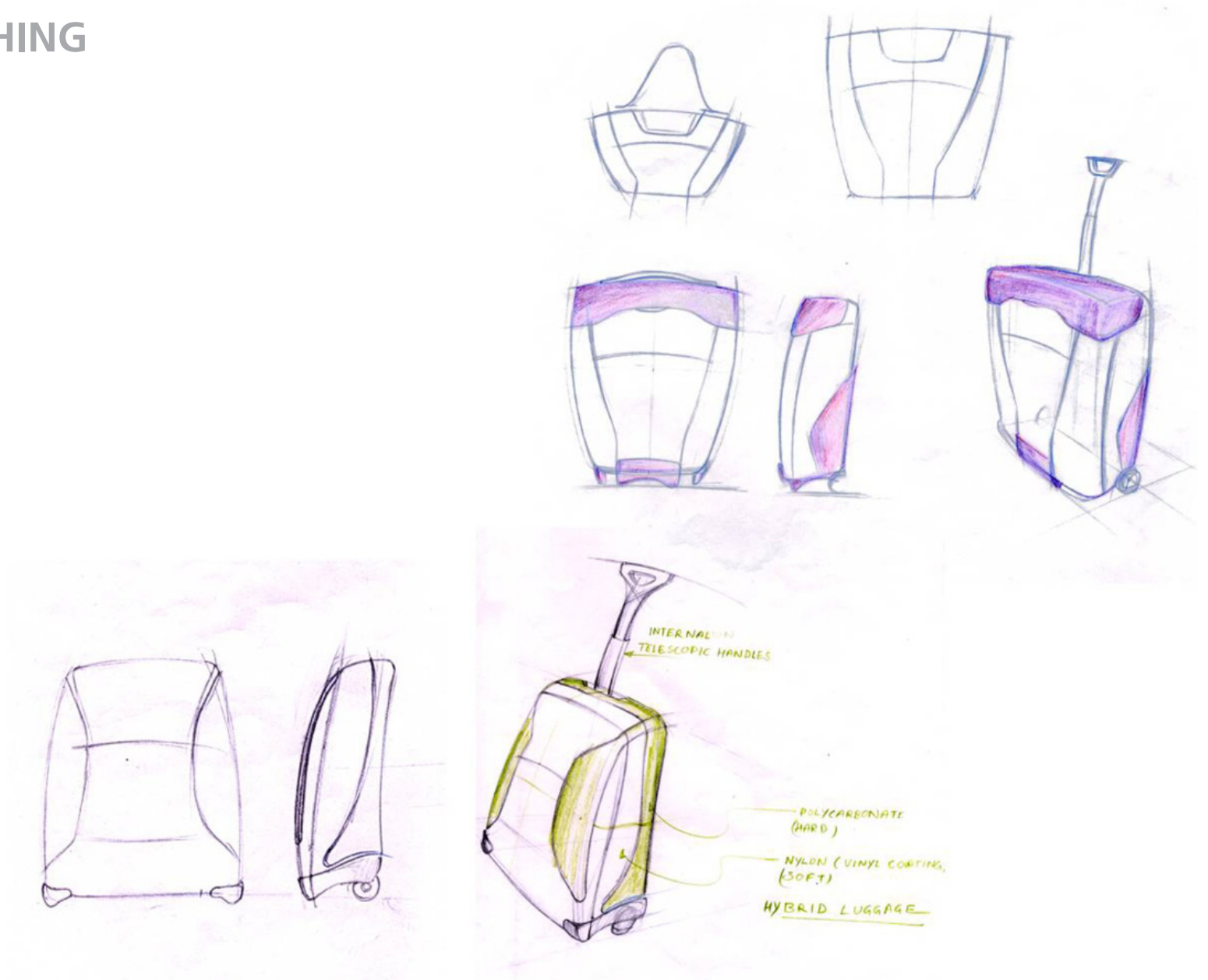
IDEA: Adjustable ground clearance



IDEATION

IDEA SKETCHING

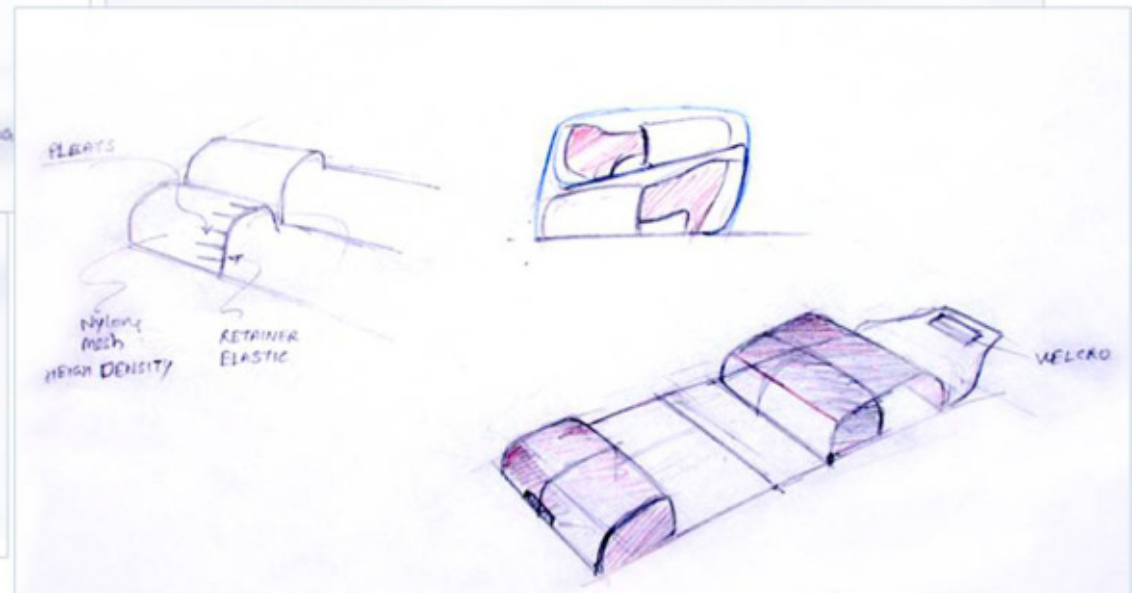
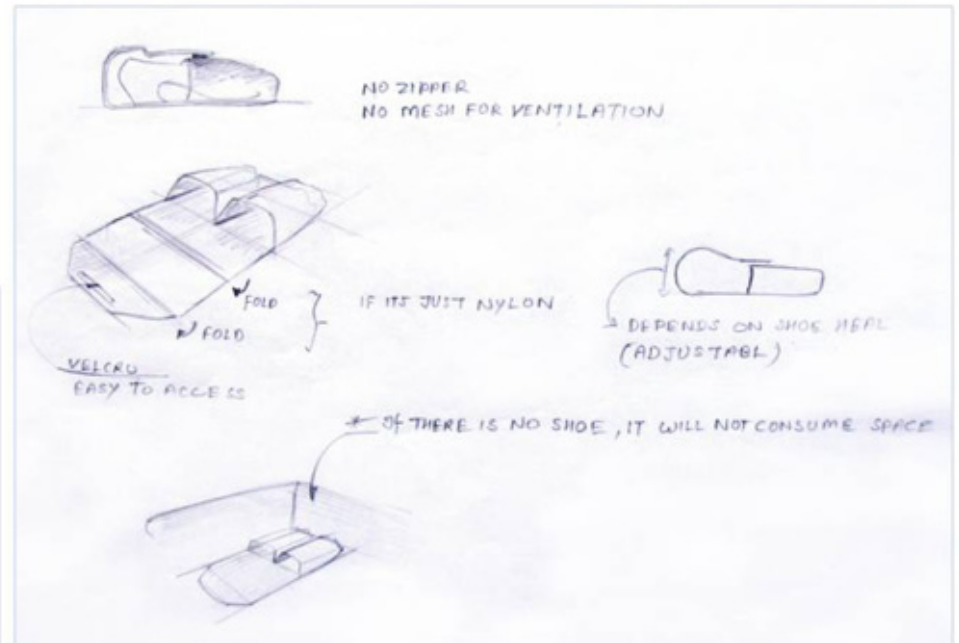
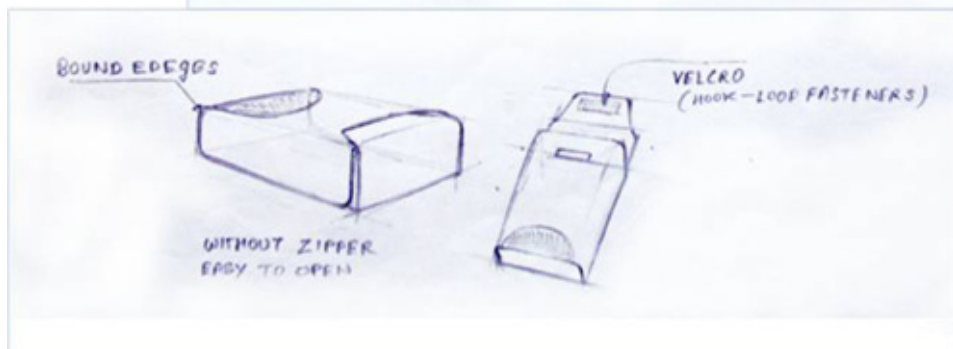
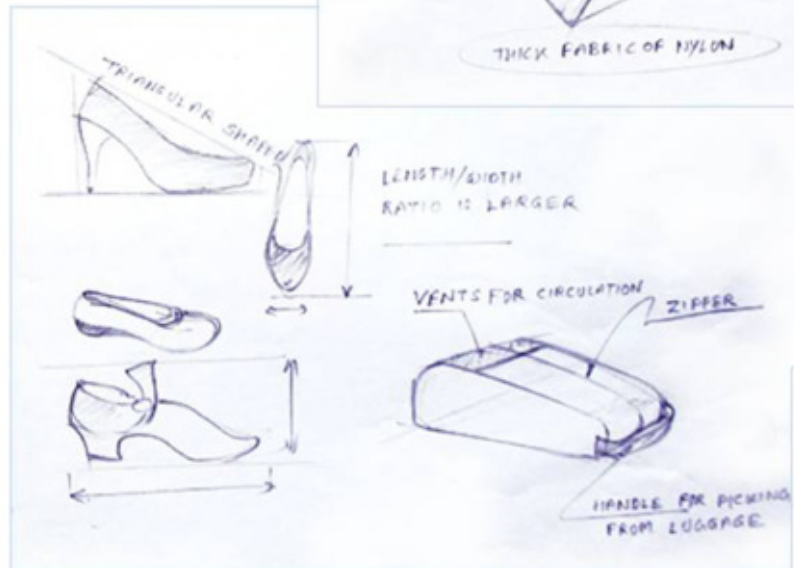
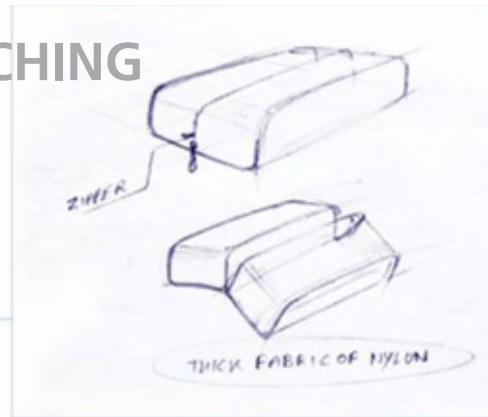
Some more Ideas



