

"FASHION"



"THE STUDY OF PLM"

MARKETING & CREATIVE

2021

PLM (Private Label Management) is a study that encourage students to create their own brand.

Here, students are grouped and had to learn how to create technical drawings, photoshoot concept, analyzing trends in the fashion market, and finalizing their visual ideas to real garments.



PHOTOSHOOT CAMPAIGN

"INTRODUCING"

MARKETING & CREATIVE

2021

Effortless, comfortable, and multifunction are the main key words to describe our brand. Specialized in beachwear for women, we aim to create products that are suitable for everyday wear, yet able to transform to women's beach days. We implement efficiency in every piece of our products, with the signature of terry microfibers that are comfortable to wear on a daily basis.

Our fabric has incredible strength to absorb water as a substitute for any typical bathroom towels. The materials are able to prevent the skin from irritation and it is designed to be: timeless, stylish, and durable.



ILLUSTRATION USING
ADOBE ILLUSTRATOR

"THE BRAND'S STORY"

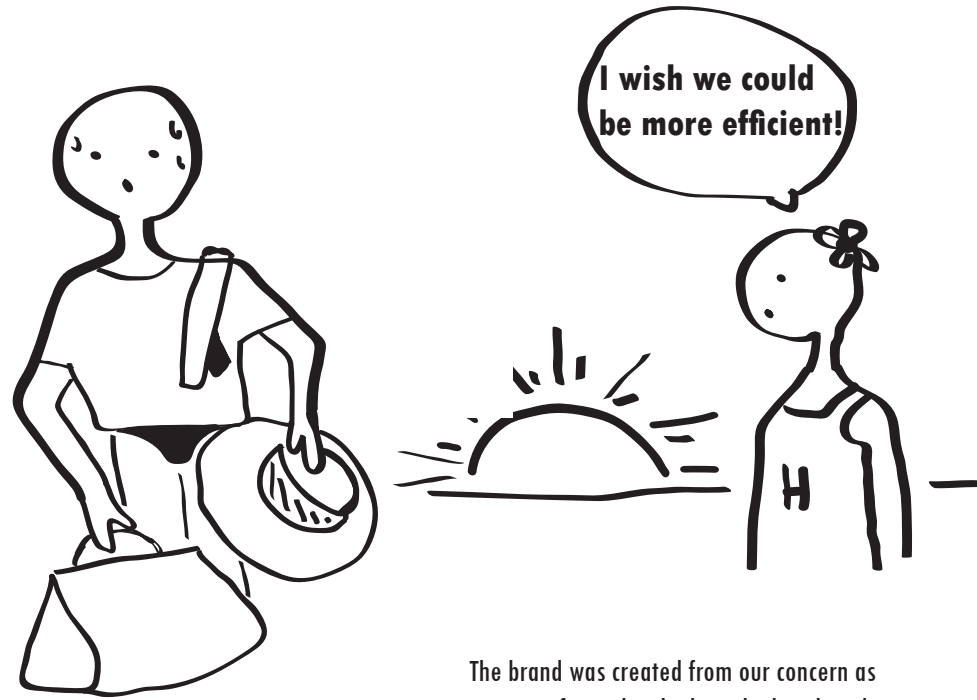


ILLUSTRATION - ADOBE ILLUSTRATOR

The brand was created from our concern as a group of people who love the beach and are noticing the need for something efficient, but stylish to act as both towels and clothing at the same time.

Essentials to bring while at beaches, vary, and it could be a wholesome. One concern that started us was the excessiveness to bring back home a wet beach towel which we came out with clothing from terry cotton to be a 2 in 1 outfit and towel.

As a fashion enthusiast, we believe that a variety of clothes are one of the number one aspects to always look new and fresh in ever pictures.

The simple, yet colourful products really accommodates the need to feel stylish and efficient with one piece of clothing. Our design encourages people to wear beachwear outside the context of beach as it could be worn as a ready to wear outfit by day and night.



ILLUSTRATION - ADOBE ILLUSTRATOR

We aim to create efficient beachwear clothing as we turn our terry materials into 2 functional wardrobe. People tend to associate Terry with bathroom amenities, and only use it as a purpose to cover themselves, or simply to dry their bodies after a nice shower. But we wanted to translate your typical bathroom towel into a fashionable clothing that is comfortable and fun enough to be worn day and night.

Næ visions the brand as a locally-designed and produced womenswear label with a strong emphasis on Indonesian craft and talented local sewer, could show the world that Indonesia as a tropical country, is beyond capable to mass produce beachwear that is exclusively made yet are easy to reach by the hands of our customer.

"BRAND'S NAME PHILOSOPHY"

MARKETING

2021

noe

ILLUSTRATION USING ADOBE ILLUSTRATOR

Noe means comfort, in French. This brought us the ambition to provide products that are not only soft in touch, but also comfortable to wear for women after long activities that involve water. Leaving the worry of feeling over damped for a long period of time. Here, with Noe, comfort does not always stay around fabrics, but also the comfort of dressing up.

"TARGET MARKET"

MARKETING

2021

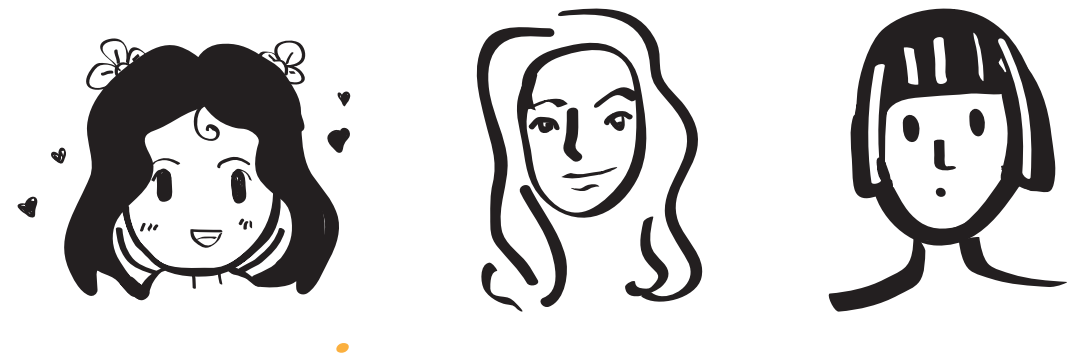


ILLUSTRATION USING ADOBE ILLUSTRATOR

Our target market is fashion enthusiasts consisting of 23-28 years old women who are middle-up class Indonesian and foreigners women. A women who love to do outdoor activities. Women who wear our brand are the one who loves the idea of efficiency when it comes to stylish beachwear. They seek unique products with high-quality material that is long lasting and fit for their outdoor activities.

SWOT ANALYSIS

MARKETING

2021

S

- Innovative
- Timeless
- Durable
- Better Waste Reductions

O

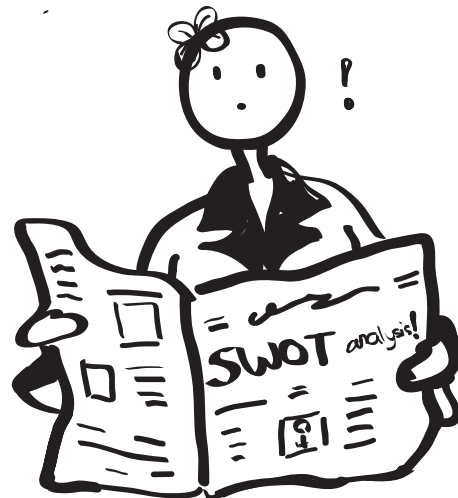
- Indonesia's tourism potentials
- Market growth in beachwear fashion.
- Product Expansion
- Financially supported by our investors

W

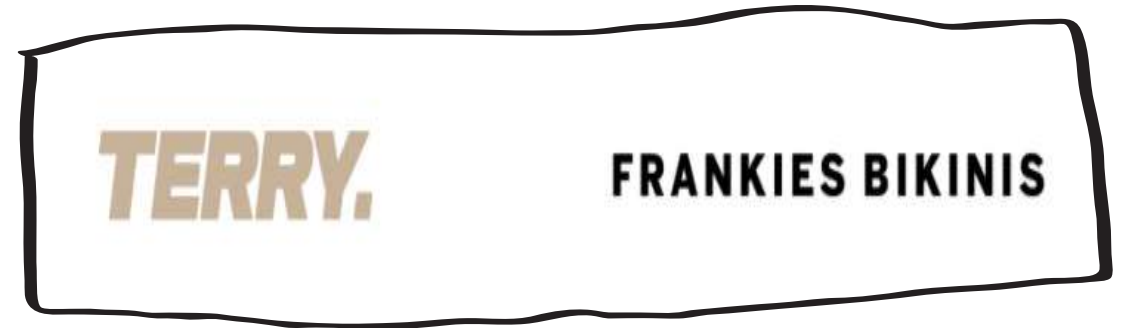
- Sceptics around the usage of the materials
- Limited material sources

