

# EPICENITY: ROCKING THE GENDERLESS CONCEPT IN FASHION BUSINESS


Epicenity is a webinar held by class Costume History II Winter 2021 LaSalle College Jakarta. The webinar took the theme of genderless fashion and aim to provide insight on how to interpret the genderless fashion into fashion business industry.



In this webinar, I served as the head of public relations and promotion division which in charge of looking participants and communicate with guest speakers.

10th April 2021

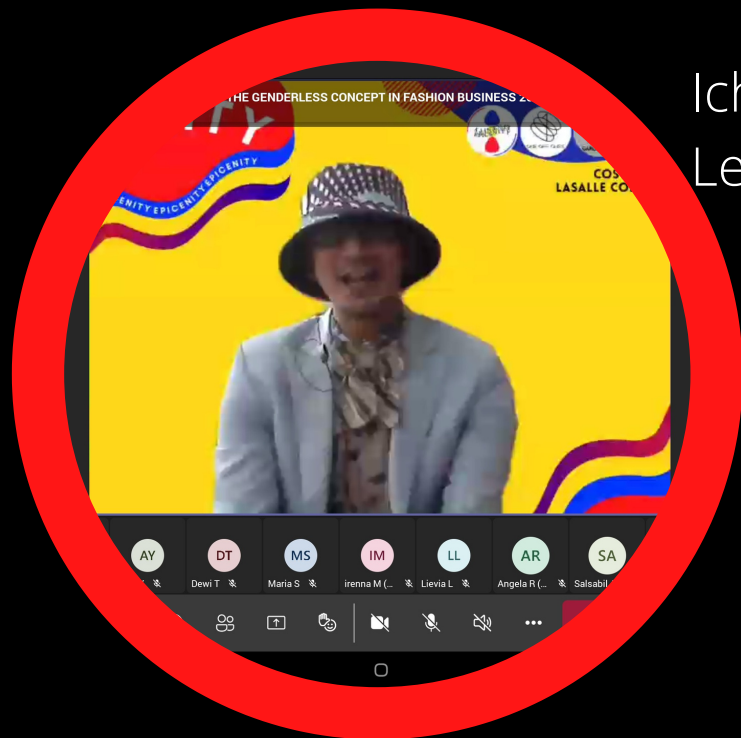




This webinar presented 4 main topics and I had the opportunity to present the fourth topic about commercializing genderless fashion.

This presentation discuss about how does genderless trend doing in retail, relationship between generation z and genderless fashion, the campaign and promotional activities, and some examples of genderless fashion brand.





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