IDEATION

IDEA SKETCHING

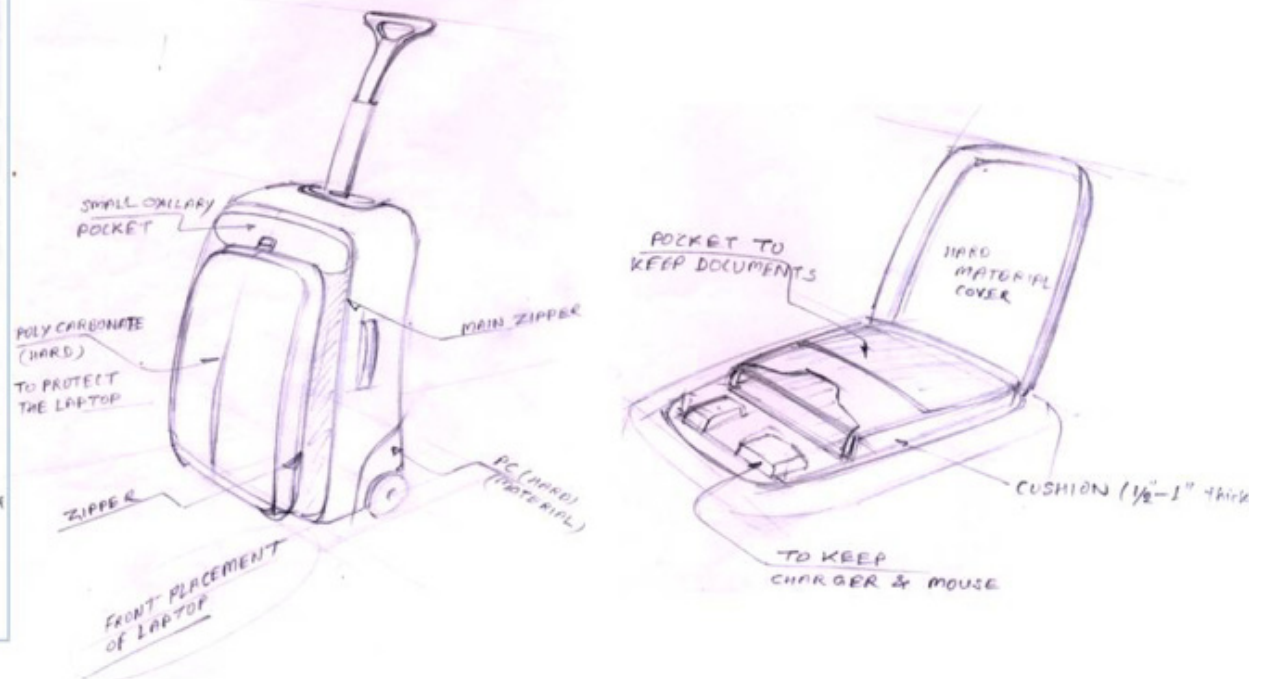
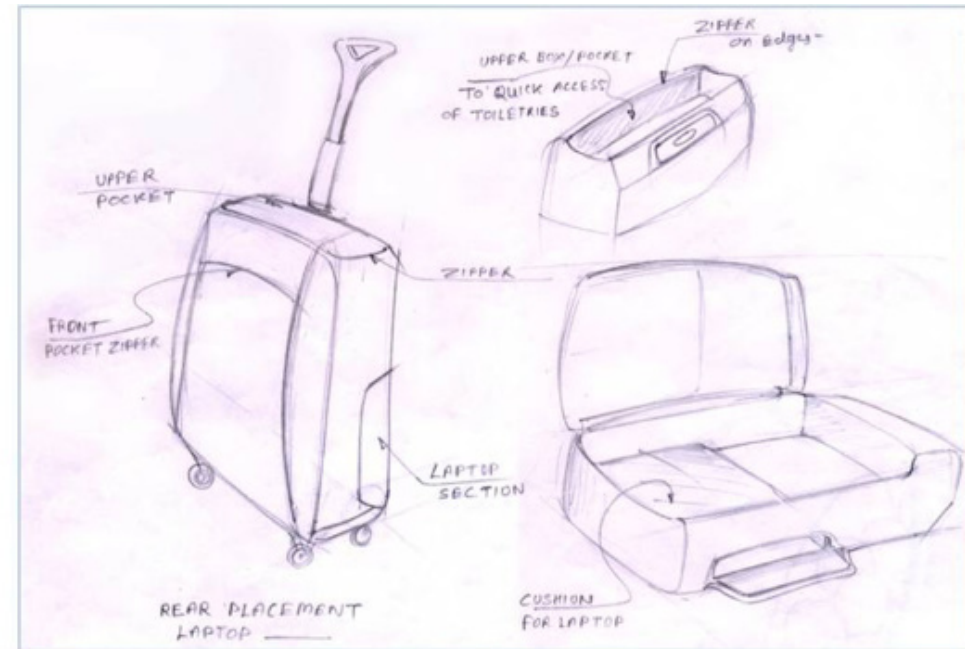
Shoe-pack



IDEATION

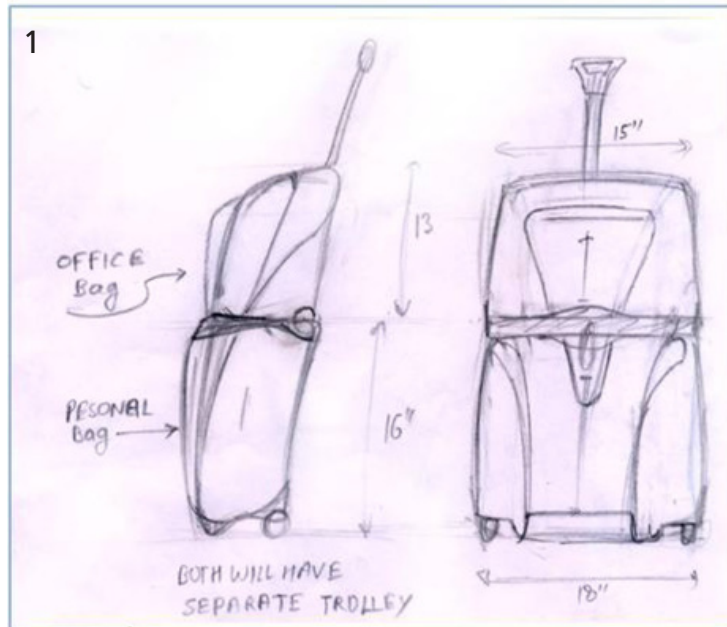
IDEA SKETCHING

Shoe-pack

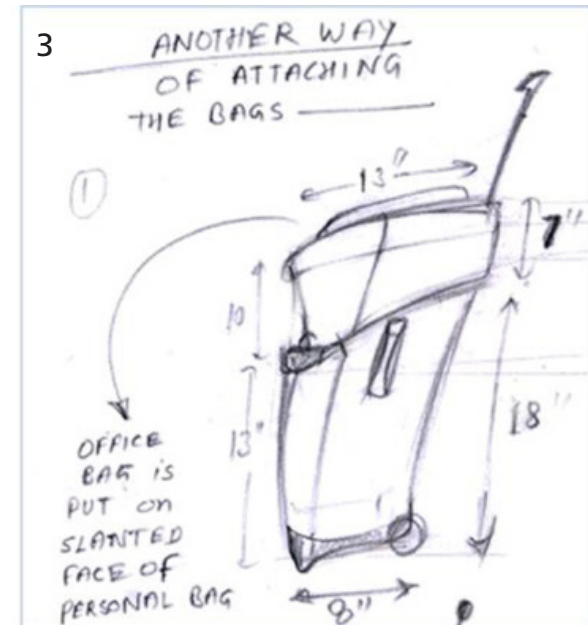


IDEATION

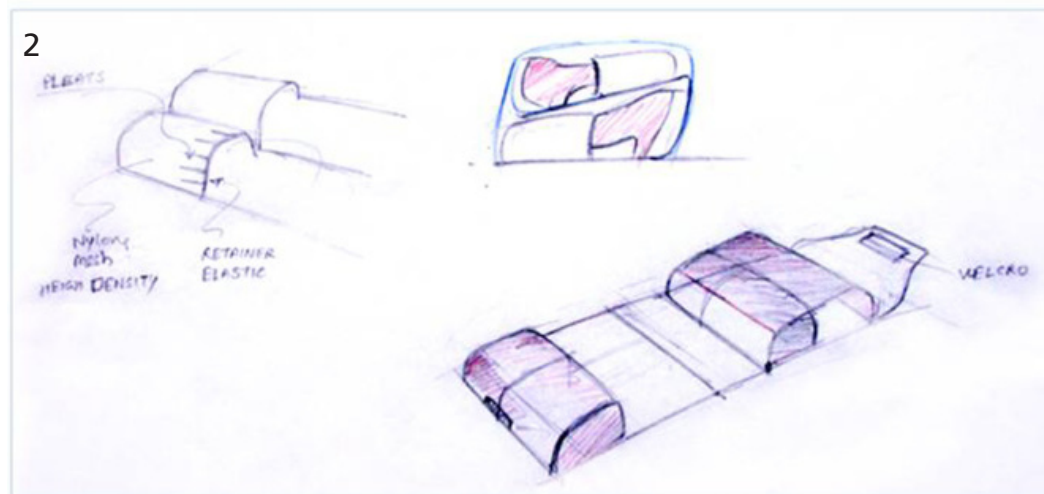
SELECTED IDEAS



Split luggage
Locating & clamping
upper bag on the top of
lower one



Split luggage
Office bag is put on slanted
face of personal bag



Collapsible shoes pack
For 2 pair of shoes

FEATURES AND COMPONENTS

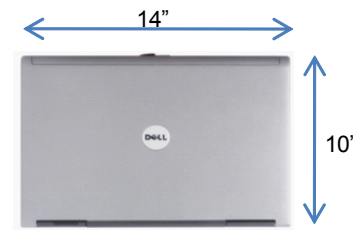
- **Wet-packs**
- **Toiletry-pouch** (according to TSA norms)
- **Shoes-pack** (for two or more no. of footwear)
- **Nylon mesh envelopes** (various sizes include rigid folding boards)
- **Undergarments pack** (separate envelope)
- **Vanity-box**
- **Laptop** (15.4 " wide screen with all accessories)
- **Wheels** (2 wheels inline / 4 caster wheels)
- **Trolley**
- **Telescopic handle**
- **Lug** (in case of 2 wheels inline)
- **Zipper**
- **Lock** (TSA lock)

FINAL PRODUCT BRIEF

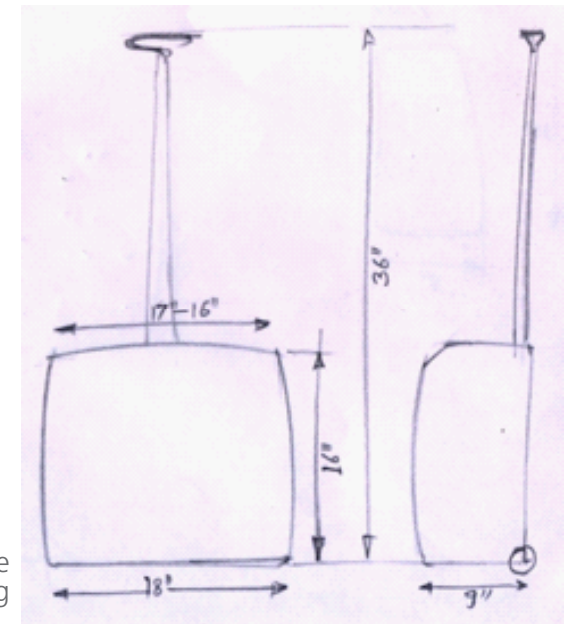
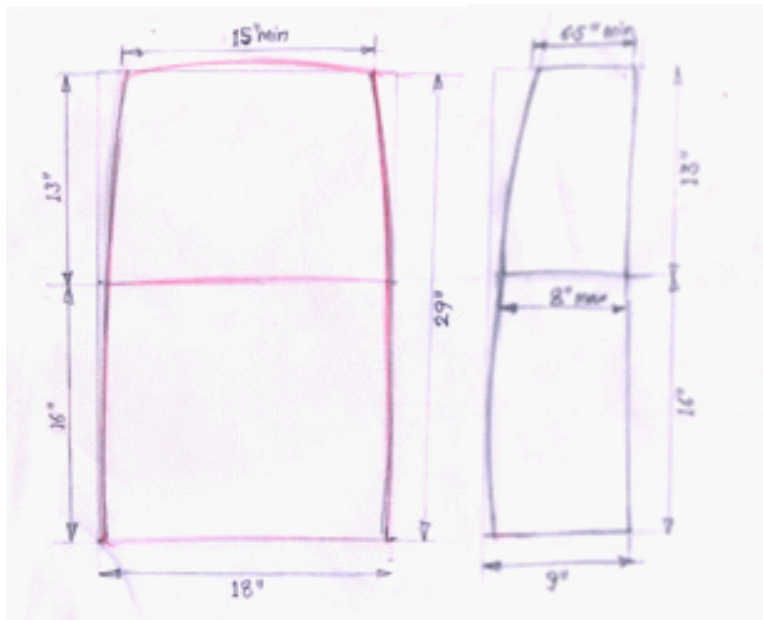
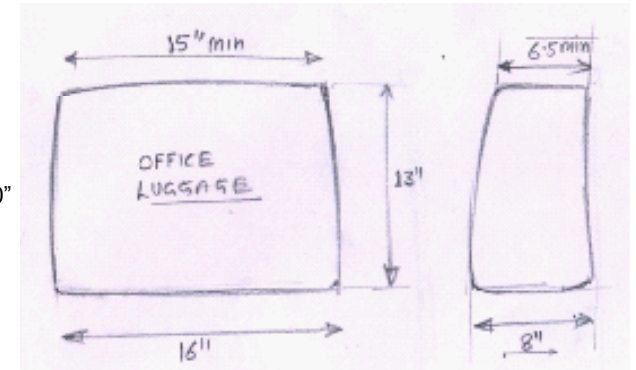
DIMENSIONS

Generally luggage come in three sizes, one is cabin luggage, and others are check in luggage. Women need bigger luggage because they carry more items compared to men.