T

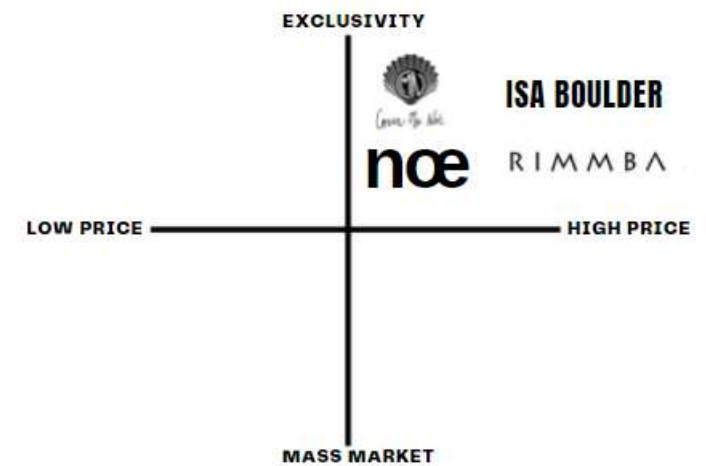
- Fast fashion
- Indonesia's economic instability



BENCHMARK



COMPETITOR MATRIX



ALL COMPETITORS ARE DIRECT COMPETITORS

"WANDERLUST"

MARKETING & CREATIVE

2021

Our campaign was taken at a place where nature and human interaction exist. Through this campaign, we wanted to tell our ideas about creating a beachwear that wasn't restricted to be worn to the beach only and a beachwear that could easily be transition into a more 'night' look when customer wanted to have a night walk or simply going to a bar and restaurant.

Which is why we also wanted to portray that even at night until dawn, Noe will still be comfortable to be worn for a whole day.



PROFESSIONAL CAMERA

TECHNICAL DRAWING

DESIGN

2021





Adobe Illustrator

Note: The mannequin's body size that was used in the technical drawing is Small-Medium (S-M)

DESIGNER SHEET

ACCOUNTING

2021

Date	April 6th 2021			Style	Not Barbie's Bralette
Description	Bralette			Season	SUMMER
				Margin	200%
Size Range	S, M, L			Retail Price	Rp292,500
Colors	Pink Fuschia			Final Retail Price	Rp300,000
1. Material	Meter	Price	Amount	Front  Back 	
Microfiber	0.5	70000	35000		
Total Material Cost			35000		
2. Other	Quantity	Price	Amount		
Elastics	1	10000	10000		
Brand Label	1	1000	1000		
Size label	1	1000	1000		
Care label	1	500	500		
Total Others Cost			12500		
3. Labor	Quantity	Price	Amount		
Pattern Maker					
Flat Drawing Maker					
Sewing	1	50000	50000		
Total Labour Cost			50000		
4. Total Cost			97500		

Adobe Illustrator

Every product that was created in this project are listed and counted on the designer sheet or costing sheet.

"THE STUDY OF PLD"

FASHION DESIGN

2021

Being in a fashion business major means that students are mandatory to learn about the retail world and fashion itself.

In Private Label Development (PLD), students must create their very own 3 fashion items that were inspired by movies. From these project, students learnt how to create a fashion moodboard, fabric manipulation, basic technical drawing, fashion presentation to present their ideas from a specific scene/character of a movie, and learnt how to implement their creative ideas to clothes that could be worn in life.



CAMERA: CANON EOS M100

"ISLE OF DOGS"

TECHNICAL DRAWING

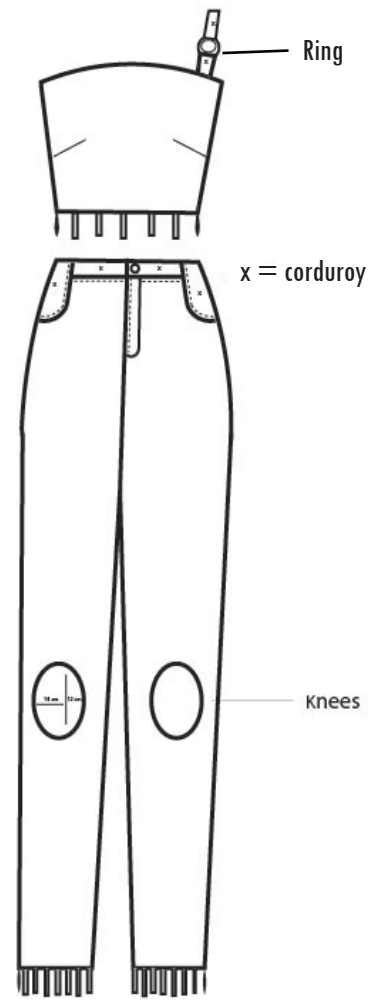
2020

A technical drawing consist of 1 set of style, was inspired by a movie called "Isle of Dogs". It was directed by Wes Anderson. The details of the design is specifically inspired by the movie settings, which is the trash island. An island for the home of every pet and stray dogs that are dumped by their owner due to fear of getting infected by rabies.

I was interested to explore more about trash island because it represents as a place, where the society to put its own crisis of waste out of their sight and mind.

Wes Anderson himself, find beauty in what is literally garbage. Calling it as "Intolerable Beauty". Through this story, I was challenged to create clothings that was inspired by trash Island. For the fabrics, I choose Tenun Bulu, which was traditionally crafted from Jepara. The meaning of the pattern is "Team Work" that represents how the dogs worked together to be out from the island with the help of their owner.

The button on the pants represents the island that was divided into small islands that are connected through a bridge.



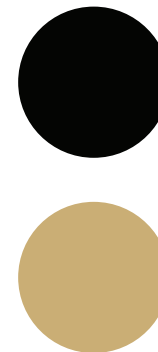
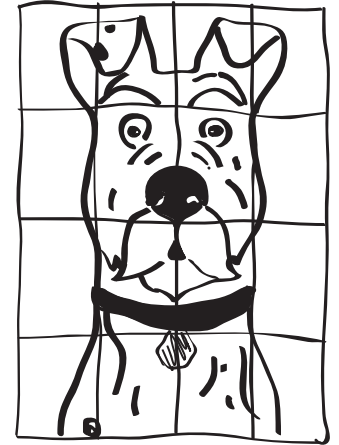
FRONT



TENUN BULU



CORDUROY



BACK



BUTTON



RING

"HOWL'S MOVING CASTLE"

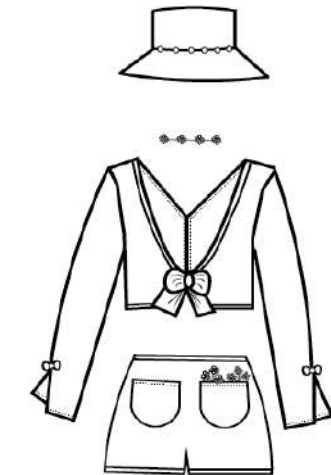
TECHNICAL DRAWING

2020

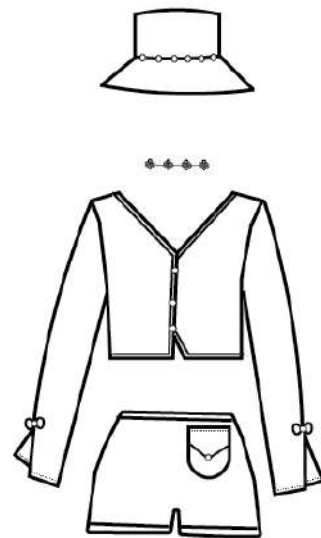
A technical drawing for 1 set of style that was inspired by an animated movie called "Howl's Moving Castle". Produced by Studio Ghibli in 2004, I was inspired by 3 characters: Markl, Hin, and Kakashi no Kabu.

I used the color palette that was inspired by the color of their clothes and the flower that grew on the movie's settings, which is the green field during the scene where the 3 side characters for the first time having their character development.

The set is complemented with additional handmade necklace that I made, and a bucket hat made of crochet yarns. The accessories are inspired by the flowers.



