

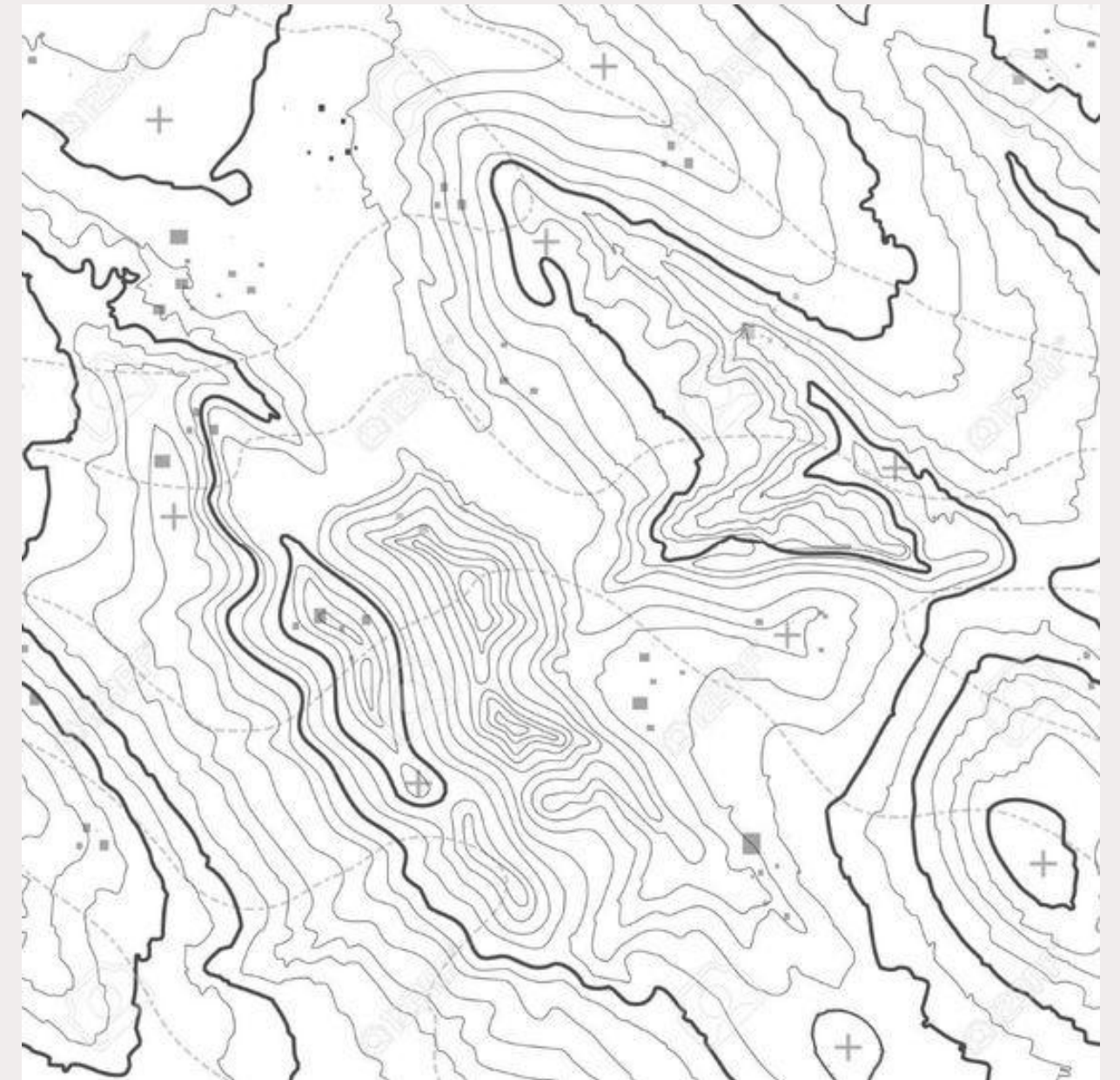
LaSalle College Jakarta
Business Portfolio
571-KQ8-AS