Therefore the middle size can be considered a suitable size in terms of their need and ease to carry. Samsonite provides 29" upright as a middle size luggage.



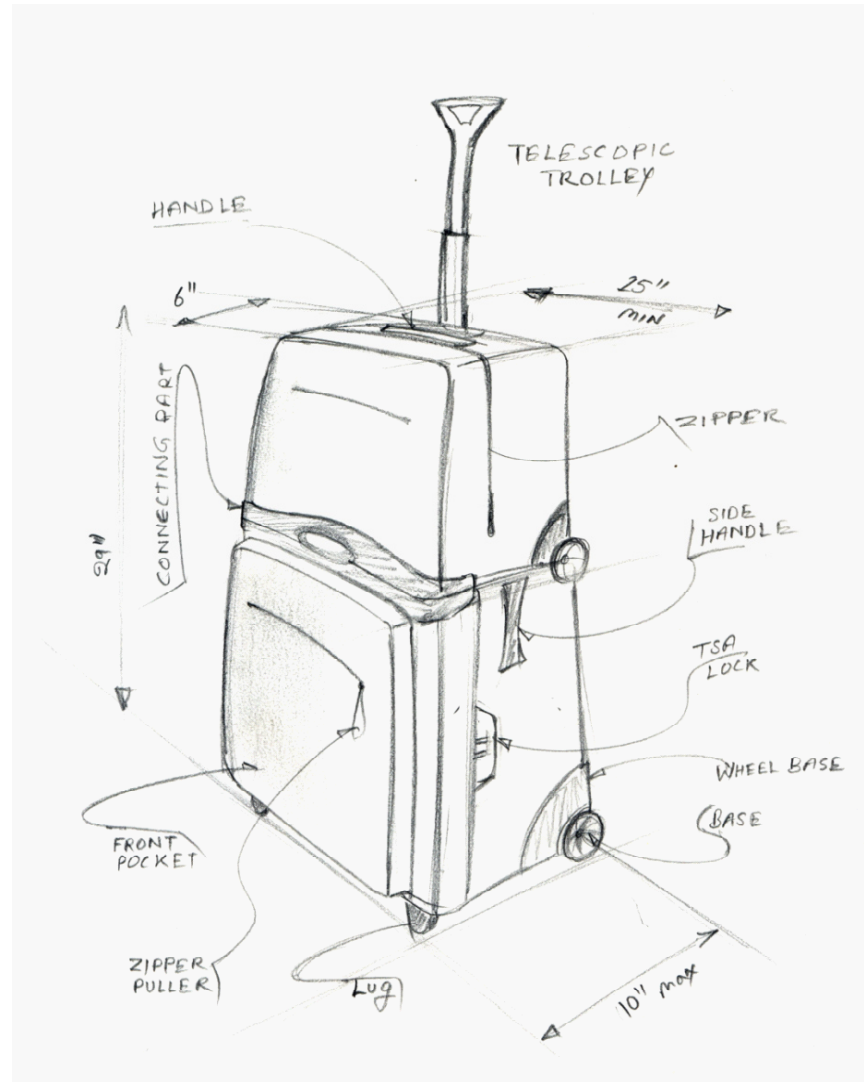
15.4" wide screen Laptop is popular among people



36 inch Height of trolley handle provide the ease to tilt it for carrying

FINAL PRODUCT BRIEF

BASIC STRUCTURE



FINAL PRODUCT BRIEF

BASIC STRUCTURE

Testing of size of luggage with references



Left one is 24" Upright of Samsonite Right is 29" Upright combined



29" Upright combined one with average height of lady (5 feet)



16" General travel luggage with average height of lady (5 feet)



13" Office luggage with average height of lady (5 feet)

USABILITY CONSIDERATION

- 1) At Check-in counter
- 2) At Conveyer belt
- 3) On the staircase
- 4) As a product for working women
- 5) As a companion

FORM

IMAGE BOARD Feminine



FORM

IMAGE BOARD Sleekness



FORM

IMAGE BOARD Elegance



FORM

CONCEPT GENERATION

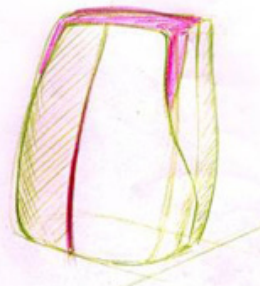
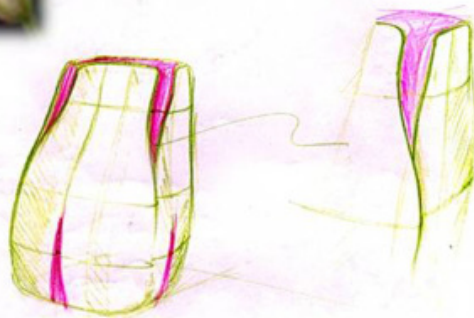
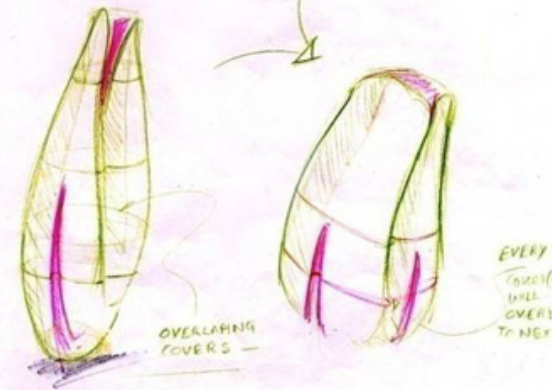
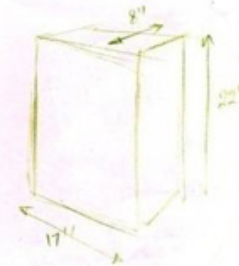
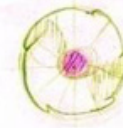
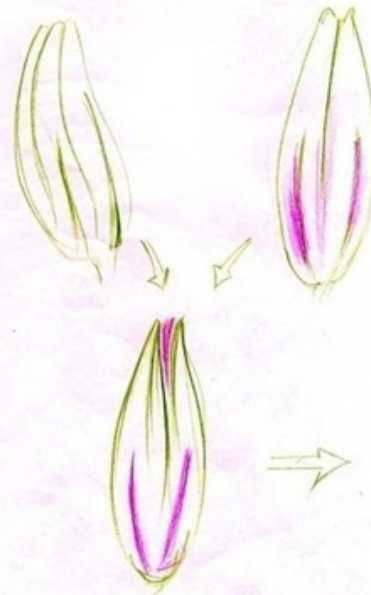
CONCEPT 1: CARING ENVELOPE



Lily Bud



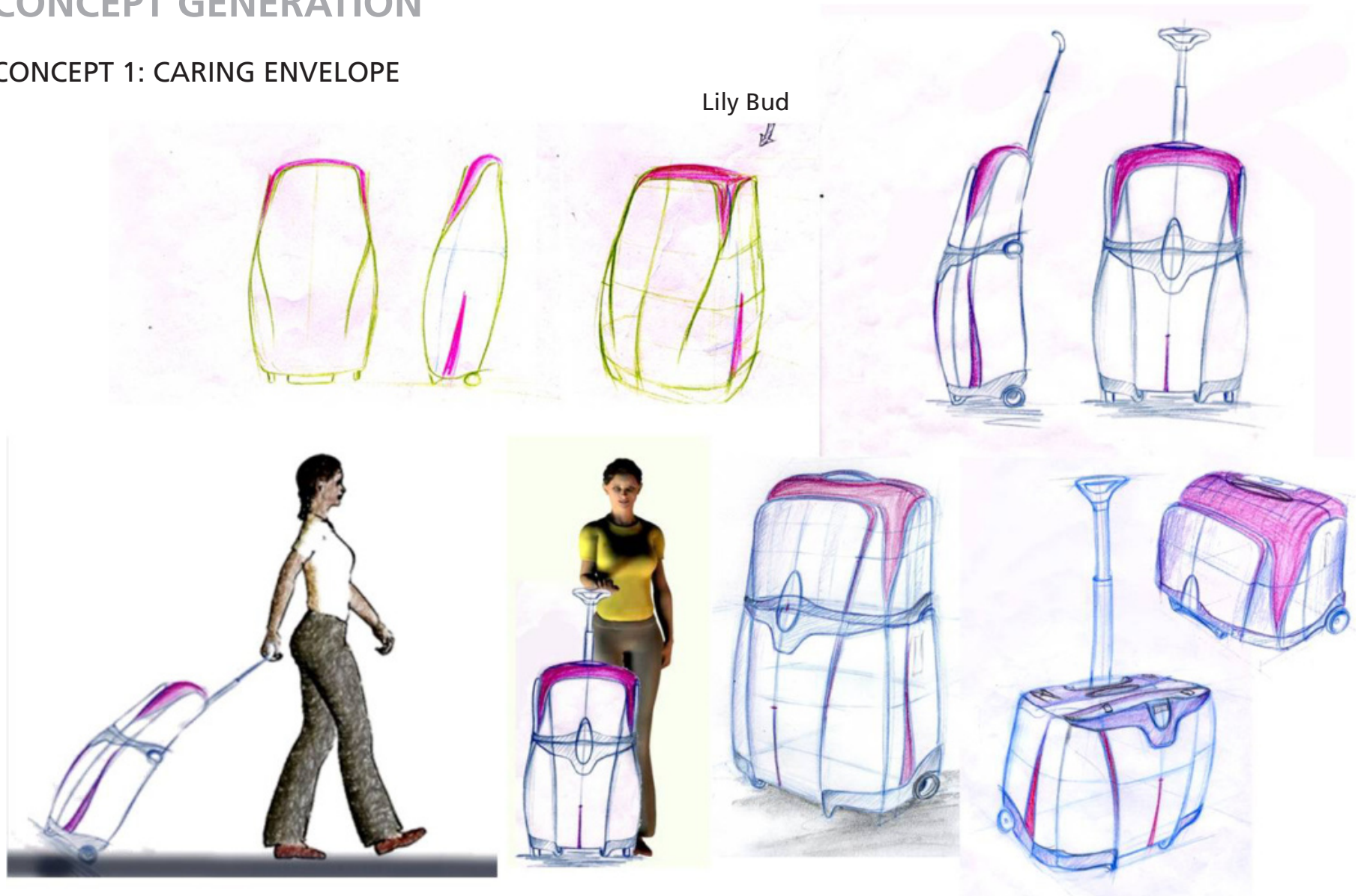
SCALES OF BUD (caring Envelop)