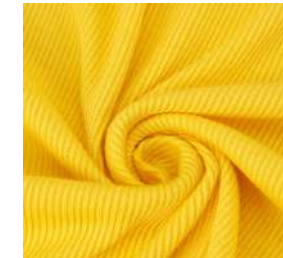
FRONT



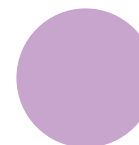
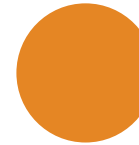
BACK



RIB KNIT



RIB KNIT



CHARACTER INSPIRATION



ORGANZA



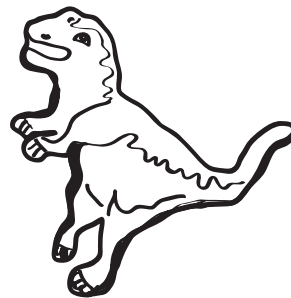
COTTON CROCHET YARN

"THE STUDY OF ADVERTISING"

MARKETING & CREATIVE

2021

In Advertising, student is encouraged to create an advertisement and campaign to represent a well known brand's image. We were taught how to create a story board, subliminal message, and copy writing. Students are also taught how to create a creative message, how to work with professionals and learn how to work in a production house.

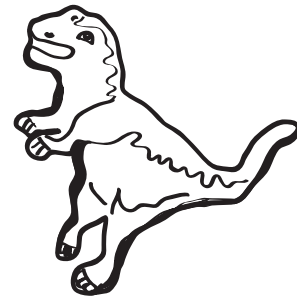


COACH: LITTLE BOY IN YOU CAMPAIGN

**"COACH: LITTLE BOY IN YOU"
STARRING REXY THE COACH DINO CAMPAIGN**

MARKETING & CREATIVE

2021



There's a funny fact that an adult man unconsciously has a little boy character inside them. We wanted to deliver that coach understands you. With this product, a man could express their little kid energy or simply just to look fun and confident. We want to encourage the target market to feel happy yet fashionable by wearing this dinosaur bag even if you're older. #FindyoursinCoach. We wanted the target market to find their little kid energy when wearing coach's product. This advertisement is about a successful man who works in a metropolitan city, and has a secret hobby.



"Scan The QR Code to See Video!"



PLATFORM: YOUTUBE

"THE STUDY OF VISUAL MERCHANDISING"

INTERIOR DESIGN

2020

In Visual Merchandising, students are taught how to visualize and create a composition between products and properties. The students could learn of how every window display has the power to attract customers to come and purchased the products that are currently on displayed. In this class, students are challenged to create the basic technique of visual merchandising along the creative concept.



THIS DISPLAY PROPERTIES ABOVE ARE HANDMADE, CREATED BY MYSELF.

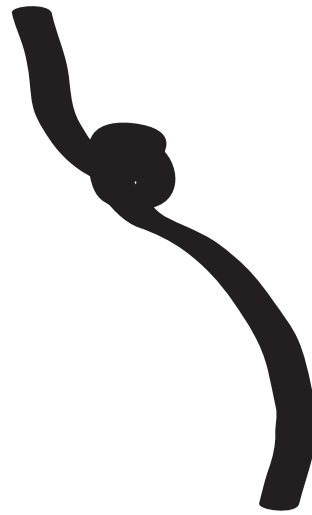
"CIRQUE DU SOLEIL"

INTERIOR DESIGN

2020

CIRQUE DE LU SOIL is a French circus company that has been known around the world for its attractions that stole people's eyes. I was inspired by Cirque du Soleil: Worlds Away, a 2012 American 3D family fantasy film directed by Andrew Adamson. The film tells a story about a girl named Mia who wanted to watch a circus show, then falls in love with the main character, the Aerialist. During the show, the Aerialist falls during his act, and suddenly both characters are transported to another world where each encounter the different worlds of Cirque du Soleil.

Here I wanted to create a representation of the main character who met her first love, just like how a customer could fall in love with the first product they saw.



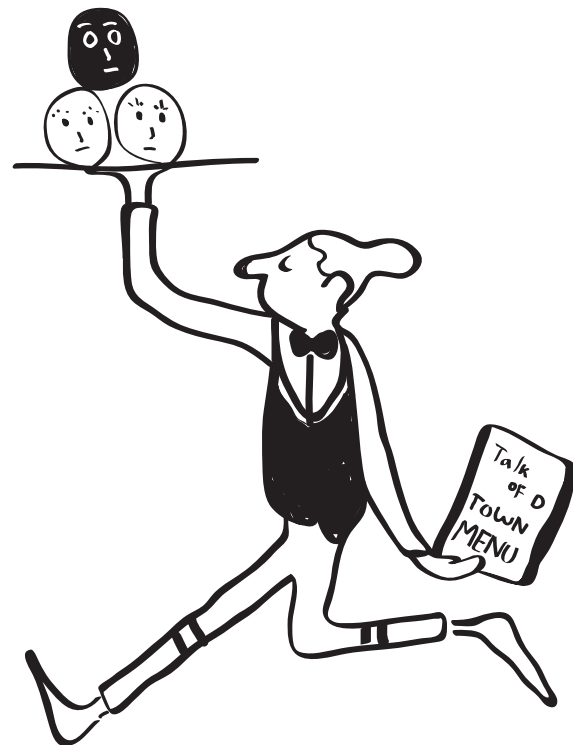
3D RENDERING + ADOBE PHOTOSHOP

"THE STUDY OF COMMUNICATION MIX"

MARKETING & CREATIVE

2020

In Communication Mix, students are taught how to create an Integrated Marketing Concept. Using the data that has been researched, students need to create the promotion tools in purpose to deliver dreams and value to the customers, to educate or strengthen the brand's image in the mind of every customers.



SARE STUDIO'S 2020 CAMPAIGN

"BRAND'S CATALOGUE"

MARKETING & CREATIVE

2020



SARE STUDIO'S 2020 COLLECTION



SARE STUDIO is an Indonesian loungewear brand that focused on creating clothes that gives comfort and wellness. SARE STUDIO targeted women who seeks high-quality loungewear to be worn as a daily wear. The designer is one of the lecturer in LaSalle College Jakarta.



SARE STUDIO'S 2020 COLLECTION

"SARE STUDIO X MIMA SHAFI"

MARKETING & CREATIVE

2020

In this project, I collaborated with SARE STUDIO and a social media influencer who is known to have the same vision and mission as ours, her name is Mima Shafa. She has been known to voice out her thoughts and belief in several social issues including mental health. at that time during the early pandemic, most people chose to stay at home yet they need to keep on being fashionable. With the demand from the customers, we wanted to deliver dreams that anyone could be fashionable, yet comfortable while staying at home.

Through our interactive virtual fashion show along with the Interview with Mima Shafa, we hope the viewers could gain knowledge on the importance of mental health during the pandemic and how we could still look fashionable at home.



"Scan The QR Code to See Video!"



PLATFORM: INSTAGRAM (IGTV)

"THE STUDY OF INTRODUCTION TO PLANNING"

MARKETING & CREATIVE

2020

In Introduction to Planning class, students are challenged to create a fashion brand starting from the basic. Not only students are encouraged how to think creatively in terms of brand concept and product design, but also how to turn the brand into business that could compete in the global market.



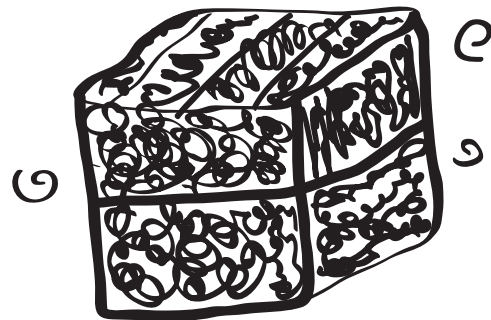
RECYCLEN'S BUSINESS PLAN BOOK

"ABOUT THE BRAND"

MARKETING

2020

Recyclen is a fashion brand based in Indonesia that focuses on creating good quality accessories made of recycle plastic waste. The brand was created by our concern in Indonesia's waste problem, that affects the environment and health of the living creatures. Using the technology from our local industry, our goal is to become one of the fashion brand pioneers in Indonesia, that makes accessories from recycled waste.



PICTURE IS FOR ILLUSTRATION ONLY.
SOURCE: PINTEREST

"WHY DID WE CREATE THE BRAND?"

MARKETING

2020



PICTURES ARE FOR ILLUSTRATION ONLY.
SOURCE: PEXELS

Based on credible sources, the dump waste in Indonesia is dominated by plastic and the country is predicted to be the largest dump waste in the world, while China has decided to stop importing plastic waste from foreign countries in 2018. The prediction indicates crisis for our health aspect in long term life.

WE COULDN'T GET COMPOSED DUE TO LACK OF SYSTEM SUPPORT!



The mountain of waste in Bantar Gerbang, Bekasi. It is estimated to be more than 40 meters high.



