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The Telfar bag, or “the Brooklyn Birkin” called by some, contrasts the practices done by the Birkin, and by past it bags. The bag has rose to fame, now being an it bag during a time where trends come and go faster or there are fads that are a call back to older design trends. The Telfar bag has been seen on celebrities, a politician, and models; every time the website puts more bags in stock the website crashes and many were left without any choices. This is usual for an it bag, it is seen on celebrities or those in the upper class, the amount produced is often not enough for the demand; which increases the hype and demand for it. One can use the Birkin bag as an example for this, part of the allure is how few are made and how difficult it is to obtain one, not just because of the low production but the cost and how many wanted to be put on the waiting list for it. The president of Hermes, Robert Chavez, has stated “People want things that not a lot

of people can get.. that's what it's like in the luxury world and continues to hold true. Once something becomes very, very saturated that luxury customer doesn't really want that anymore." They put emphasis on how few of the same bag are produced, the difficult-to-get material, and how they state that the process is attentively handmade from beginning to end. Although the Telfar bag continues to be compared to the Birkin bag, Telfar Clemens has a different philosophy on the audience and practices he wants for his bag.

"It's not for you — it's for everyone." The Telfar bag has a simple unisex design that comes in different sizes and colors, has both handles and a strap, making it easy to match and wear for everyday or formal use. Clemens has stated that he wanted to create a bag that is functional, using a paper shopping bag as the inspiration for the unisex silhouette. The bag is handcrafted and made based on the amount of orders; due to this the stock of the bag isn't large making it difficult to obtain on the site. Like the majority of in demand items there have been people who buy the bags in order to resell them for a much higher price, Clemens has been aware of this and has decided to create a solution to help obtain it. Thefashionlaw discusses this, 'Each time a new stock of the bag drops online, they have been virtually impossible to get. The hard-to-come-by nature of the bag – which ranges in size from "mini" to "large and maxes out at \$240 –, is due to a confluence of forces, namely, a mixture of thoroughly limited supply, fast-acting bots and resellers, and enduring consumer demand from fans of the brand. To remedy the constant sold-out status of the bag, the 15-year old brand introduced the Telfar Bag Security Program." Many designers would love to have the marketing that comes with the high-demand low-supply image an designer item can get, but Clemens states "-we are not about hype and scarcity. The whole point of our bag is accessibility and community." He announced on several social media spaces that the Telfar site will have pre-orders, letting customers select the bags they want and for the

company to know how many to produce, also taking the time to also ask everyone what colors they would like to see added to the selection. From beginning to end, Clemens has made several decisions that keep the consumers in mind.

Munari states “Without losing his innate aesthetic sense he must be able to respond with humility and competence to the demands his neighbors may make of him”, this is an idea has been pushed for now by the public especially with the advancement of technology and social media which has given them a voice. People want to be heard and represented, they want to critique and social media allows them this option and is a loud voice that can affect a brands image. The loudest audience for the Telfar bag has been on social media, from praises on the inclusiveness, how the bag is accessible and even the debates against it all are a part of the marketing and design. There has been critic on the Telfars status as an it-bag many questioning if it can truly be a high fashion product if anyone can get it. However the ideals have not changed, Aleksandr Rodchenko states “work for life and not for palaces, temples, cemeteries, and museums. Work in the midst of everyone, for everyone, and with everyone.” Despite the bag being associated with Brooklyn due to the origin and audience the Telfar follows this philosophy, Clemens felt excluded from high-fashion, not feeling like a target consumer which typically felt white and rich so he set to change this which his fashion line.

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