FORM

CONCEPT GENERATION

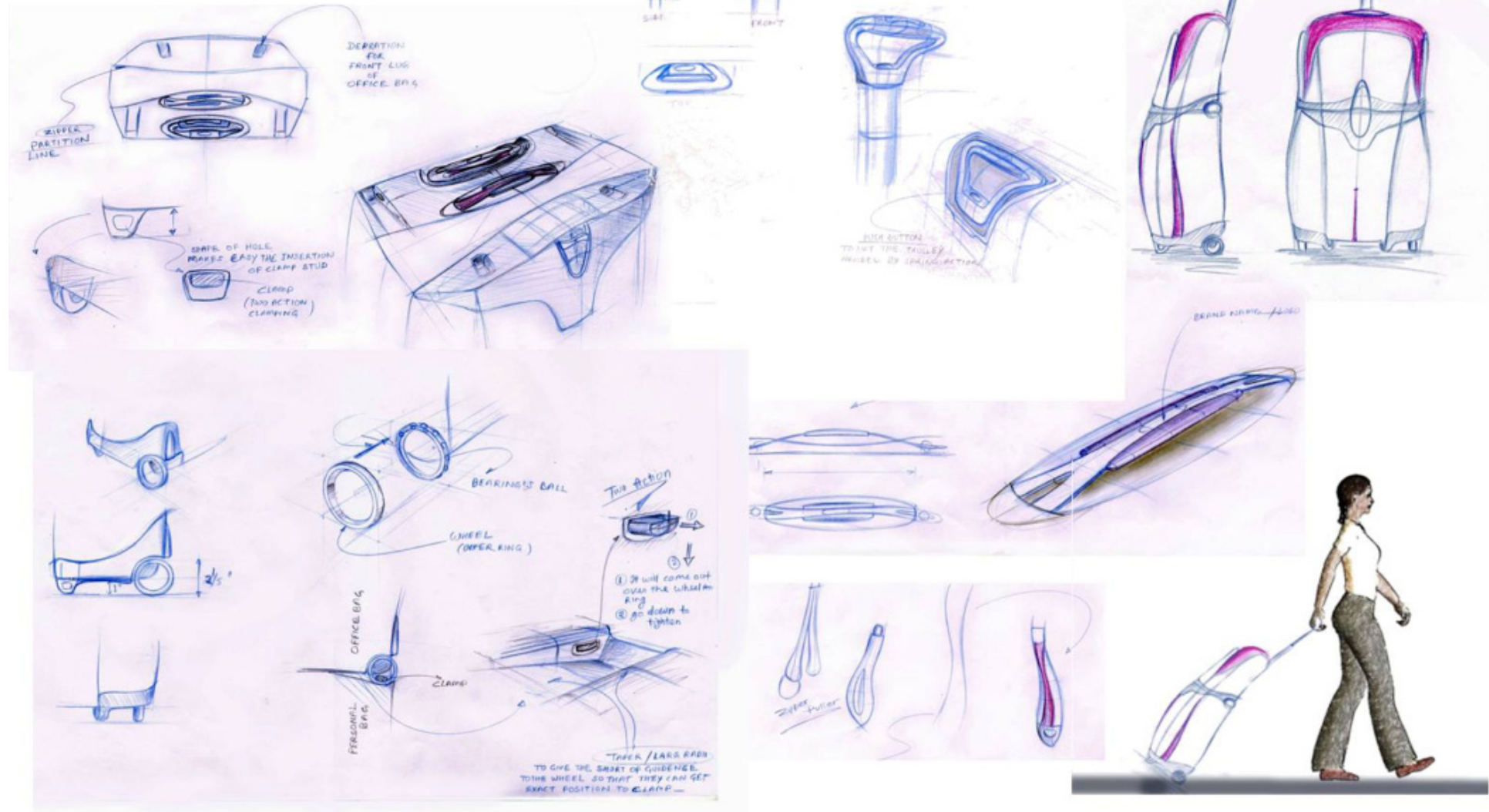
CONCEPT 1: CARING ENVELOPE



FORM

CONCEPT GENERATION

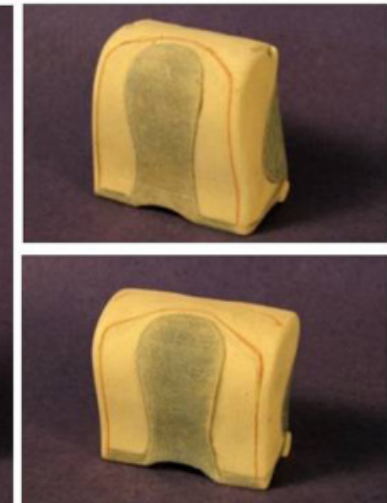
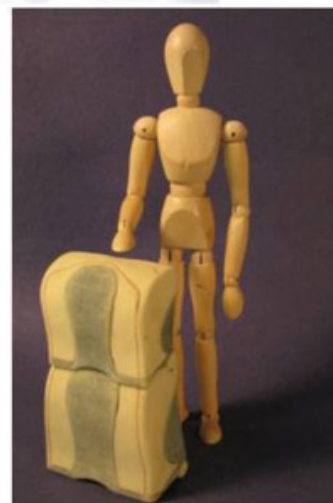
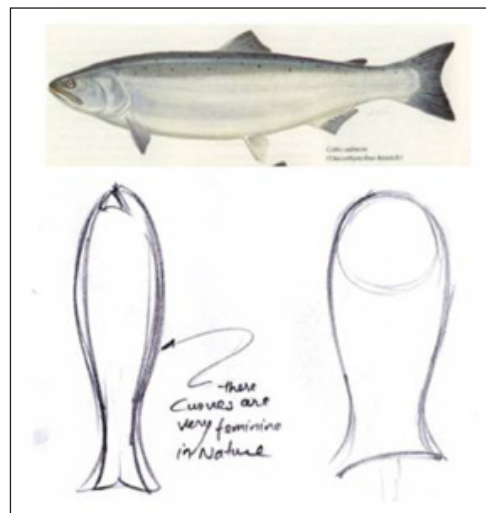
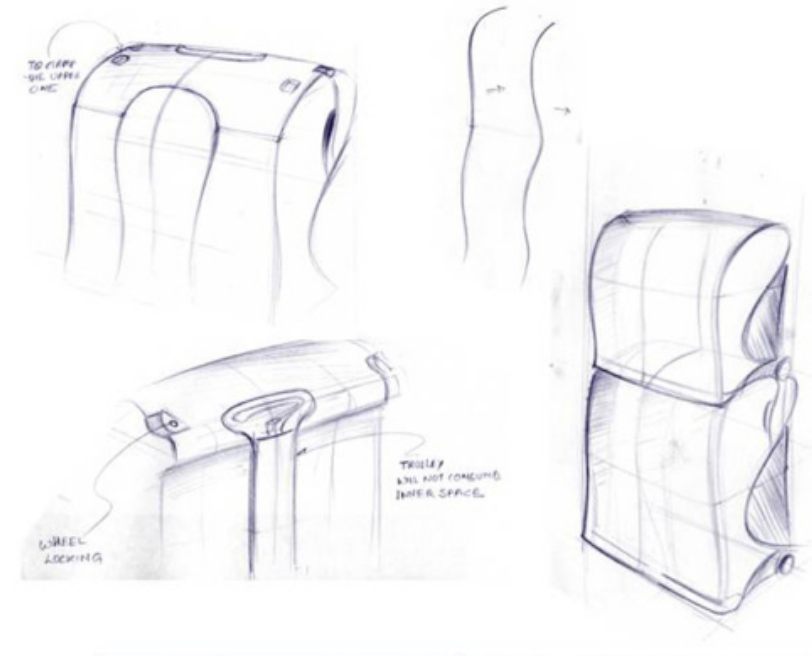
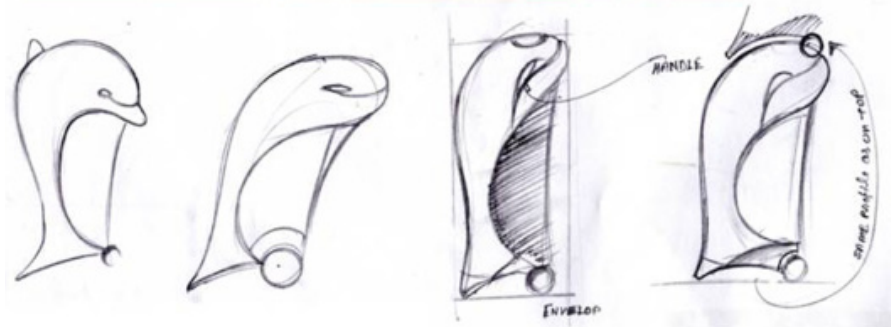
CONCEPT 1: CARING ENVELOPE



FORM

CONCEPT GENERATION

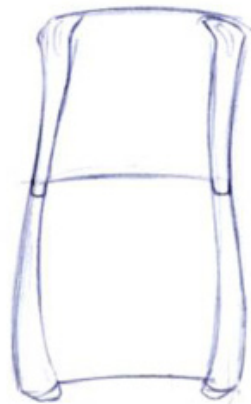
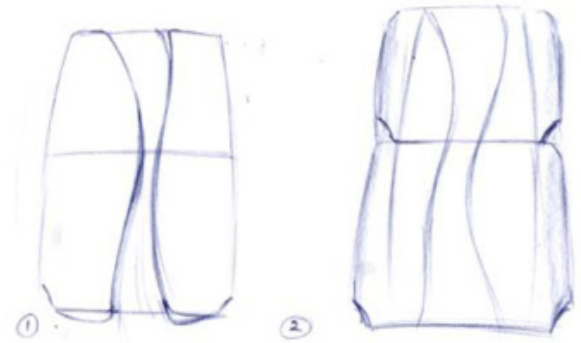
CONCEPT 2