Indonesia is struggling with garbage issues as it produce trash faster than the waste could decompose. The plastic waste goes to the rivers and ocean, making Indonesia as one of the largest source of plastic pollution in the ocean.

"BUSINESS MODEL"

MARKETING

2020

Our business model is all about recycling, where we turn waste into unique fashion accessories safe to be worn on skin.

The brand itself, has a mission to accomplish our social responsibility concerning waste problems along with helping our local craftsmen and scavenger to recover their economy after COVID-19 pandemic. By growing the business together, we want to make our brand become more sustainable, not only from the products, but also by system.



RECYCLEN
ACCESSORIES



PICTURE IS FOR ILLUSTRATION ONLY.
SOURCE: PINTEREST

"HOW OUR SYSTEM WORKS"

MARKETING

2020



[Our Source]

We collect waste from household, landfill, and ocean in Bali

[Waste Selection]

Our local scavenger will selected the waste according to the category and will pick the waste that could be recycled

[Sterilization process]

Sterilizes all the materials to remove bacteria and ensure the materials are clean. The sterilized materials will be delivered to our manufacture

[Product Production Process]

In this step, the waste will be process by our partner, Sustainism lab to change it into raw materials. From the raw materials the process continues to be crafted by our craftsmen

[Products are ready to be sell]

Products are deliver to our shop in Kuta, Bali ready to be sell and deliver to our customers

[Customers]

Our products are now in the hands of our customer, ready to be worn.

"WHAT MAKES US SUSTAINABLE"

MARKETING

2020



RECYCLE AND RECYCLED



CREATES SOCIAL AWARENESS



EDUCATE WORKERS

All Products are made of recycled materials and safe to be worn by our customers as we conduct deep research about product safety. We supervise intensively our production process.

Create more awareness regarding Indonesia's environmental issue, with our community we will educate people the importance of recycling waste and sustainability.

We educate our scavenger to understand the importance of categorizing waste before being deliver to landfill and health safety during work. As for our craftsmen, we educate them to create accessories which upgrade their skills and give them more opportunity to be employed.

"SWOT ANALYSIS"

MARKETING

2020

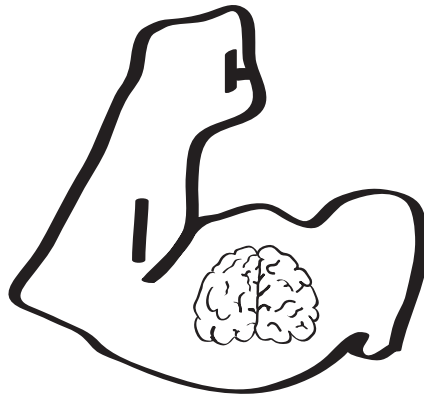


ILLUSTRATION - ADOBE ILLUSTRATOR

STRENGTH - Recyclen is a fashion brand that pioneers for sustainability in accessories made of recycled plastic waste in Indonesia. By partnering with Sustainism Lab in Bali for their technologies in recycling, Recyclen has the ability to process raw materials into a high quality jewelry that has the similar features as gemstones.

Starting from a family business that specialized in handmade gemstones accessories. The founder itself has gained a 5 years experience in the jewelry industry and together with their team, they succeeded to expand their business to several regions outside Indonesia.

Our brand also has several connection with local and international trade fair events such as Women's International Club Charity Bazaar, WorldFashionCoonect x Alibaba, London Trade Fair, and the government's program that gives our brand the access to introduced our products in the international market.

"SWOT ANALYSIS"

MARKETING

2020

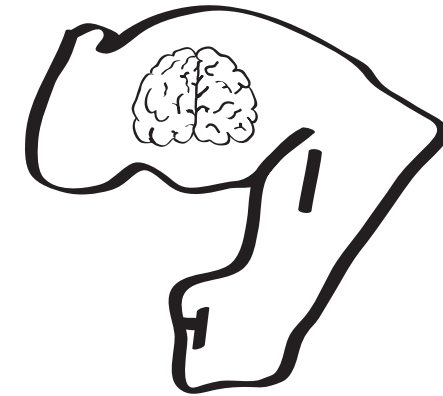


ILLUSTRATION - ADOBE ILLUSTRATOR

WEAKNESS- Since our product is produced in Bali, we have time constraints in delivering the product to Jakarta. We also have limited human resource in the production team that is assigned to process the waste which affects the production time. Other limitation such as long period of time when conducting research for new innovation in recycled materials.

OPPORTUNITIES- There is opportunity to joint venture with other resources to expand diversification in recycle materials. Recyclen is also looking at the opportunity to work with company that produced brass mold and create prints that is inspired by local cultures from recycled waste to gain more awareness from local people. In the future, Recyclen is planning and looking forward to expand the manufacture to other regions where our potential source of waste is located.

"SWOT ANALYSIS"