Final Portfolio

Jessica Gabrielle S. (1730059)

1. Inspiration

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Damayanti Zanesco (Behance)



Lianne Goeyenbier (Behance)

2. Concept

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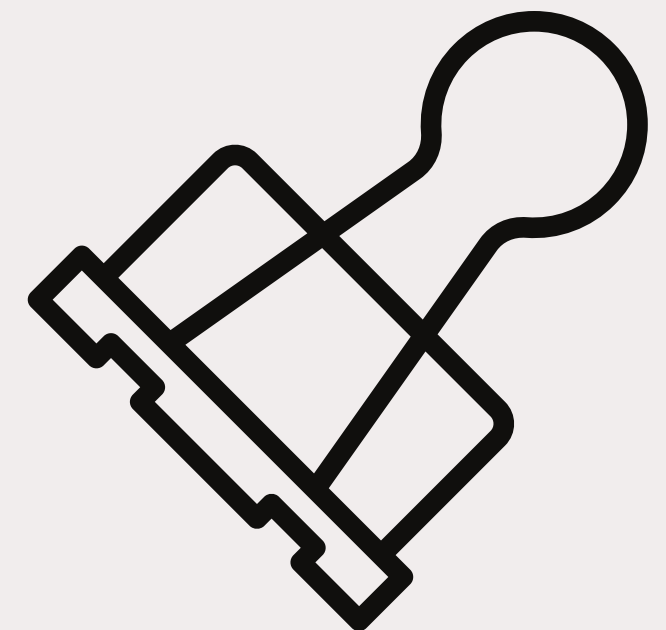
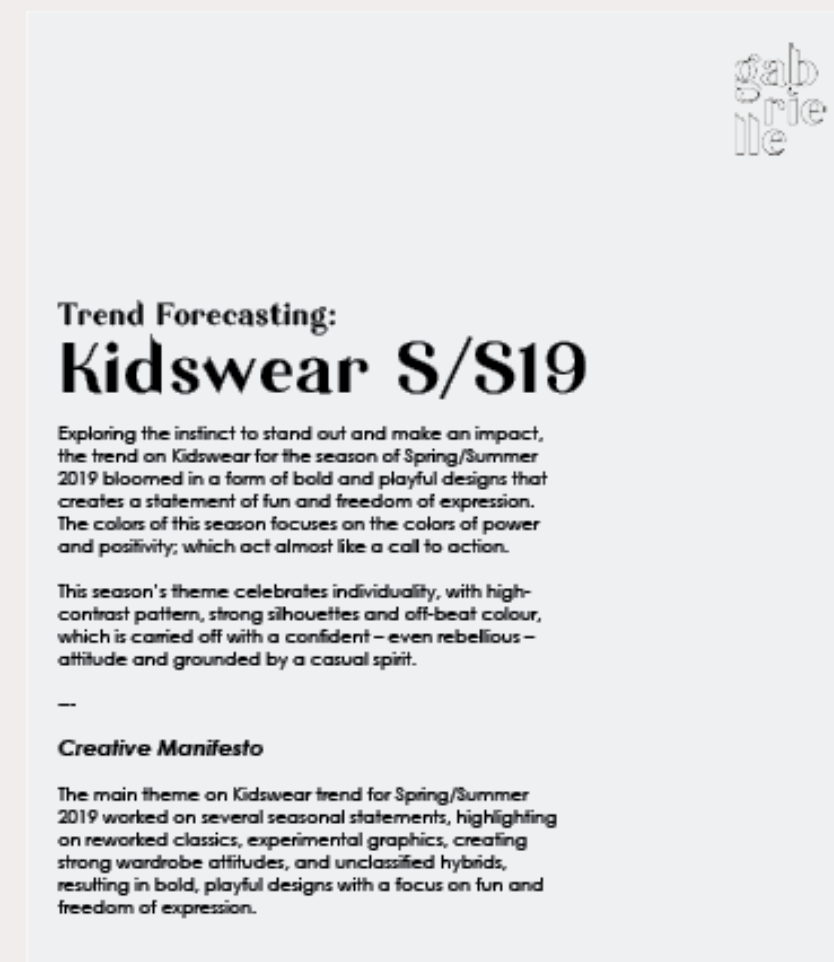
Shell:

White 80/85 gr/m2 Tracing Paper



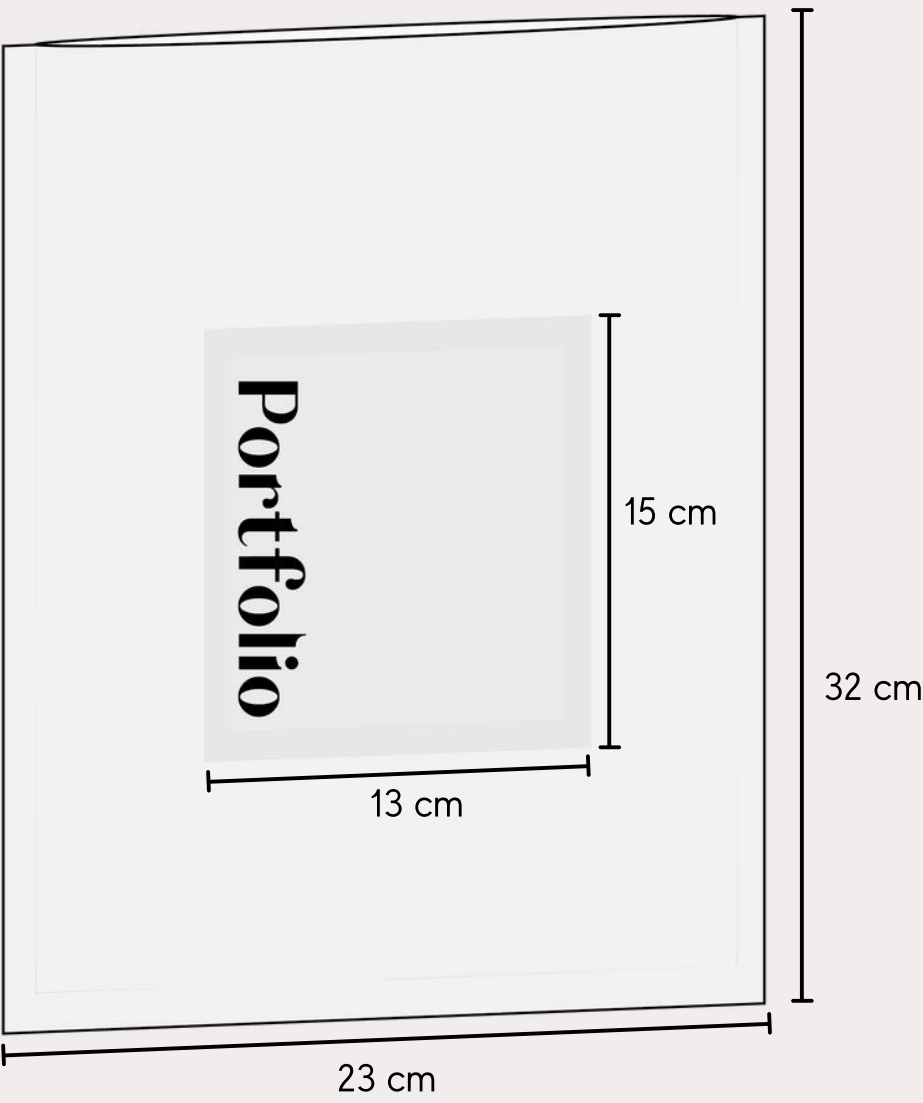
Description Sheet:

White 90/95 gr/m2 Tracing Paper

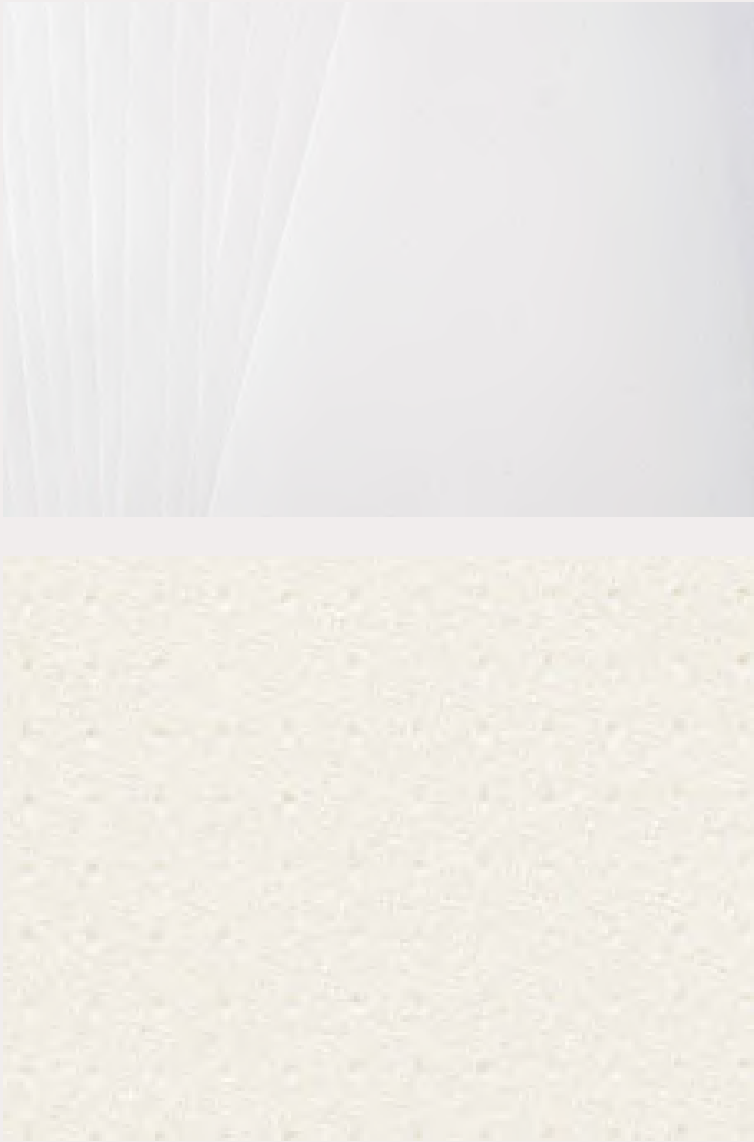


Binding:

Hollow Skeleton Binding Clip



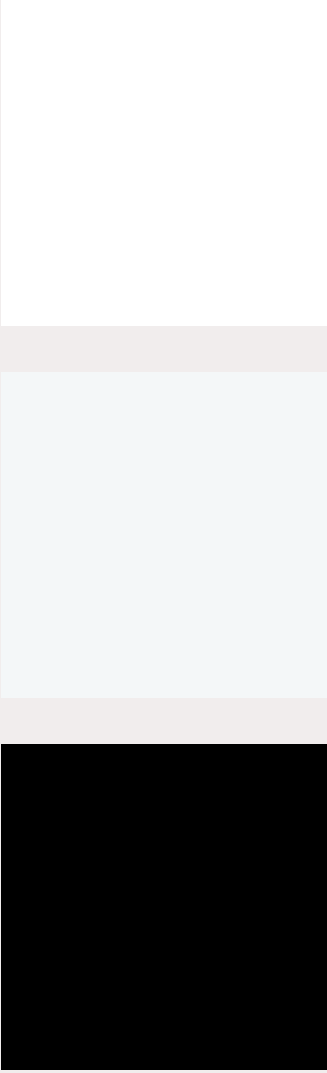
Sizing



Paper



Fonts



Color Palette

3. Cover Design

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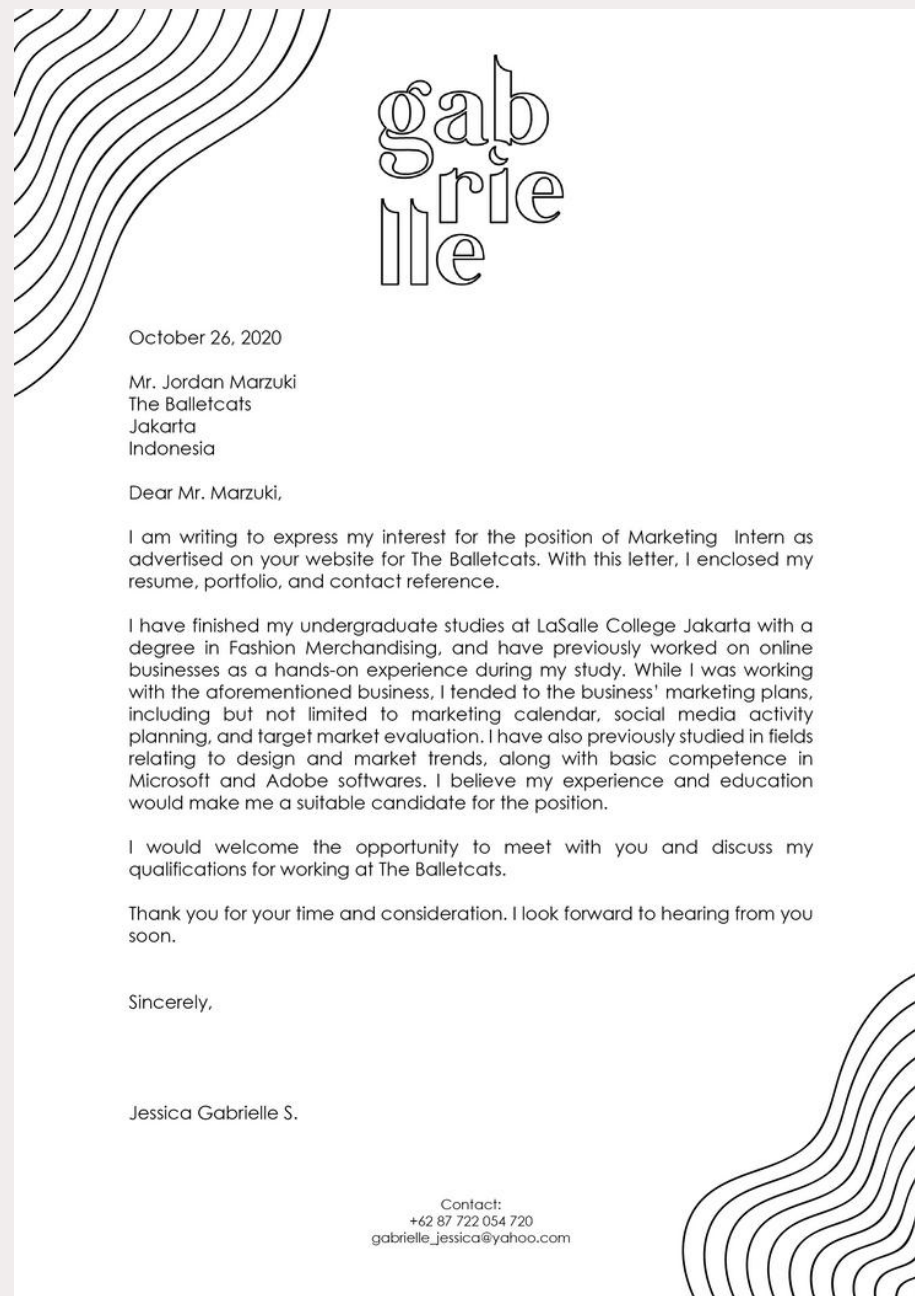
4. Table of Content