FORM

CONCEPT GENERATION

CONCEPT 3



FORM

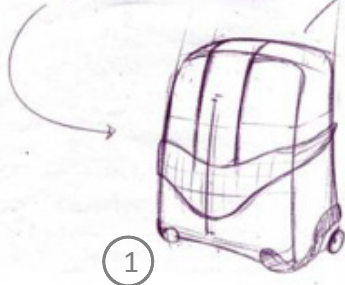
CONCEPT GENERATION

CONCEPT 4

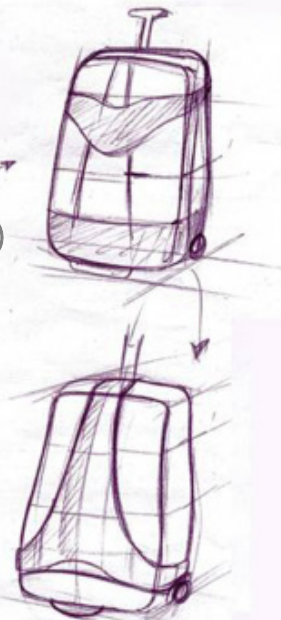
INDEPENDENT WOMAN



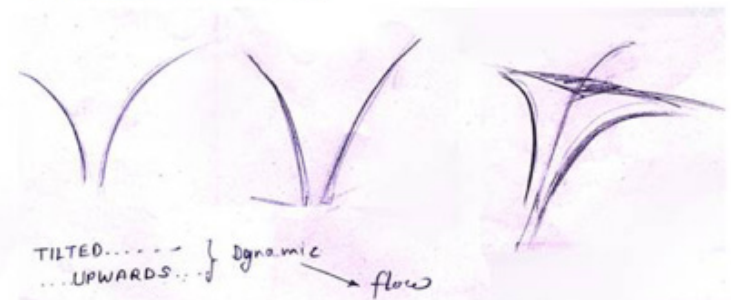
OPTIONS



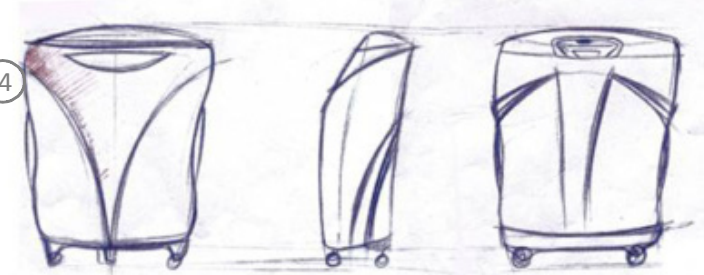
2



3



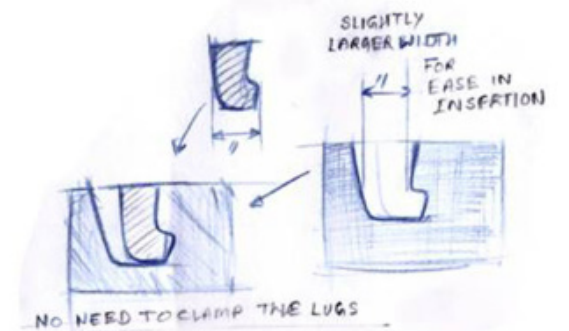
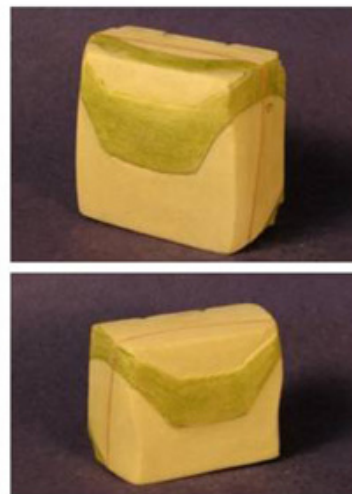
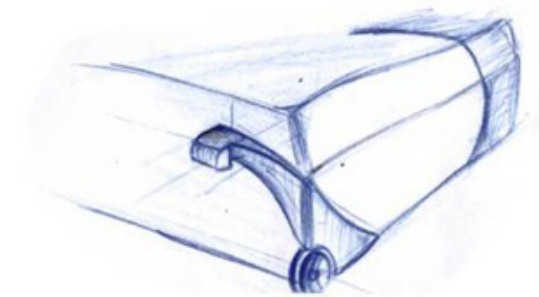
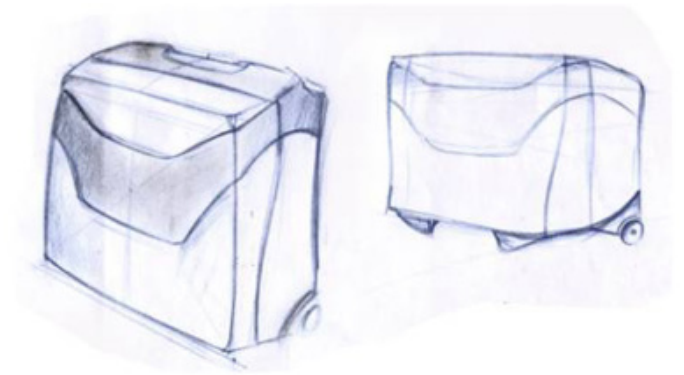
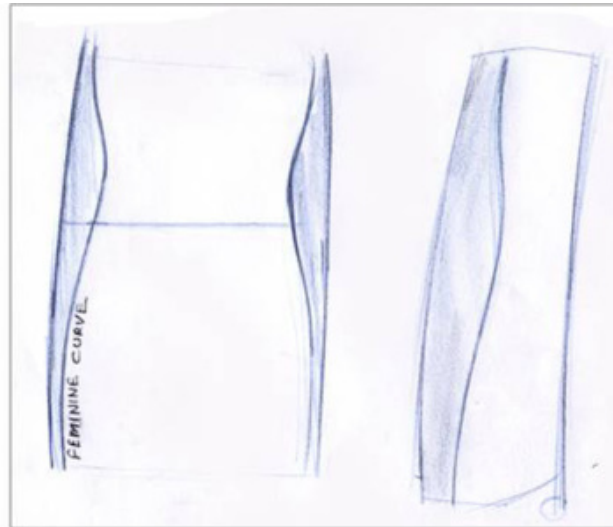
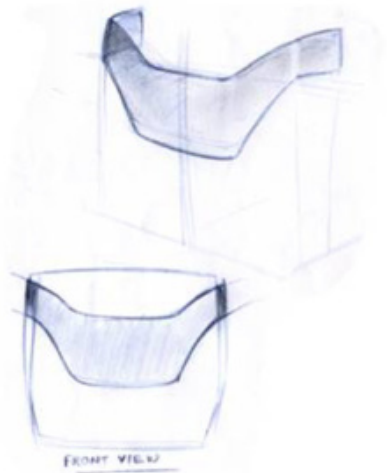
4



FORM

CONCEPT GENERATION

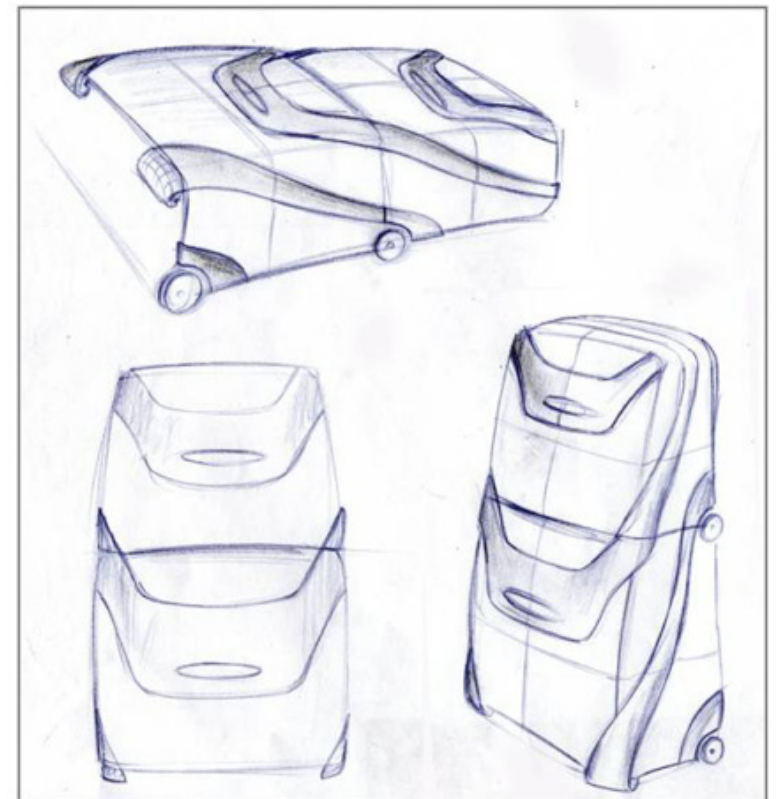
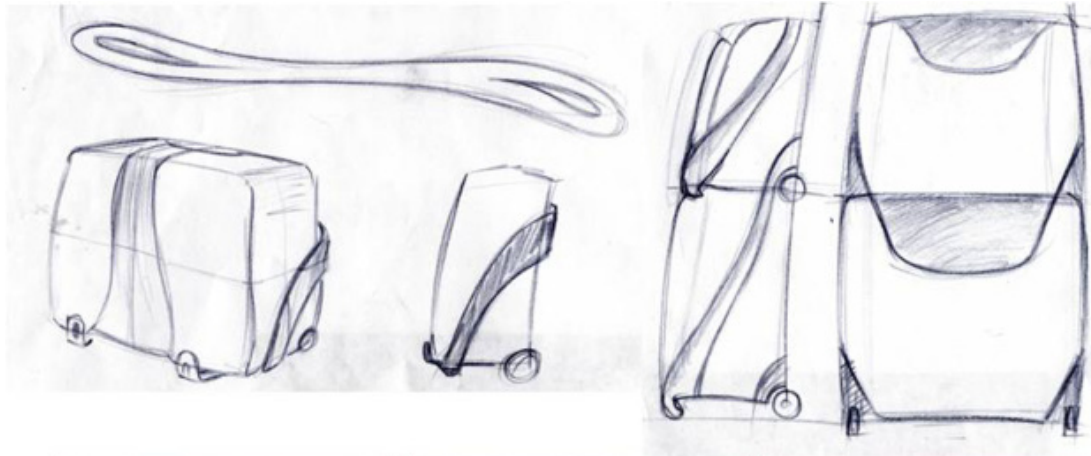
CONCEPT 4



FORM

CONCEPT GENERATION

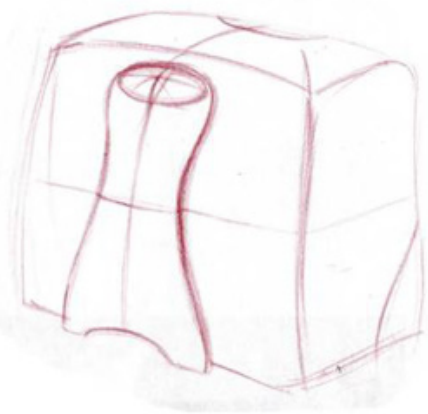
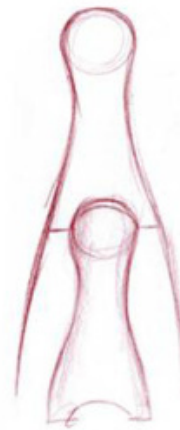
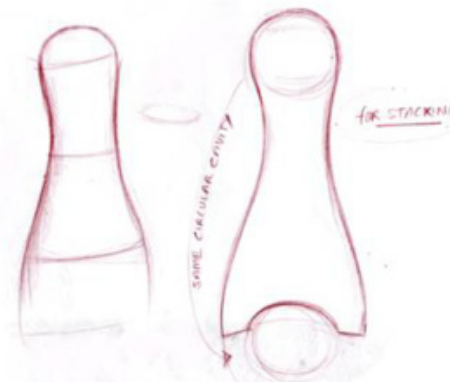
CONCEPT 5



FORM

CONCEPT GENERATION

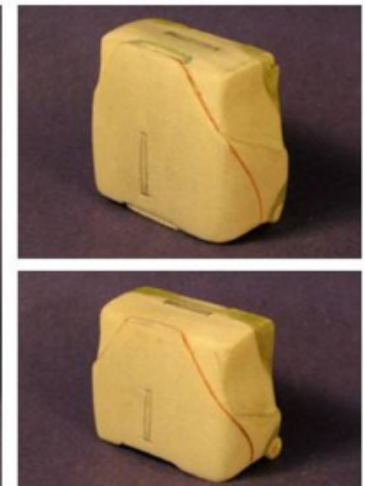
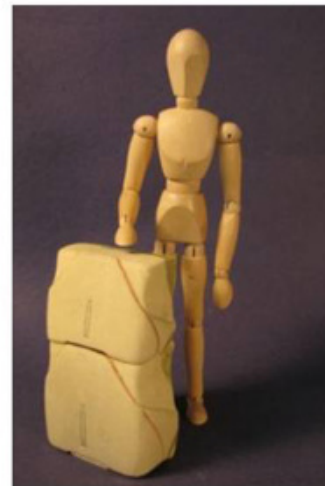
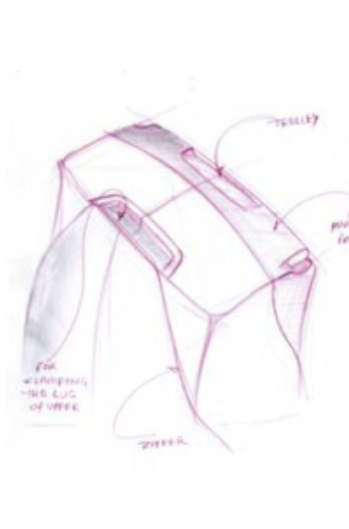
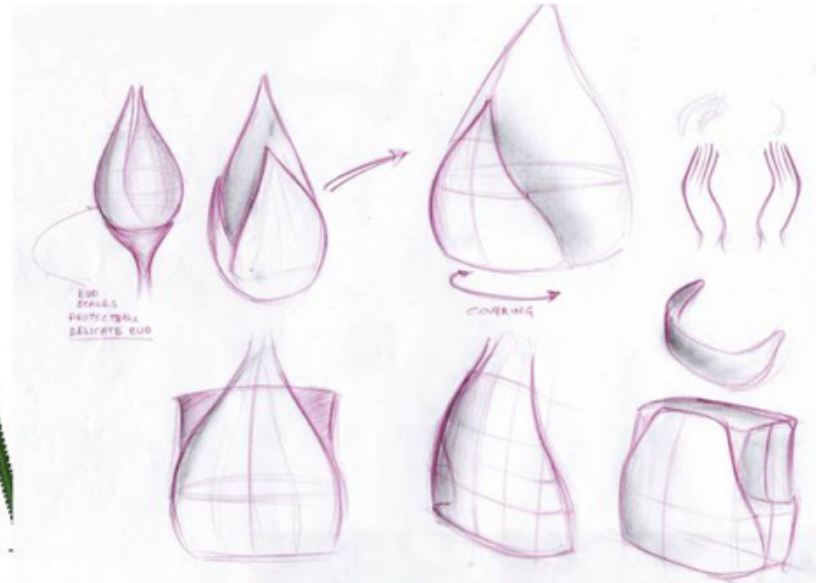
CONCEPT 6