MARKETING

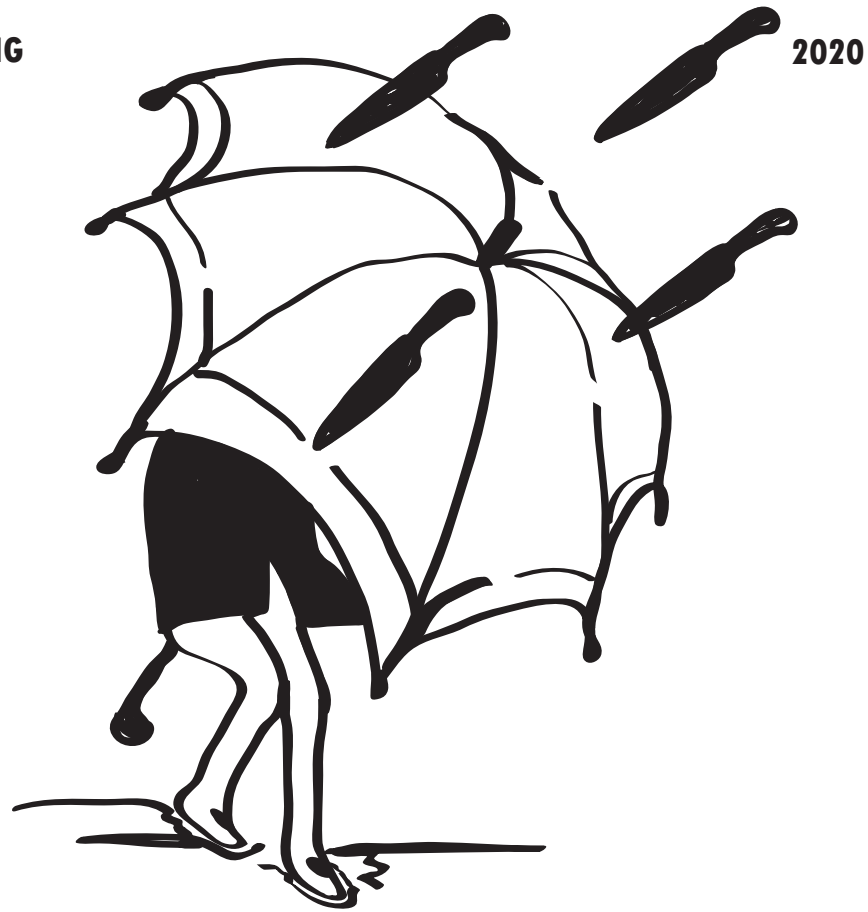


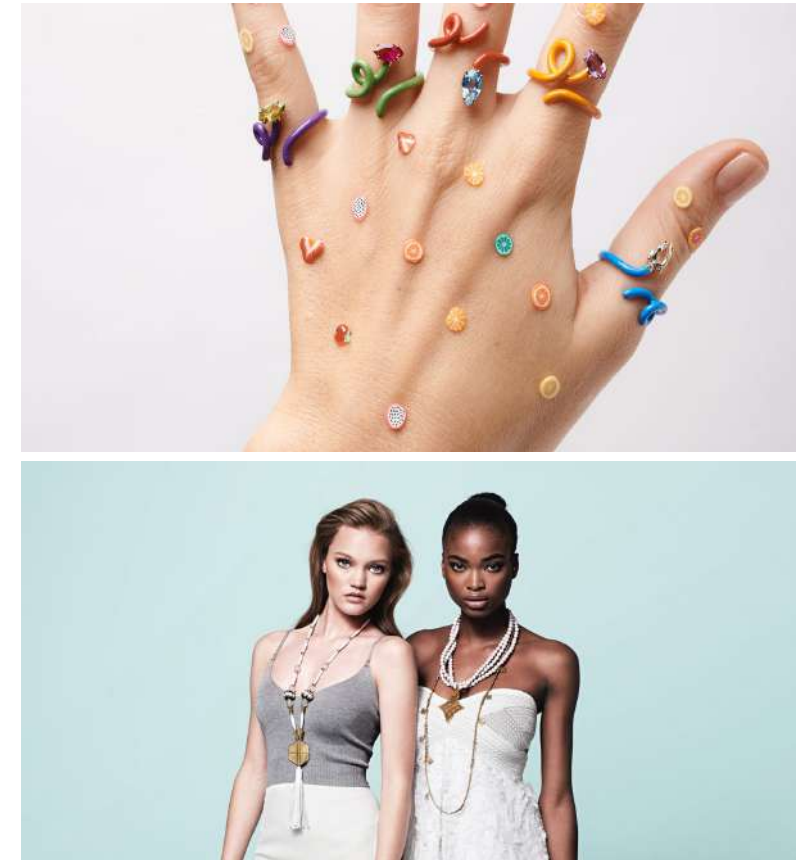
ILLUSTRATION - ADOBE ILLUSTRATOR

THREAT- The main threat of the brand is competitors. Since people are now more conscious on sustainability, there are chances for other brands to try similar products and concept as Recyclen. Other threats could be found in competing on getting plastic waste suppliers from recycling companies that produced recycled waste for non-fashion products.

"PRODUCT REFERENCES"

MARKETING

2020



BRAND BENCHMARK



BEA BONGIASCA and AKOLA is a sustainable fashion brand that specialized in accessories. Each of the brand has it own color that makes them very unique. Both BEA BONGIASCA and AKOLA, has been known globally with A-list clients who wear them.

"PRODUCT IDENTITY"

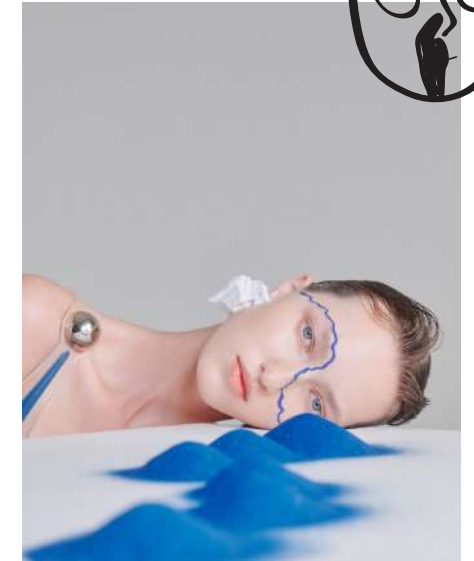
MARKETING & CREATIVE

2020

Our product is made of recycled materials. The design is modern, art, and fun. It was made to be worn by women in their 20's to early 30 who has confident personality when it comes to expressing themselves in fashion.

Our accessories come with unique shapes as we like to explore on each pieces to make it more valuable in the eye of our customers. Our products could be worn daily, at small gatherings or formal events.

We will also notified our customers to those who have skin allergic to metal and plastic, wearing our product is not recommended.



PICTURES ARE FOR ILLUSTRATION ONLY.
SOURCE: PINTEREST

"WHERE OUR MATERIALS CAME FROM"

MARKETING

2020

Recyclen has 3 main sources of waste.

The first is household waste.

Everyday there are about 7000+ tons of waste produced by household where 50% of them are plastic waste. Each year the plastic waste amount increase about 141% in Indonesia due to poor waste management system.

The second is landfill waste.

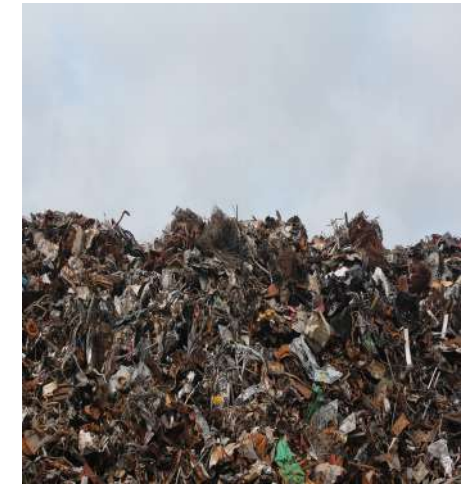
Landfill located in Sarbagita Suwung, Bali that consist of local and imported waste. Reportedly that Sarbagita Suwung has over pile and its excessive is thrown to the sea.

The third is ocean waste.

We collect waste from Bali polluted ocean where it was caused by careless tourists and bad waste management system. Deadwood trees on the beach and plastic waste could be harmful to the environment as microplastic that came from the waste could be consumed by the sea creatures and human beings.



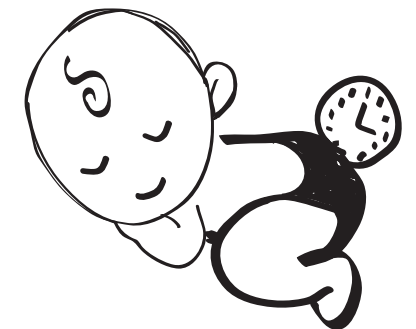
HOUSEHOLD WASTE



LANDFILL



OCEAN WASTE



**PICTURES ARE FOR ILLUSTRATION ONLY.
SOURCE: PEXELS**

"PRODUCT SAFETY"

MARKETING

2020

Our product is safe to be worn on skin as we will not use the type of plastic that contains PVC, LDPE and PS such as toys, blister wrap, hot food containers, and styrofoam that contains BPA which is the type of plastic that is toxic for humans. We will be using more PET (plastic bottles, plastic bag, etc), HDPE (medicine bottles, shampoo bottles, and juice container, etc.) that could be recycled up to 10 times, and PP which is safe if it doesn't get heated in high temperature.



HDPE



PVC



PET

PICTURES ARE FOR ILLUSTRATION ONLY.
SOURCE: PINTEREST

"SEGMENTING, TARGETING, POSITIONING"

