

Personalised cosmetic bags: practical selection checklist

A practical worksheet for comparing use, format, materials, internal organisation and customisation technique before ordering.

1. Start with the intended use

Context	What to consider
Beauty, aesthetics and cosmetics	Clearly visible customisation area; compact zip format for samples and cosmetics; for a more premium gift, structured models, embroidery or detailed digital prints.
Fashion and retail	Material and finish consistent with the brand positioning; useful as a post-purchase gift, loyalty gift or part of coordinated sets.
Hotels, resorts and tourism	Capacity suited to the welcome kit; option to pair it with bath accessories; assess materials, lining, handles, hooks and compartments according to the contents.
Gyms, swimming pools and spas	Practical or moisture-resistant materials, zip closure and enough space for shower products and small personal items.
Trade fairs and conferences	Compact or medium models, easy to carry and distribute; increase capacity if they need to hold samples or other items.

2. Choose the format based on the contents

Format	Practical guide	When it may be useful
Slim	No gusset or up to 3 cm	Small-item pouch, documents and small accessories; takes up little space in bags, backpacks and welcome kits.
Medium	Approx. depth 4-8 cm	Cosmetics, stationery and small personal items; a versatile solution for many promotional settings.
Maxi / beauty case	Depth over 10 cm	Toiletries, travel kits and gym accessories.
Special formats	Transparent, cylindrical, waterproof or with thermal lining	Worth considering when visibility of contents, water resistance, shape or insulation are specific requirements.

3. Materials: quick guide

Material	Points to consider
Cotton / recycled / organic cotton	Soft, versatile and suitable for a natural look; recycled and organic versions place greater emphasis on sustainability.
Jute / cork	Rustic, natural and tactile appearance. Cork is often used as a decorative detail or covering; jute can make up the cosmetic bag itself.
RPET	Lightweight, durable and made from recycled plastic.
Polyester / PVC	High moisture resistance and easy to clean; PVC can also be useful when transparency is needed.
PU leather	Leather-like appearance, with a more defined and elegant structure.

4. Internal organisation and details

- A single compartment if you want simplicity and capacity; several sections if you need to separate different products.
- Consider an internal lining when you want to increase protection and perceived value.
- A zip is the most common closure; on some models it can be double.
- Handles, wrist straps and shoulder straps make carrying easier.
- A hook can keep the beauty case accessible even without placing it on a surface.

5. Compare the customisation technique

Technique	Points to check before choosing it
Transfer	Suitable for detailed graphics and resistant to washing and wear; up to 8 solid colours.
Digital transfer	Full-colour, near-photographic result; requires flat, regular surfaces.
Embroidery	Tactile, precise and refined result; up to 12 colours, less suitable for highly detailed logos.
Screen printing	Durable, versatile and economical especially for large quantities; up to 4 solid colours.
Sublimation	Full colour on polyester or specially treated surfaces; where the product allows, the design can cover the entire item.

6. Pre-order worksheet

Item to define	Choice / note
Primary use	
Intended contents	
Format / depth	
Material	
Number of compartments	
Zip, handle, wrist strap, shoulder strap or hook	
Logo: simple, detailed, multicolour	
Customisation area	
Print technique to check	
Sample before a large order	Yes / No

7. Final check before purchase

- Does the format really hold the items you want to include without creating unnecessary bulk?
- Is the material suitable for the context of use and any exposure to moisture?
- Are there enough compartments to separate what the recipient will need to carry?
- Is the logo compatible with the technique available for the model and with the print area?
- If you are planning a large order, have you considered a sample to check the material, colour, dimensions and product characteristics in person?

Browse the available models and check the customisation area on the individual product pages

8. Useful links

- [Custom Sustainable cosmetic bags](#)
- [Personalised Tote bags](#)
- [Personalised Backpacks](#)
- [Personalised Slippers](#)
- [Personalised Towels](#)
- [Promotional Bath accessories](#)