FORM

CONCEPT GENERATION

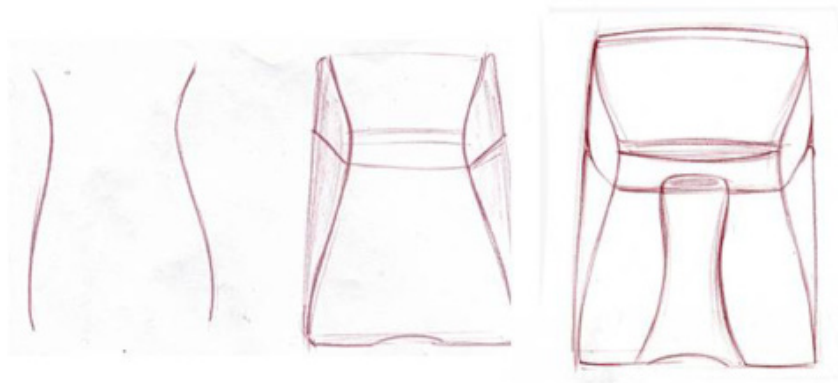
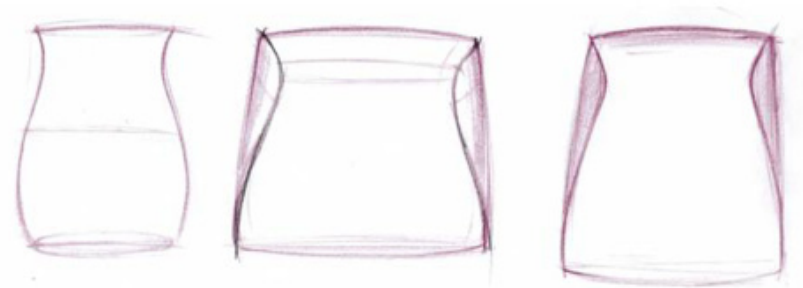
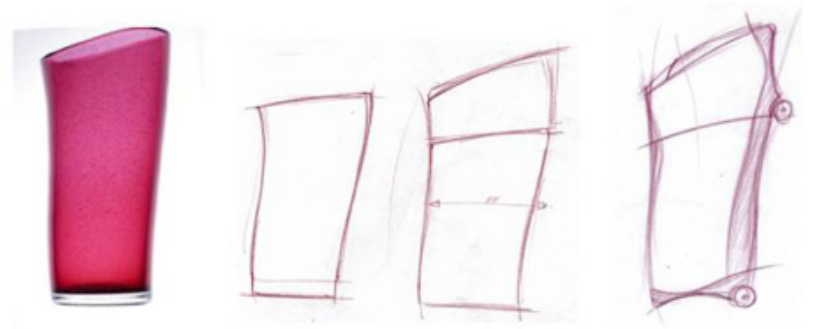
CONCEPT 7



FORM

CONCEPT GENERATION

CONCEPT 8



FORM

CONCEPT GENERATION

CONCEPT 9

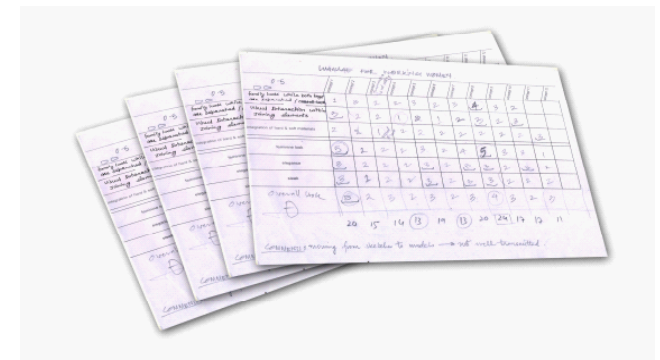


FORM

EVALUATION

For the above nine concepts, evaluation was done to

1. Bring out a language through which desired characteristics can be defined within the form of luggage.
2. To know the relative intensity of these characteristics in these concepts.

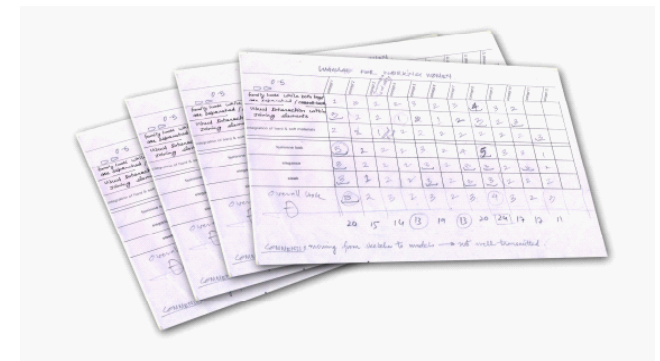


FORM

EVALUATION

Evaluation was done with ten users and they were asked to rate the concept on the basis of following points.

1. Family look while both bags are separated
2. Visual interaction within joining elements
3. Integration of soft and hard materials
4. Overall look
5. Feminine look
6. Elegance
7. Sleekness

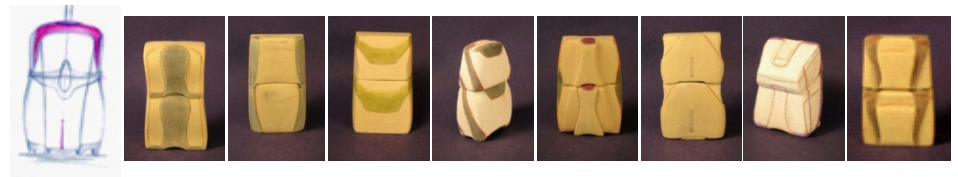


FORM

EVALUATION Result

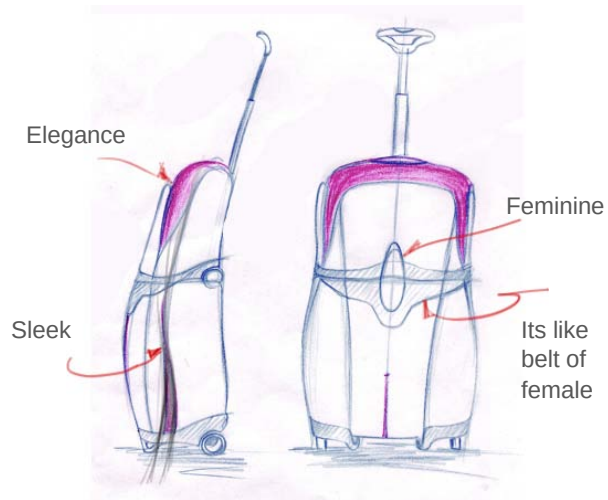
This is the average of data collected from users.

	concept 1	concept 2	concept 3	concept 4	concept 5	concept 6	concept 7	concept 8	concept 9
family lookwhile both bags are separated	3	4	3	3	4	3	4	3	3
visual element of stacking	3	3	3	2	3	3	3	3	3
integration of hard & soft materials	3	2	3	3	3	2	3	3	3
feminine look	4	3	3	2	2	2	2	3	3
elegance	3	3	3	2	2	2	3	3	3
sleek	3	3	3	2	3	3	2	2	3
overall look	4	2	3	3	3	3	3	3	3
<u>TOTAL</u>	24	19	22	17	20	18	20	20	20

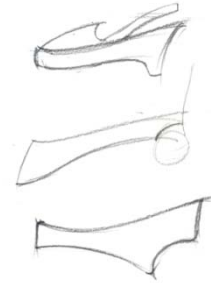


FORM

EVALUATION Result



These kind of curves are responsible for feminine and sleekness characteristic in the form of this one



Flow of curves is just like lady shoes .



This shape directly belongs to female body ,

But it doesn't have family look in both separate bags
Low degree of visual interaction within joining elements

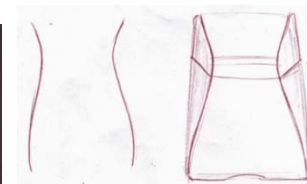


Twisting feminine curve



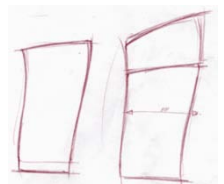
Good enough visual interaction within joining elements

Clean front look elegant



Elegant

Good enough visual interaction within joining elements



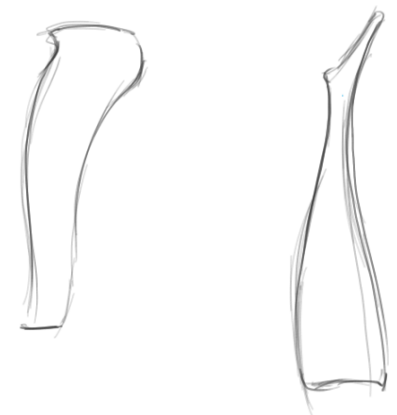
Feminine curve

Interaction in putting upper bag is not good .

FORM

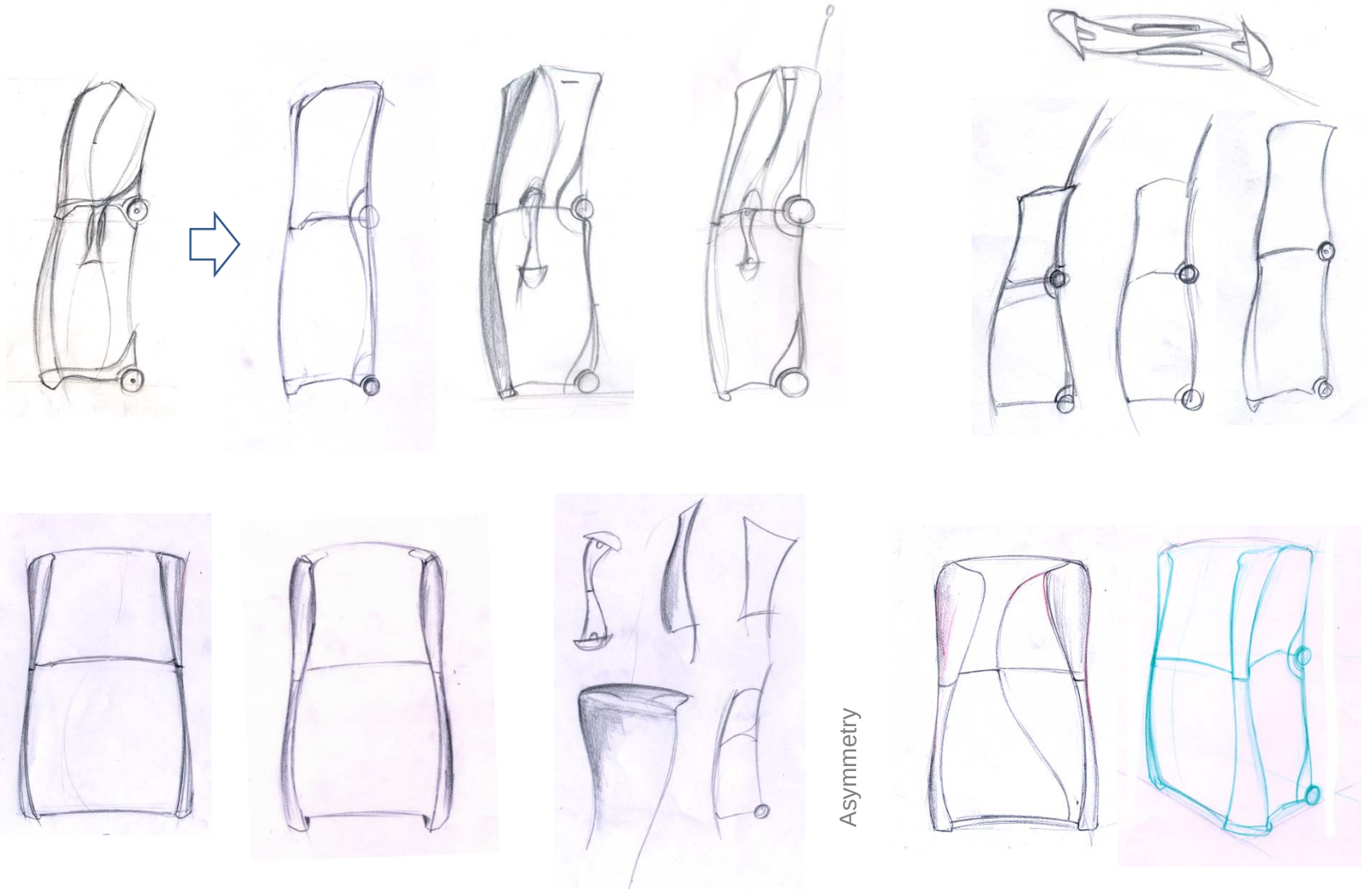
REFINEMENT

In the refinement phase firstly some models were tried to give the feminine body shape that has been appreciated in concept 1.