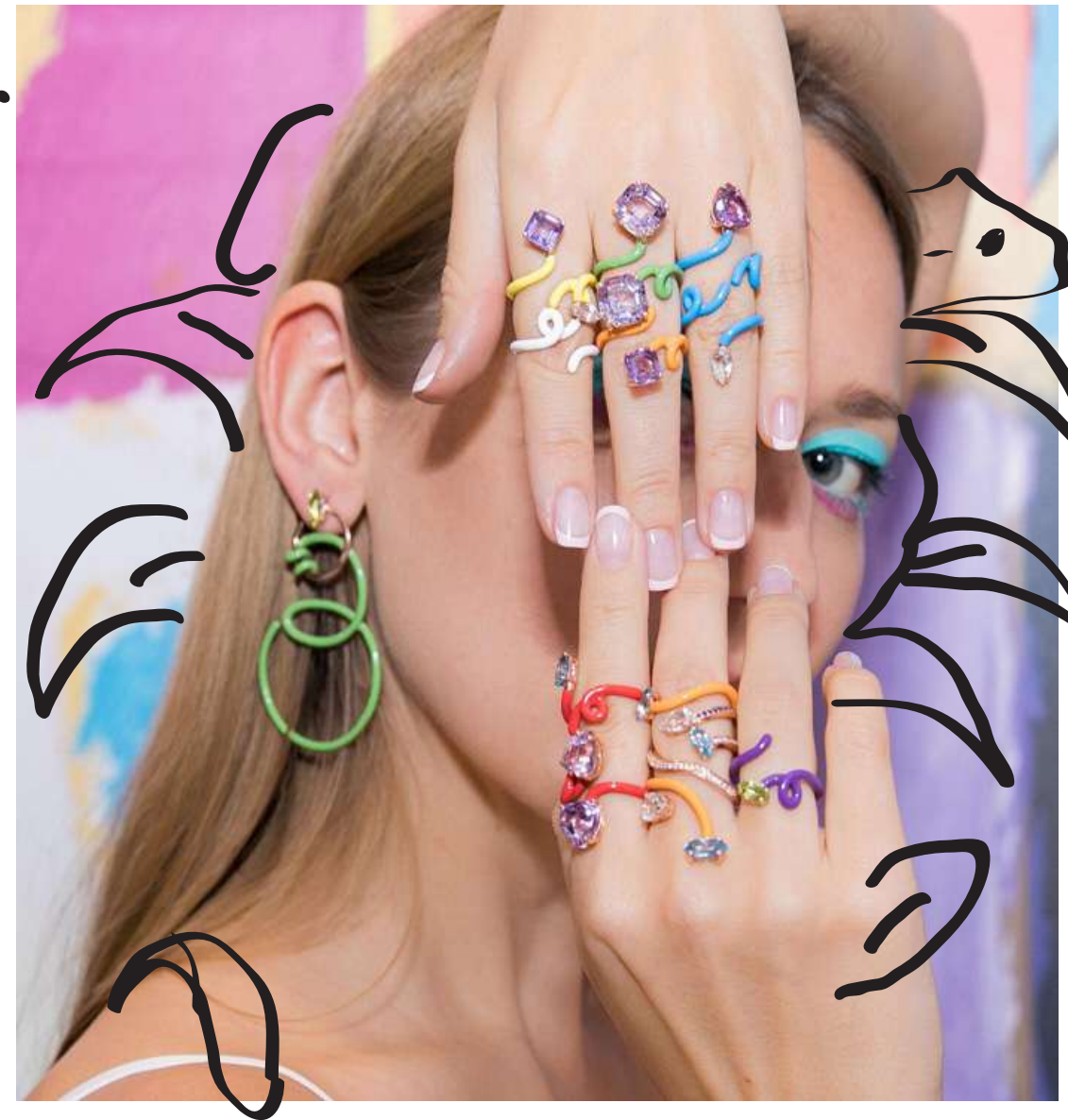
MARKETING

2020

SEGMENTING: Segmenting: Our customers are women that consist of Indonesian and foreigners at the age of 25-30 years old. They are fashion enthusiasts who lives in urban areas.

TARGETING: We are targeting woman who loves to wear fashion accessories and has confident personality. Cares for the environment even when they haven't join any communities or events that relates with environmental concern. They have income more than Rp10.000.000, and currently interested on buying eco-friendly products.

POSITIONING: We position our brand as one of the pioneers in Indonesia that creates sustainable fashion accessories made of recycled materials.



PICTURE IS FOR ILLUSTRATION ONLY.
SOURCE: PINTEREST

"COMPETITORS"

MARKETING

2020

ZLABA

INGY
STOCKHOLM

DIRECT COMPETITOR

A modern and minimalist fashion brand based in Bali that sells accessories from recycled silver, gold, brass, and nature leftovers such as shells, bones, and horns collected from the shores.

A jewelry brand with bold designs based in Sweden. The products are made of seaweed and old fallen trees that have been altered and it's shaped based on different weather conditions. Stating their brand as an organic haute couture.

~~"COMPETITORS"~~

MARKETING

2020

KASHA
BALI

wolf & moon
JEWELLERY

INDIRECT COMPETITOR

A unique jewelry brand from Bali that creates jewelry from recycled brass. Using Nano technology, it prevents the product from stain. The design is inspired by Greek mythology and Egyptian that values women empowerment.

A statement and eye-catching fashion brand jewelry for everyday essentials using FSC certified wood, recycled acrylic, and recycled plastic that could also changed into a virgin plastic.

"PRODUCT"

MARKETING

2020

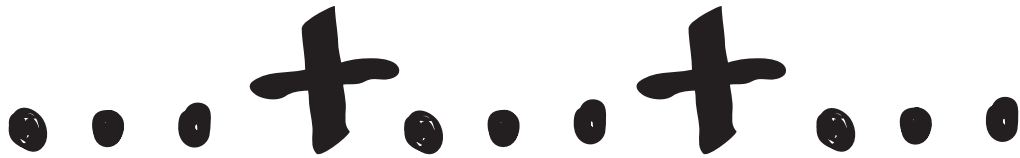


ILLUSTRATION - ADOBE ILLUSTRATOR

CORE- Recyclen's product has benefits not just to fulfill our customer's fashion needs in sustainability but also to encourage them to take part on saving the environment.

ACTUAL- Recyclen provides various of unique recycled materials accessories. Even though the main highlight of the product is from plastic, but we also provide other eco-friendly materials such as deadwood trees, recycled brass and gold, or other innovative recycled materials as our Unique Selling Point. Our product is unique, have good quality, and safe enough to be wear, ensuring our customer feel satisfied after purchasing our product.

AUGMENTED- To satisfy our customer, we provide product warranty as a part of our responsibility if any of our customers is allergic of or might have skin issues wearing our products.

"PRICE"

MARKETING

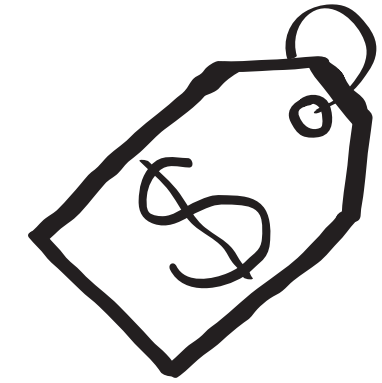
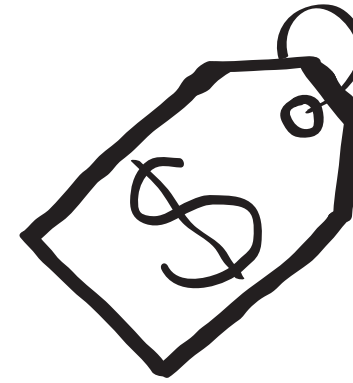


ILLUSTRATION - ADOBE ILLUSTRATOR

Recyclen applies premium price strategy with the price range of each category.

- Ring: Rp350.000-Rp600.000
- Earrings: Rp370.000-Rp750.000
- Necklace: 450.000-2.000.000
- Bracelet: Rp350.000-1.000.000
- Eyewear: Rp1.500.000-Rp2.000.000

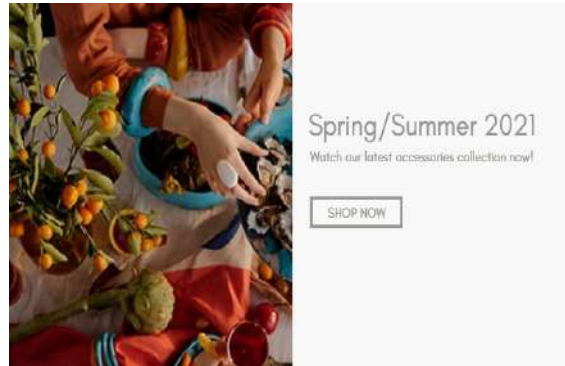
2. Additional Coupons and Discounts:

- Certain items purchased with Recyclen's special barcode on the price tag, customer could scan it and will get 10% discount for the next purchase only at Recyclen's physical store.
- Two-week discount during big holiday season (Ramadhan and Christmas-new year) by purchasing minimum of Rp1.500.000 will get discount up to 30%.

"PLACE"

MARKETING

2020



ONLINE WEBSITE



INSTAGRAM



OFFLINE STORE



LOCAL & INTERNATIONAL TRADE FAIR

PICTURES ARE FOR ILLUSTRATION ONLY.

1. Online Store (Recyclen's official website)

Recyclen's Official Website provides several features for customers to enjoy purchase experience:

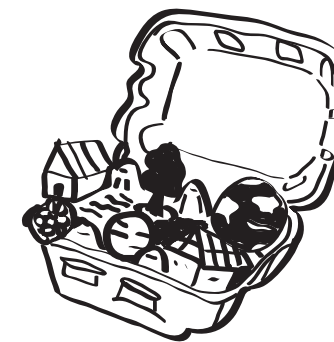
After selecting the item to be purchased, the system will offer a styling advice according to the customer's fashion style (ex: minimalist, fun and quirky, street fashion, etc) using the AI technology that will match with the accessories they have chosen. When the customer is about to exit the website, there will be a reminder to make sure the customer follow one of the brand's social media or subscribe the brand's newsletter.

2. Instagram

We connect our Instagram business account with Facebook manager app, it will also give the customer access to connect with our official website.



PICTURES ARE FOR ILLUSTRATION ONLY.
SOURCE: PINTEREST



Small boutique located in kuta Bali, with interior display settings made of recycled plastic or FSC certified wood only.

Recyclen will join 1-2 times a year in Local Fashion Trade fair such as Brightspot and trade fair at shopping malls like Pondok Indah Mall or Lippo Mall Kemang. Through these events we will be able to create brand awareness and obtain customer database who are interested in sustainability.

International trade fair such as FAE-Shanghai International Fashion Accessories Expo, Recycleplast Asia - Bali, World Fashion Connect expo, London Trade fair or other exhibition supported by The Ministry of Creative Economy or Ministry of Trade; for instance Jakarta International Jewelry Fair.

"SOCIAL MEDIA"

FASHION BUSINESS

2020

Our social media is filled content with Indonesia's current environmental issue and how Recylen works with their team to remove the waste in Indonesia to strengthen our brand's message of sustainability. We would also educate people the importance of recycling.