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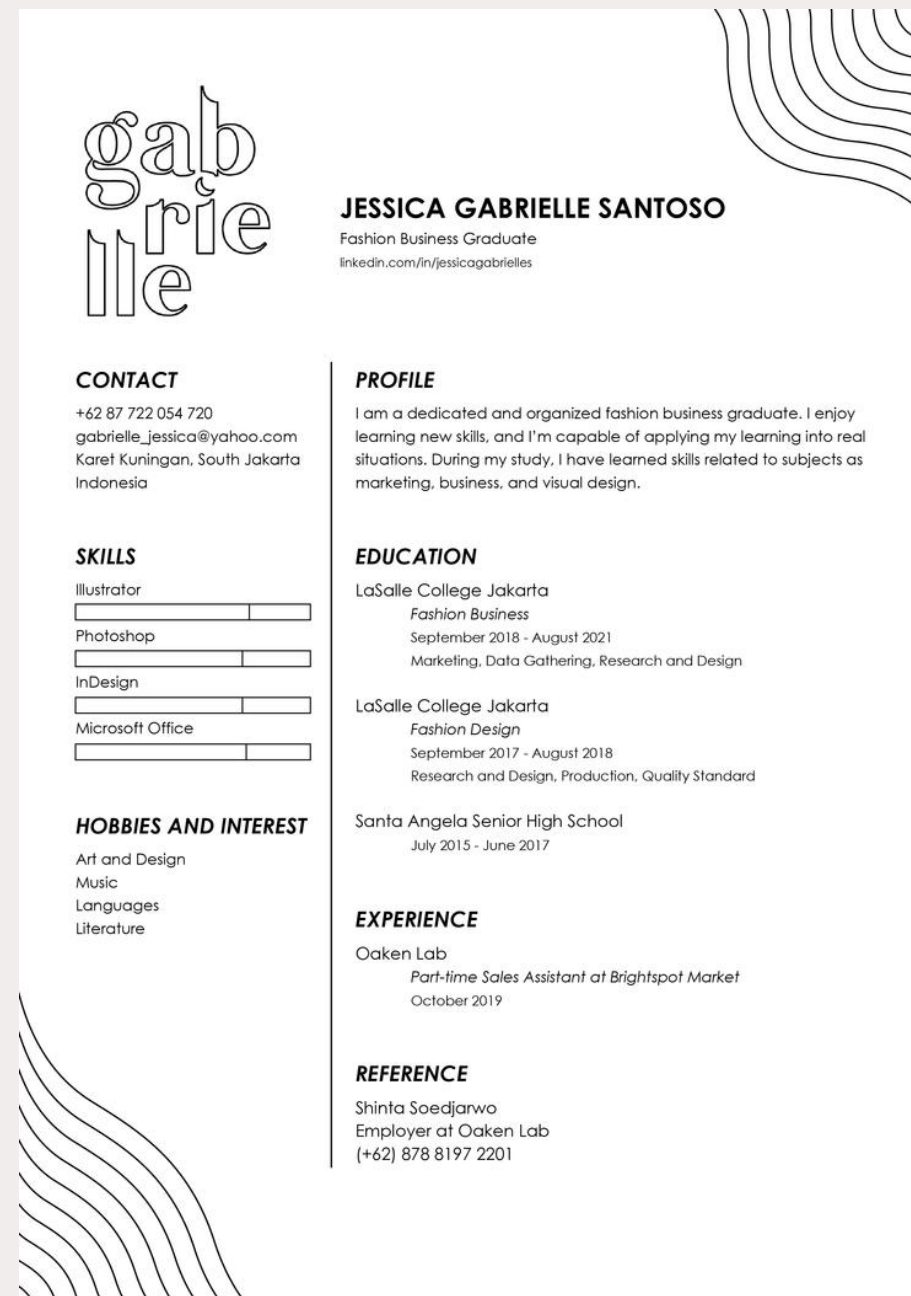


5. Introduction

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Cover Letter



Resume



Business Card

6. Content Layout

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Trend Forecasting: Kidswear S/S19

Exploring the instinct to stand out and make an impact, the trend on Kidswear for the season of Spring/Summer 2019 bloomed in a form of bold and playful designs that creates a statement of fun and freedom of expression. The colors of this season focuses on the colors of power and positivity; which act almost like a call to action.

