**SHOPPING BAG CHALLENGE**:

You are to design a shopping bag that will allow the consumer to immediately identify the store and understand the product being sold.

This shopping bag must out-class the current shopping bags in the market place and become a household name!

Your bag can promote a contemporary image for the retail store or reflect the history and tradition of the establishment.

The bag should reflect sophistication and elegance. It should remind me of a high- powered world of advertising, television commercials, or Hollywood Red Carpet fashion glitz.

Strong visual impact is a MUST. Remember that shopping bags are portable publicity for stores

**YOUR TASK**

To create a shopping bag that reflects the image of a retail store.

This bag is to include:

Graphics (pictures)

You must create an original LOGO for your bag

Should be colorful and eye catching bag

Should be the shopping bag that everyone wants to have!