IRMA

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Modular women's handbag with features for personal security.

The IRMA smart handbag is designed to do more than ordinary handbags. Primarily it can change its appearance, so it can look different during the day and evening. But we designed it with the intention of keeping its owner as far away from potentially dangerous situations as possible. So we've equipped it with a combination of three practical and easy-to-use features: integrated phone charging, a powerful light and a deafening alarm.

Unique selling points:

- Possibility to change the look by changing the "covers" of the handbag.
- Integrated phone charging.
- Built-in features to keep distance from potential hazards.

Product

Smart handbag

Technology readiness

Development

Proof of concept

▶ Prototype

First implementation

Extensive implementation



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B2C

www.irmagard.com