FORM

REFINEMENT



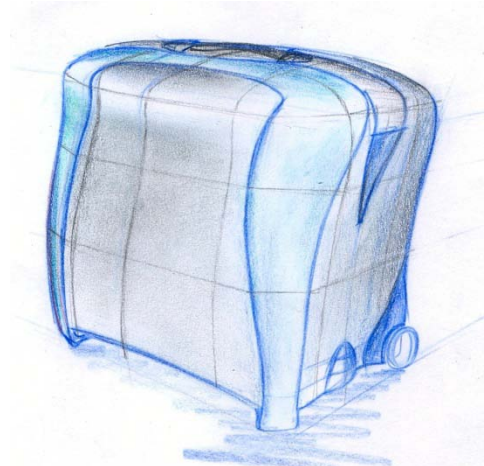
FINAL CONCEPT

Comby

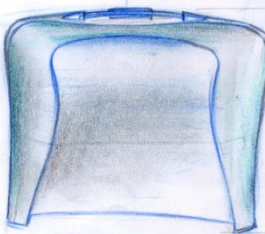
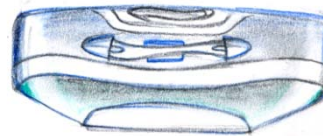
SPLIT LUGGAGE



OFFICE TRAVEL BAG



Top view



Front view

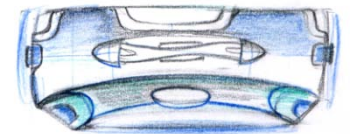


side view

GENERAL TRAVEL BAG



Top view



Front view



side view

FINAL CONCEPT

Upcoming trends in colors (from fashiontrendsetters.com)

Purple palette

Mauve, lilac, lavender rose, amethyst, aborigine, puce and heliotrope.



For Autumn Winter 2008

FINAL CONCEPT



FINAL CONCEPT



FINAL CONCEPT



FINAL_CONCEPT



FINAL CONCEPT



Orange Glow palette

Gold also moves from palest gold, richer deeper 24k gold, through into rose gold, copper and ginger effects.



FINAL CONCEPT



FINAL CONCEPT



FINAL CONCEPT



FINAL CONCEPT



FINAL CONCEPT

Comby
SPLIT LUGGAGE



FINAL CONCEPT

For women



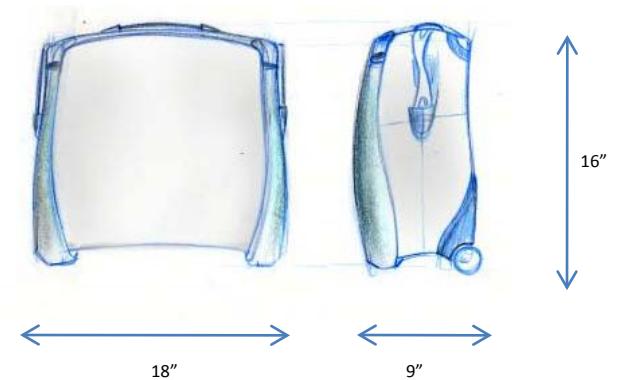
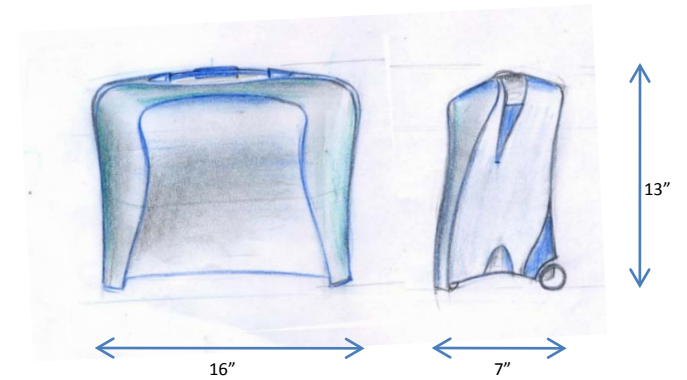
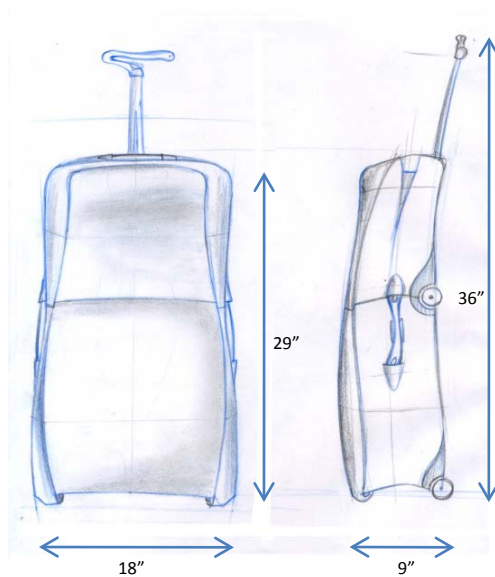
FINAL CONCEPT

Sizes

- Elegant split luggage for working women
- 29" overall Upright hybrid trolley luggage.
- Dim. of upper (office travel bag) is 13"x16"x 7"
- Dim. of lower (general travel bag) is 16"x18"x9"
- Both bags can be used separately

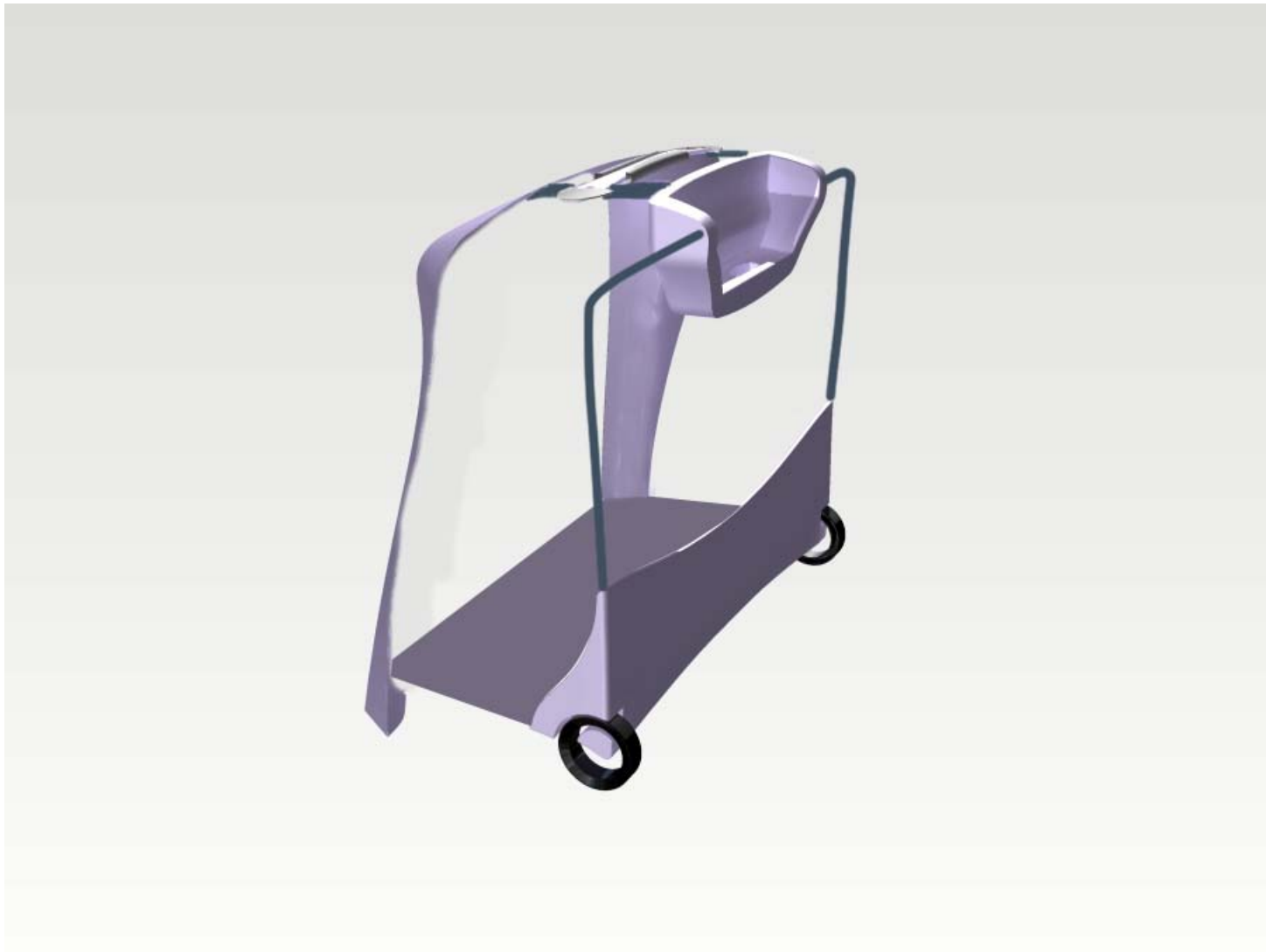
Women can only carry office bag when they go to the office from their hotel accommodation

There is no need of call a guy to lift the luggage to put in overhead bin of cabin of aero plane



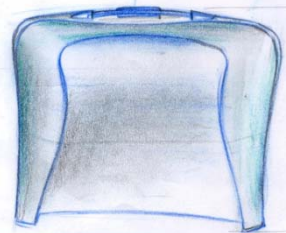
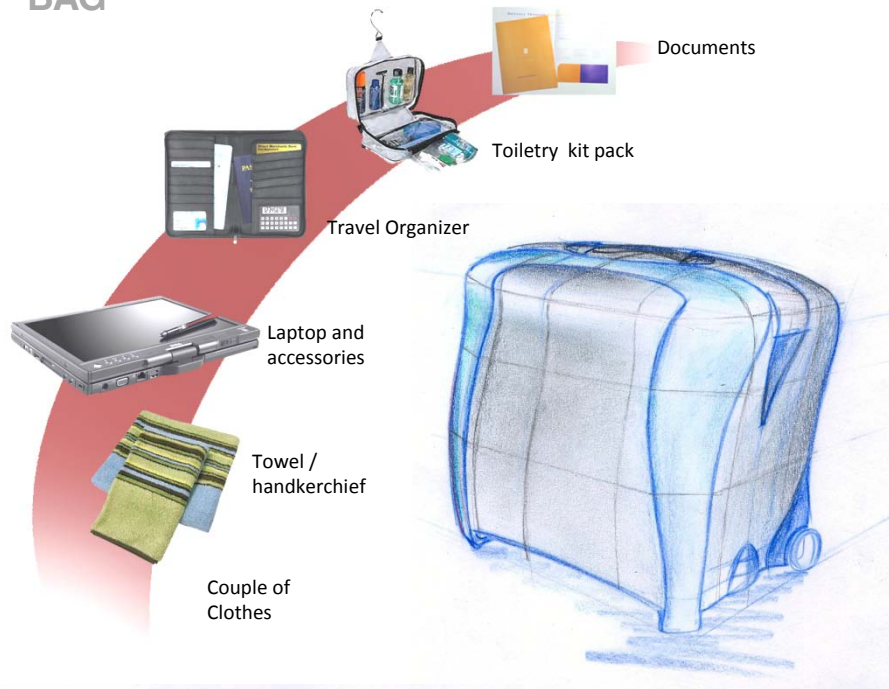
FINAL CONCEPT