This season's theme celebrates individuality, with high-contrast pattern, strong silhouettes and off-beat colour, which is carried off with a confident – even rebellious – attitude and grounded by a casual spirit.

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Creative Manifesto

The main theme on Kidswear trend for Spring/Summer 2019 worked on several seasonal statements, highlighting on reworked classics, experimental graphics, creating strong wardrobe attitudes, and unclassified hybrids, resulting in bold, playful designs with a focus on fun and freedom of expression.

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Store Layout: Rubi

Started back in 2008, Rubi is a sister brand of the apparel brand Cotton On. This way, customers can complete their look from head to toe, all in products from Cotton On group. Rubi team created a complementary range of shoes and accessories and opened stores dedicated to just that.

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New Store Layout

The inspiration for the new store mainly came from several cafes and shops located in South Korea, which are fairly known as "aesthetic cafes" where not only they enjoy coffee, but also take Instagram-worthy pictures. By changing the aesthetics of the store and making it fun and feminine with hints of pink shades throughout the store, the atmosphere at Rubi store would mirror what the social media users wants, which is "content", through pleasing store design which would draw the people in for pictures.

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Advertising: Rashawl

Rashawl is a modest fashion brand based in Bandung, Indonesia. founded in 2013, Rashawl as a brand is inspired by the growing hijab market as well as the founder's personal interest after the movie Harry Potter. Rashawl's main audience is focused towards modest female young adults.

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Limit(less)

