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Latika's Bags: Creativity as a Result of Open Boundaries

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Abstract:

Latika's Bags headquartered in Mumbai, in the state of Maharashtra in India was enunciated by Joy, the grandson of Latika Chakravorty, a 91-year nonagenarian, entrepreneur in the business of making potlis out of upcycled fabric (Potlis are a special kind of handbags for women). In 2018 Latika had hoarded almost a hundred units of potlis that she had crafted as a hobby. Joy thought this would be a great engaging exercise for her and she would be emotionally calmer since she had lost her husband. This creative engagement would lay foundation towards a legacy. These bags were mostly sold through word of mouth, online and through social media pages. Despite its success and positive feedback, Latika's Bags faced several challenges. There was an immediate concern about the viability of a one-woman operation. Ensuring a smooth transition or finding ways to scale production without sacrificing the distinctive handmade quality that distinguished Latika's Bags posed a significant challenge. Another challenge was adapting to changing market trends and consumer preferences. As the brand's popularity grew, managing the increased demand of creativity and experimenting with new materials presented production and logistical challenges for the company. When dealing with a higher volume of orders, Chakravarty must devise and implement the changes required to be made to the supply chain and manufacturing processes while preserving the personalized touch and commitment to upcycling. Expanding the brand's global presence posed challenges in terms of logistics, compliance, and cultural diversity. It now had to find a way to navigate through these challenges.



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