Inner Construction



FINAL CONCEPT

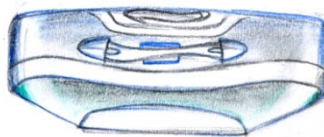
OFFICE TRAVEL BAG



Front view



side view



Top view

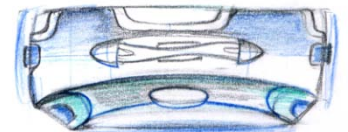
GENERAL TRAVEL BAG



Front view



side view

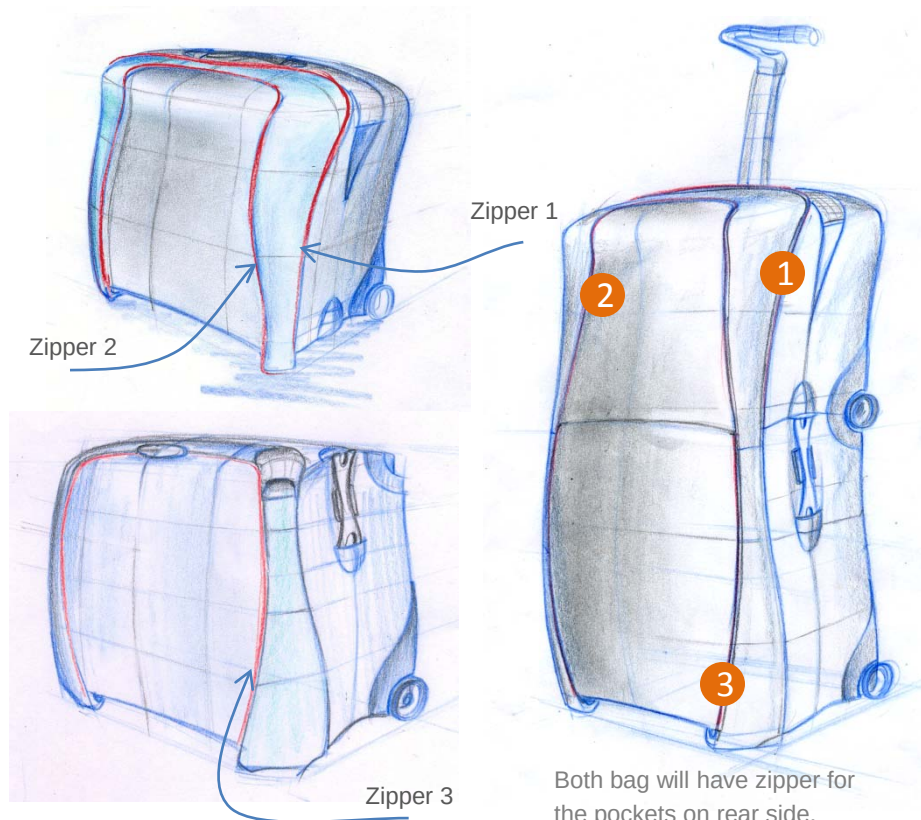


Top view

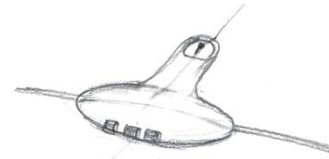
FINAL CONCEPT

DETAILS OF COMPONENTS

Zipper placement



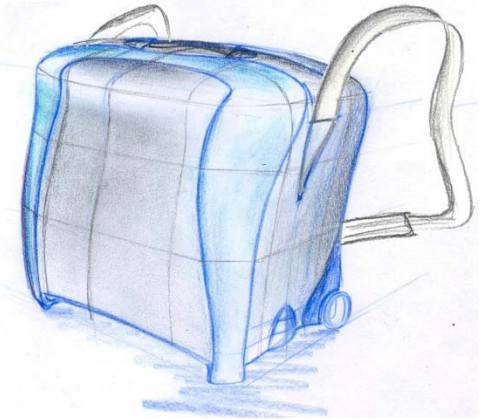
TSA lock



In built TSA lock , only in general travel bag , is given with number lock, and TSA master key feature.

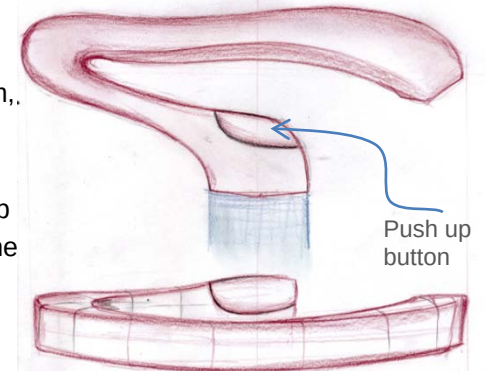
Shoulder strap

When ever it is not in use it get into side of luggage itself



Trolley handle

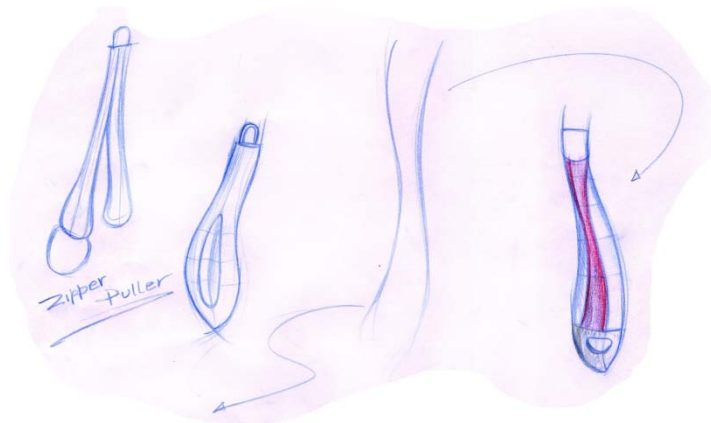
Light weighted aluminum,, telescope trolley has a sleek & elegant handle which includes a push up button to push it up by the action of spring .



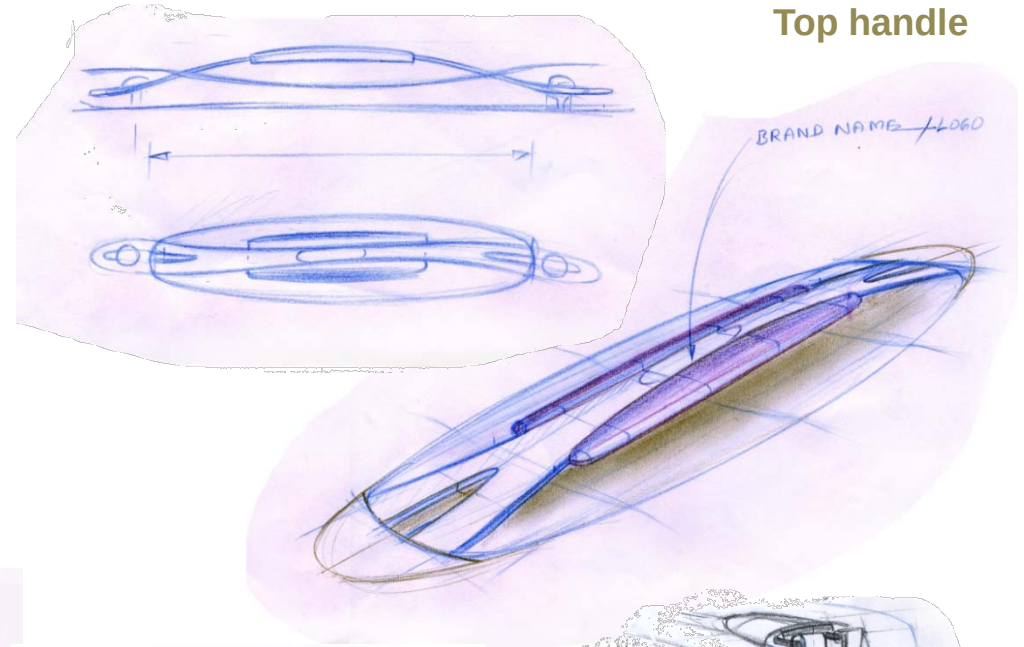
FINAL CONCEPT

DETAILS OF COMPONENTS

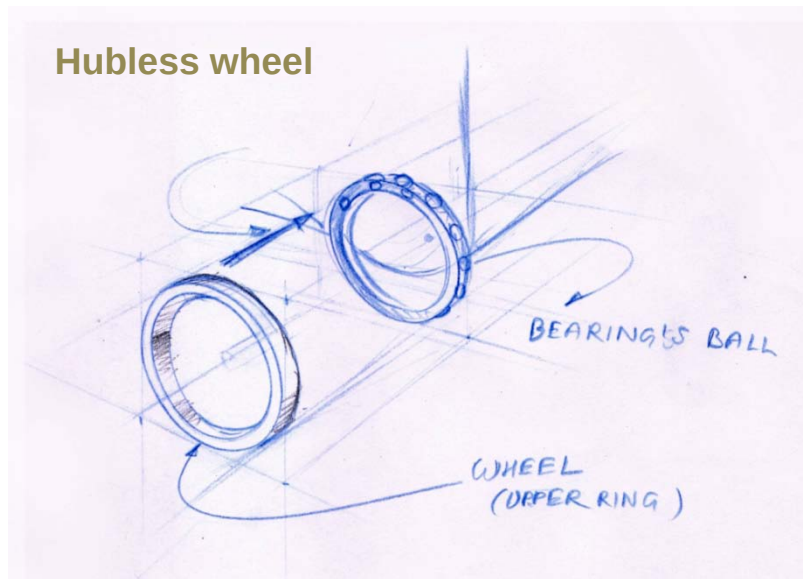
Zipper puller



Top handle



Hubless wheel



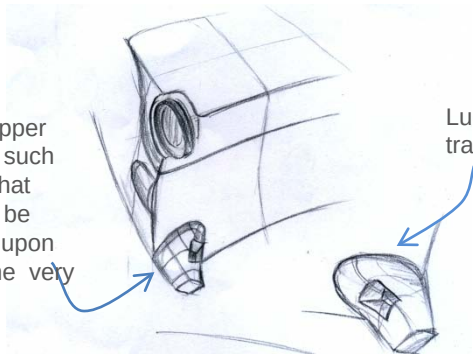
Side handle



FINAL CONCEPT

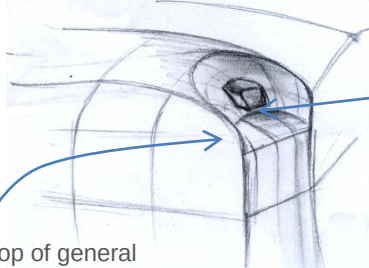
Details of attachment and detachment of the bags

Lug of upper bag has such shape that bag can be stacked upon lower one very easily.

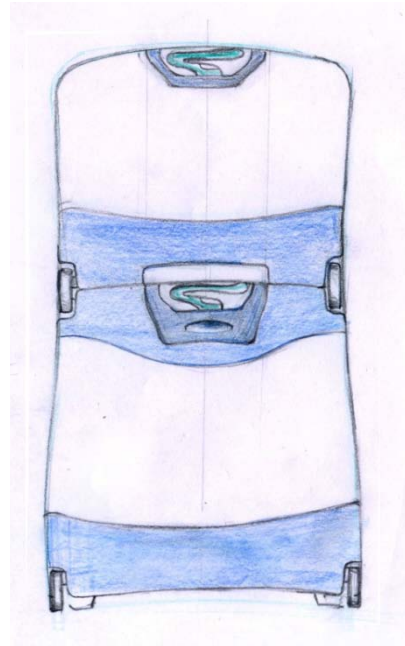


Lug of office travel bag

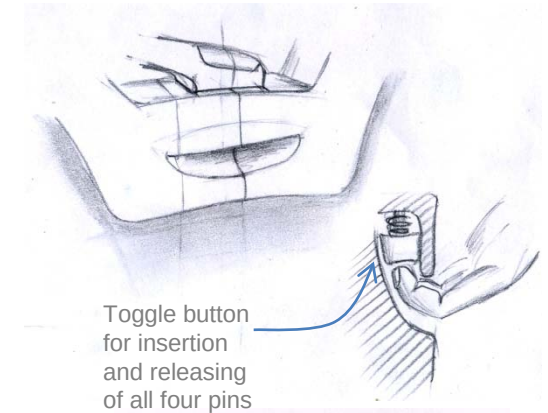
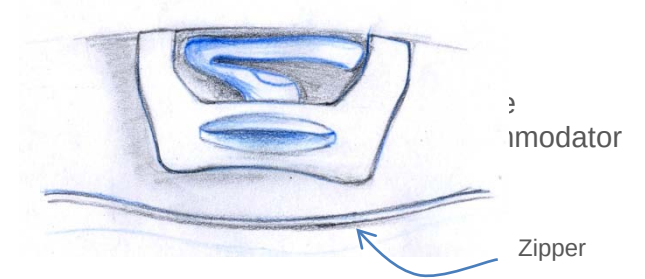
Socket
On the top of general travel luggage



The pin which come from inside the hard part of socket, is inserted into a hole, given in the lug of upper one.

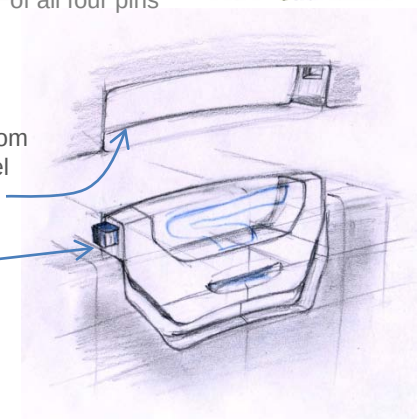


Back view



cavity of bottom of office travel luggage

pin



FINAL CONCEPT

Interaction at luggage belt



FINAL CONCEPT

Interaction at luggage belt



FINAL CONCEPT

Interaction at Check-in counter



REFERENCES

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<http://www.news-antique.com/?id=781960>
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Terminology

Wikipedia / luggage

Classification

Project report / Luggage Design _by Atul Paranjpe

Types of luggage

Wikipedia / luggage

Material / components

How To Select Luggage (A Buyers Guide)
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Luggage & interaction

Project report / Luggage Design _by Atul Paranjpe

Packing your luggage

self taking images

Emotions & luggage

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Feminine characteristics

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Upscale Characteristics & associated culture

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