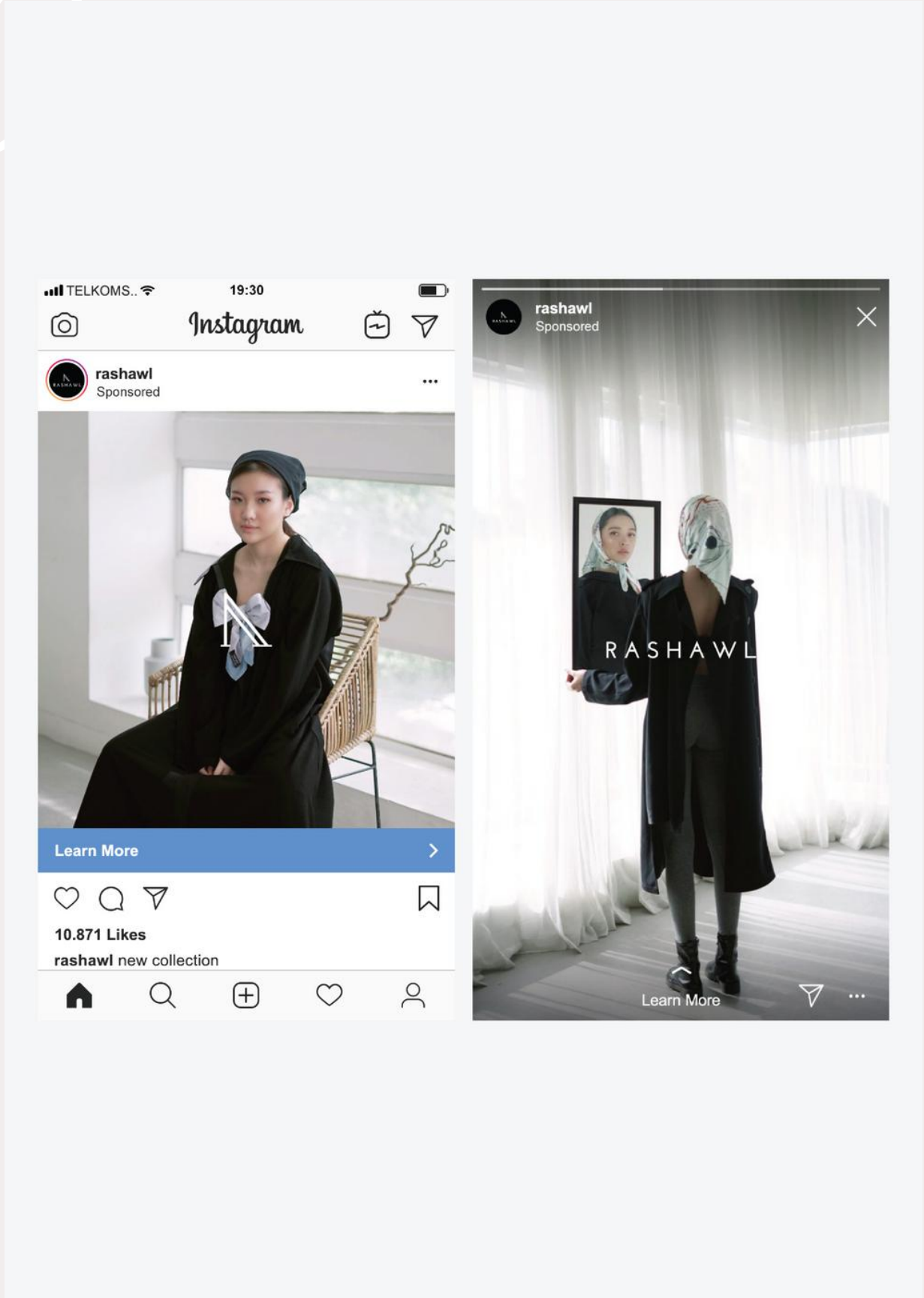
The idea comes from the limitless segmentation of Rashawl. As Rashawl is synonymous with modest wear, or can be called a special clothing for women and is more dominated by Muslim women, that's where the concept sparked. The essence of this concept is to showcase that Rashawl clothings can be used by different kinds of people, and the goal from this concept is for Rashawl to be able to create an upgraded brand image.



2020

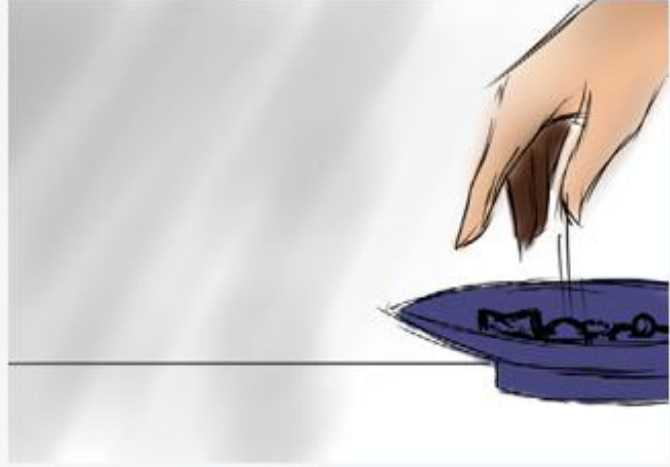


Personal Art Projects



Models: Maria Jessica, Alfa
Photographer: Aldi Nisar
Stylist: Karina Nisar, Jessica Gabrielle







PRDS x Saviors Studio
JFW 2019



Personal Art Projects

6. Portfolio Pictures





Advertising: Rashawl

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Models: Byby Mo
Photo

The image features a light gray background with abstract white line art in the corners. The top-left corner has several overlapping, elongated, and somewhat circular shapes. The bottom-right corner features a series of concentric, roughly circular lines that resemble a ripple or a stylized flower.

Thank you!