



EPICENITY

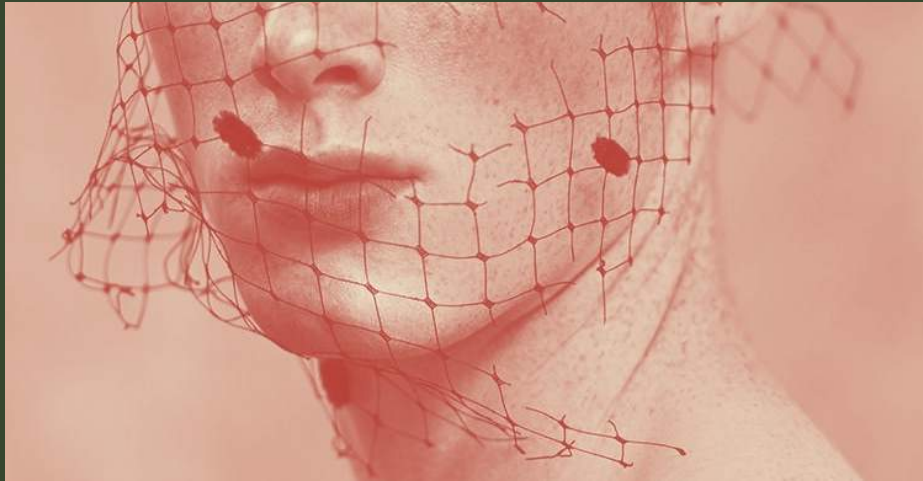
recollecting memories

FASHION SOCIETY WINTER 2021

LASALLE COLLEGE JAKARTA

ROOM #01

THE BACKGROUND



An odyssey of 18 passionate individuals' dream,
with a humble goal to share and connect.

EPICENITY 2021

A HUMBLE GOAL

Epicenity is a genderless fashion themed online webinar prepared by Fashion Society Class of Winter 2021 students for our final project. The webinar carried the Genderless Fashion issue that is currently happening and widely discussed. Consists of inspiration, adaption, interpretation, as well as the execution and commercialization through fashion business' perspective, we aimed to share our knowledge and perspective to the audiences.

For over two months, the team has worked on the preparation of the webinar, starting from the general discussion about the topic, guest star, rundown, and several contents for the big day.

ROOM #02

THE IDENTITY



the core,

the value.

official logo official



ANDY YANATA



GUEST STAR

DINO AUGUSTO



MODERATOR

ROCKING THE GENDERLESS CONCEPT IN FASHION BUSINESS



FREE REGISTRATION

LINK ON BIO/ SCAN THE BARCODE OR CONTACT
LINE : VINKA9 (JOVINKA)
WA : 087874521117 (REGINA)
DM: EPICENITY20
THERE WILL BE SURPRISE GIFTS FOR 2 LUCKY PEOPLE

ANGELA RACHEL



GUEST STAR

EPICENITY

PRESENTED BY COSTUME HISTORY II FASHION BUSINESS LASALLE COLLEGE JAKARTA

ICHWAN THOHA



HOST & LECTURER

APRIL 10 2020 13:00 WIB VIA MICROSOFT TEAMS

POSTER

SOCIAL MEDIA PUBLICATION

In several weeks of the social media launch, we managed to collect more than **170 attendees** for the event. Our Instagram, the chosen platform for our promotional media, has been growing and interactive as well as engaging to the audience through the contents that we shared. We are beyond blessed to witness the excitement and support from the public regarding to our event, all of them showed their enthusiasm and looking forward to the show day.



ROOM #03



EPICENITY : MEET THE TEAM

THE PEOPLE BEHIND
THE EVENT RUNDOWN

LECTURER & MENTOR

MR. ICHWAN THOHA

HEAD OF COMMITTEE

STEVANIE

SECRETARY

SHARREN, ERVINA

FINANCE

KARYN

EVENT

JOVINKA, CATHERINA, SHAFWAH,
REGINA, CLEREANE

PUBLIC RELATION

FELICIA, JEANE, RIZKY, NABILAH

DESIGN & PUBLICATION

DEWI, SALSABIL, JASSEA, ROFIFA

SOCIAL MEDIA MANAGER

MICHAEL

TIME	DURATION	EVENTS	PIC
13.00 - 13.05	3 - 5 mins	Opening by Moderator	Sir Dino
13.05 - 13.10	5 mins	Speech LaSalle	Sir Richard
13.10 - 13.15	5 mins	Lasalle's Presentation	Ms. Shinta
13.15 - 13.23	8 mins	Introduction with Sr. Ichwan	Sir Dino & Sir Ichwan
13.23 - 13.38	15 mins	One off Ones	Sir Dino & Andy Yanata
13.38 - 14.08	30 mins	Andy Yanata	Sir Dino & Angela
14.08 - 14.20	10 - 12 mins	Genderless in General	Group 1
14.20 - 14.32	10 - 12 mins	Evolution of Genderless Fashion	Group 2
14.22 - 14.44	10 - 12 mins	Genderless Fashion Trend	Group 3
14.32 - 14.56	10- 12 mins	How to commercialize Genderless to FB	Group 4
14.56 - 15.11	15 mins	Q&A and Doorprize	Sir Dino
15.11 - 15.14	3 mins	Closing	Sir Dino

ROOM #04

THE EXECUTION

after the long prep,

here comes the show time.