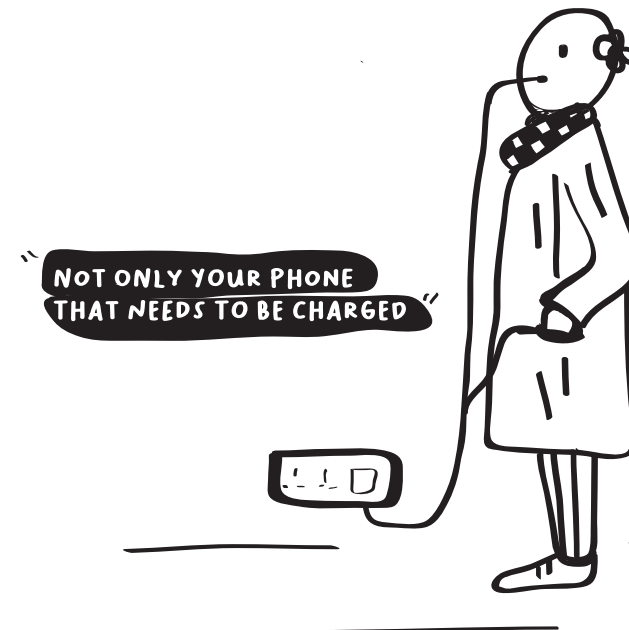
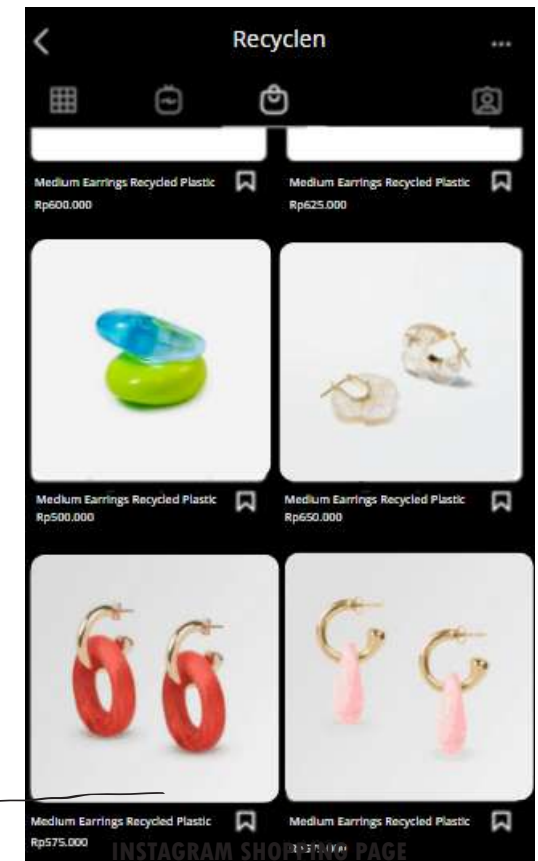
Be transparent on how many waste the brand have been recycled, so that customers could feel that they were the one who takes part on it by purchasing Recylen's product.

Encourage customers to share photos of themselves with the products, using a special hashtag #NewMeWithRecylen, creating a personal touch between customers and the brand.

Share our CSR program and tell how our system could help the economy of Indonesian scavenger and craftsmen through our recycling business.



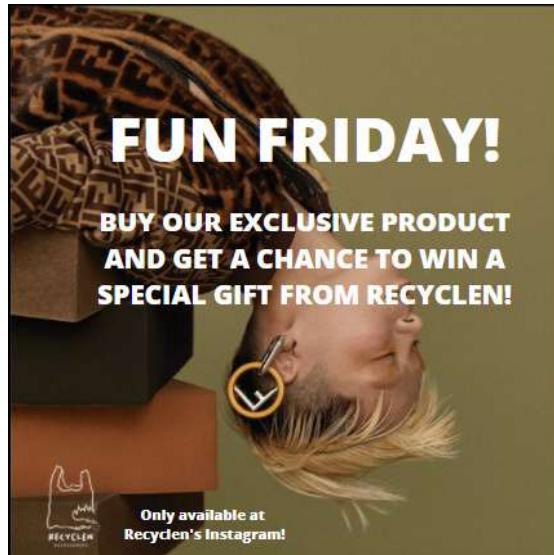
INSTAGRAM PAGE



"PROMOTION"

MARKETING

2020



PICTURES ARE FOR ILLUSTRATION ONLY.

We have several promotion such as free gift with worth of selling price Rp300.000 would be given to loyal customer who have purchased minimum 6 times, a free ticket to join our special workshop with a minimum purchase of Rp1.500.000

We also have a privillage for those who join our community. Through this community, we offer activities: workshop 2x a year where customers could create recycle accessories according to their taste. Special invitation to our special event such as product launch, social gathering where they would have brand experience for being a part of our team in Bali.



"PROMOTION"

MARKETING

2020



PICTURES ARE FOR ILLUSTRATION ONLY.

- We also create promotion events of launching new innovation of recycled materials, which we will invite a few fashion journalist to publish the event.
- Educate our scavenger about the importance of categorizing all kinds of waste before delivering it to designated landfill.
- Educate people where to throw trash according to the waste category and to make the recycling system easier since Indonesia has poor waste management system -and worsen- after pandemic occurs. Let our people aware of the importance of recycling because of a lack of incinerator machine (with 100 tons capacity/day) as it is not often used for unknown reason.



"3 FOR 3 PROGRAM"

MARKETING

2020

If customer purchase of minimum Rp3.000.000, Recyclen will donate 10% for 3 different bins that will be use in public. The rewards that our customer receive are not about tangible prizes or discounts, but the value of social impact that customer gets for spending their money on Recyclen.

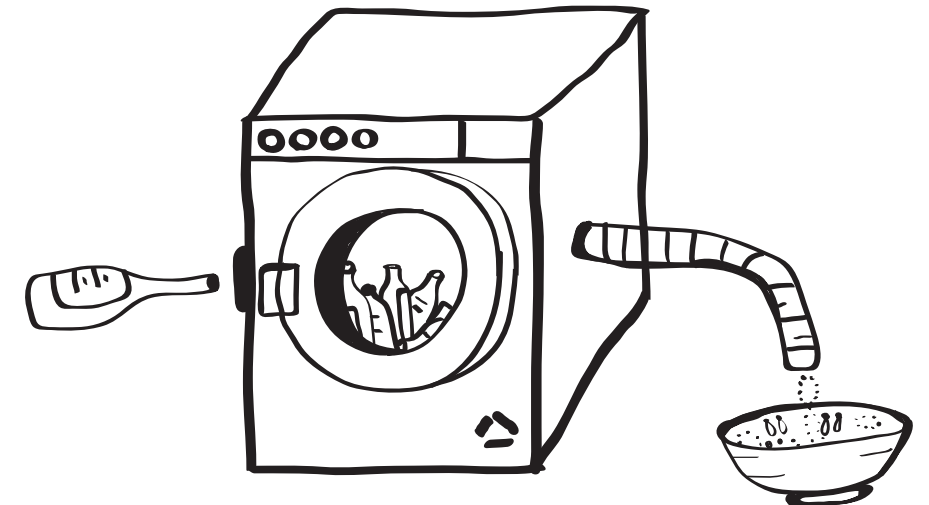
The 3 for 3 trash bin will have our logo and our customer's initial name as a solid proof for being a part of our team. The trash bins will have a sensor to know the amount of trash inside the bins.

In order to maintain our good quality, it's best if the plastic waste are not mix up with organic waste and chemical waste. This will make us easier to process the recycled materials and guarantees more for product safety and cleanliness.

Other reasons is to help to solve our scavenger's pain during work. Most of our scavenger are dealing with depression as they must hold awful smell in the landfill area as it came from the organic waste that was mixed up with the non-organic waste.



PICTURES ARE FOR ILLUSTRATION ONLY.
SOURCE: PINTEREST



"OUR PARTNER"

MARKETING

2020



SUSTAINISM LAB

LOCAL SCAVENGER

Our main partner, Sustainism Lab, could change all the plastic waste into a beautiful raw -gemstone look alike- materials. Since it is located in Bali, all of our production process will be closed to Sustainism Lab location.

Our second partner are local scavenger, where they also play a big role in our production process. Without them, we won't be having a good quality plastic waste that could be recycled, and our waste system will be worsen than we could imagine.



"OUR PARTNER"

MARKETING

2020



LOCAL CRAFTSMEN

SCAVENGER INDONESIA APP

We partner up with local craftsmen that we know have good skill to turn all of our raw materials into a fashionable accessories.

For the 3 for 3 program, we will partner up with Scavenger Indonesia app which is an app where we could request a scavenger to come and pick up and screen the waste that meets requirement to be recycled according to our standard. Having the app will help the economy of scavengers who have joined the organization.



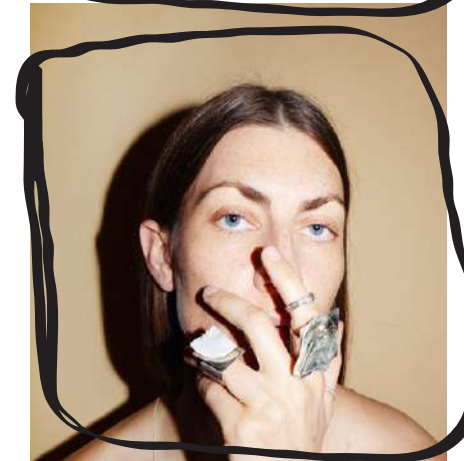
"BASIC ITEMS"

MARKETING & CREATIVE

2020

For our basic items, we will only release products made of recycled plastic, as it has become our brand identity. For the basic item, we have earrings, necklace, and rings that are categorized based on sizes and types of product. The basic item will only have solid colors and geometrical shape inspired. All of our accessories have product warranty.

We provide large size earrings from recycled waste with geometrical shape for those who wanted to look standout in the crowd. A medium size earrings and small size earrings from recycled waste. The design is quirky and modern. We also provide small size necklace and small size ring.



PICTURES ARE FOR ILLUSTRATION ONLY.
SOURCE: PINTEREST

"SEMI"

MARKETING & CREATIVE

2020

The collection will be inspired to represents our Indonesian spirit to start for a new year. With vibrant colors, our product will have references to fruit, flowers, algae, and seeds.



PICTURES ARE FOR ILLUSTRATION ONLY.
SOURCE: PINTEREST

"KEMARAU"

MARKETING & CREATIVE

2020

The collection will be inspired by the real condition of Indonesia's "Kemarau" season, where the soil is dry, plants starts to fall, and the sun heated twice more than the Semi Season. A lot of earth tone colors will be shown in this collection.



PICTURES ARE FOR ILLUSTRATION ONLY.
SOURCE: PINTEREST





"EARTH DAY"



MARKETING & CREATIVE

2020

The collection will consist of colors that represents the earth's element, which are dominated with blue and green colors. The product will be inspired by nature such as sea, flora, etc.

Additional special event on earth day:

As we celebrate earth day, we will create a social event with our community where we will try to educate people the importance of throwing trash according to its category and the importance of recycling, we will also tell them the benefits of doing that action.

By this, it will help our business system easier to recycled the materials. All this time all the waste in Indonesia is hard to be dispose in short period of time (and without creating more pollution) because Indonesia is still struggling with the waste management system. Every day there are about 3000-7000 tons of waste coming but the trash interceptor in each region could only process 100 tons/ day.



PICTURES ARE FOR ILLUSTRATION ONLY.
SOURCE: PINTEREST

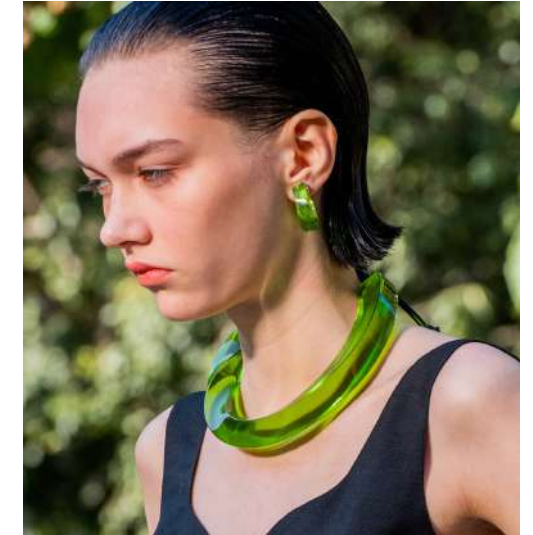
"INTERNATIONAL PLASTIC BAG FREE DAY"

MARKETING & CREATIVE

2020

The collection will be inspired by melted plastic, since "plastic bag free" means there's no plastic, we wanted to interpret the idea from our recycling process, where plastic melt as a sign of plastic being exterminate.

Additional event on the day:
Every customer who purchase our product in minimum Rp3.000.000, 15% will be given for the 3 for 3 program



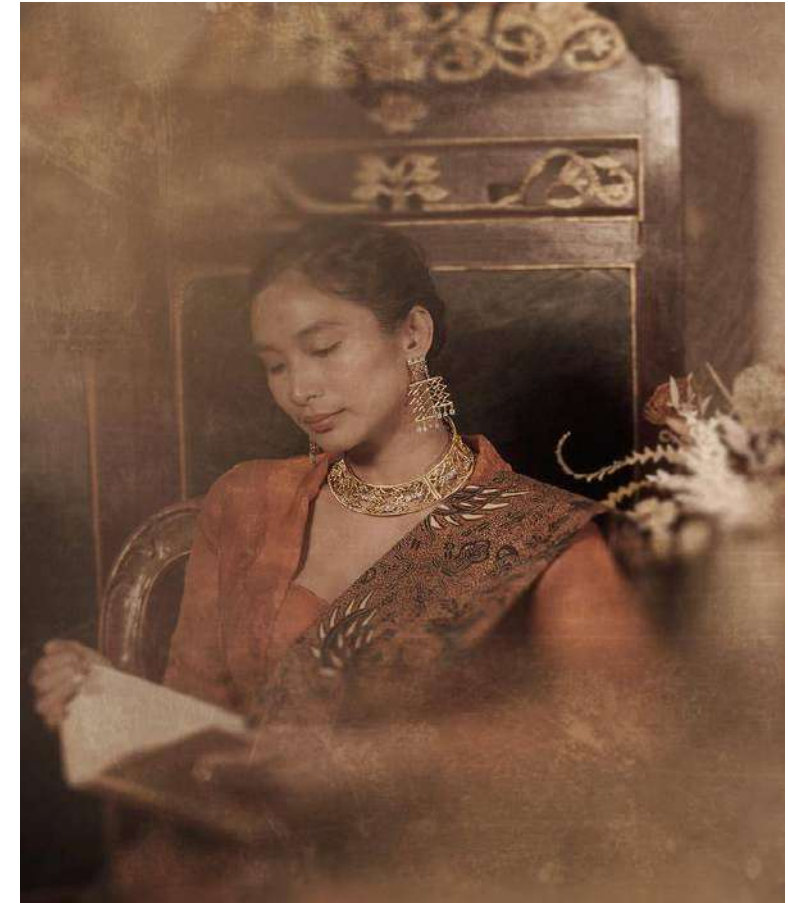
PICTURES ARE FOR ILLUSTRATION ONLY.
SOURCE: PINTEREST

"SALESA COLLABORATION"

FASHION BUSINESS

2020

By collaborating with Saleisa, we will launch a special collection with the theme of Nusantara cultures, where we will release mini collection of accessories made of plastic waste materials in Saleisa's signature batik stamp. Our goal is to gain more awareness and capture Indonesian's heart. With this, we could create our own version of Indonesia's heritage that could also capture younger generation.



PICTURE IS FOR ILLUSTRATION ONLY.
SOURCE: PINTEREST

"WWF COLLABORATION"

FASHION BUSINESS

2020

We would like to collaborate with World Wide Fun (WWF) to launch a special product collaboration where it will be released during our special event together with WWF. The special event could contain of campaign, seminar, press conference, or bazaar to reach more engagement with our potential customers. In WWF Indonesia we will collaborate with their team who are influencers that are also popular in the fashion industry. The team consist of Pevita Pearce, Kelly tandiono, and Tatjana Saphira. Together we will make more awareness of the importance of reducing waste, reducing more risk of global warming, yet still be able to keep on being fashionable.



PICTURES ARE FOR ILLUSTRATION ONLY.
SOURCE: PINTEREST

"BRANDING ELEMENTS"

FASHION BUSINESS

2020



PICTURE IS FOR ILLUSTRATION ONLY.
SOURCE: PINTEREST

For the branding element, Recyclen's campaign represent beauty in nature that has been restored, as plastic waste used to be an object that was considered a tool towards destruction on earth.

FASHION BUSINESS

2020



PICTURES ARE FOR ILLUSTRATION ONLY.
SOURCE: PINTEREST



we wanted to portray that all these elements blend into one pleasing visual that not only could be seen from the aesthetic value, but also through the important message about recycling.



FASHION