VIRTUAL EYES



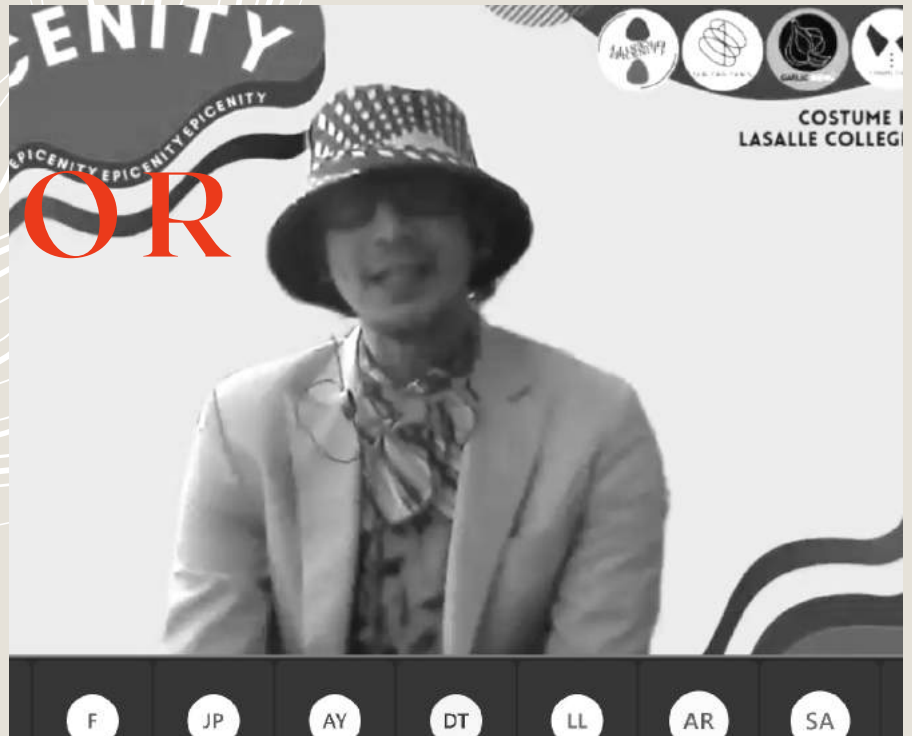
The event is welcomed by the speech of Mr. Richard Kaunang as the head of Fashion Business Program, with Mr. Dino Augusto as the moderator.

The speech was inspirative and delightful, it was the moment that we realize how blessed we are to be fully supported by Lasalle's Fashion Business family.



After the welcoming speech, we have Ms. Shinta as the representative of the admission department to introduce Fashion Business Program to the audiences.

THE MENTOR



Mr. Ichwan Thoha, as our lecturer and mentor also express his thoughts on our webinar event through the brief talk of him with the moderator. It was a fun and full of expression moment as the opening of our event.

Everything was explained by Mr. Ichwan, starting from the background of our event itself until his vision and expectation on the event. He also explained a brief description of our class, Costume History II. He shared his inspirational and insightful perspective to the audience with his bubbly and cheerful personality.



A THOUSAND DREAMS

To tone up the event, we invited two guest stars from a different field : Angela Rachel from One Off Ones to took part on the business perspective, and Andy Yanata as the fashion enthusiast and influencer to share his thought from entertainment and fashion industry.

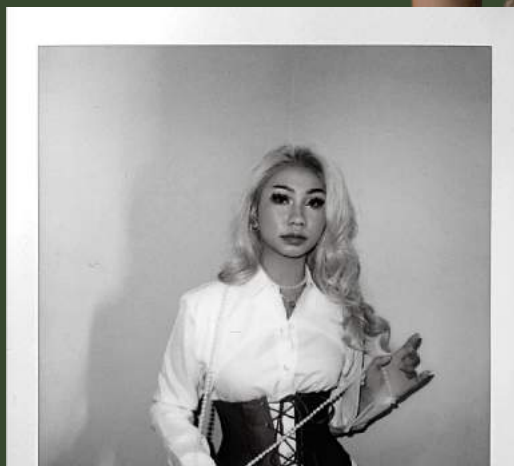
From the insightful talks with Rachel, we learned that it's not always the big vision that move a person. Through her simple thoughts during college years as a fashion student, which to be specified was when she is developing her school project, the ambition of wanting to create a piece that is wearable for all gender has encouraged her to finally took a big step in contributing her ideas into the brand, One Off Ones.



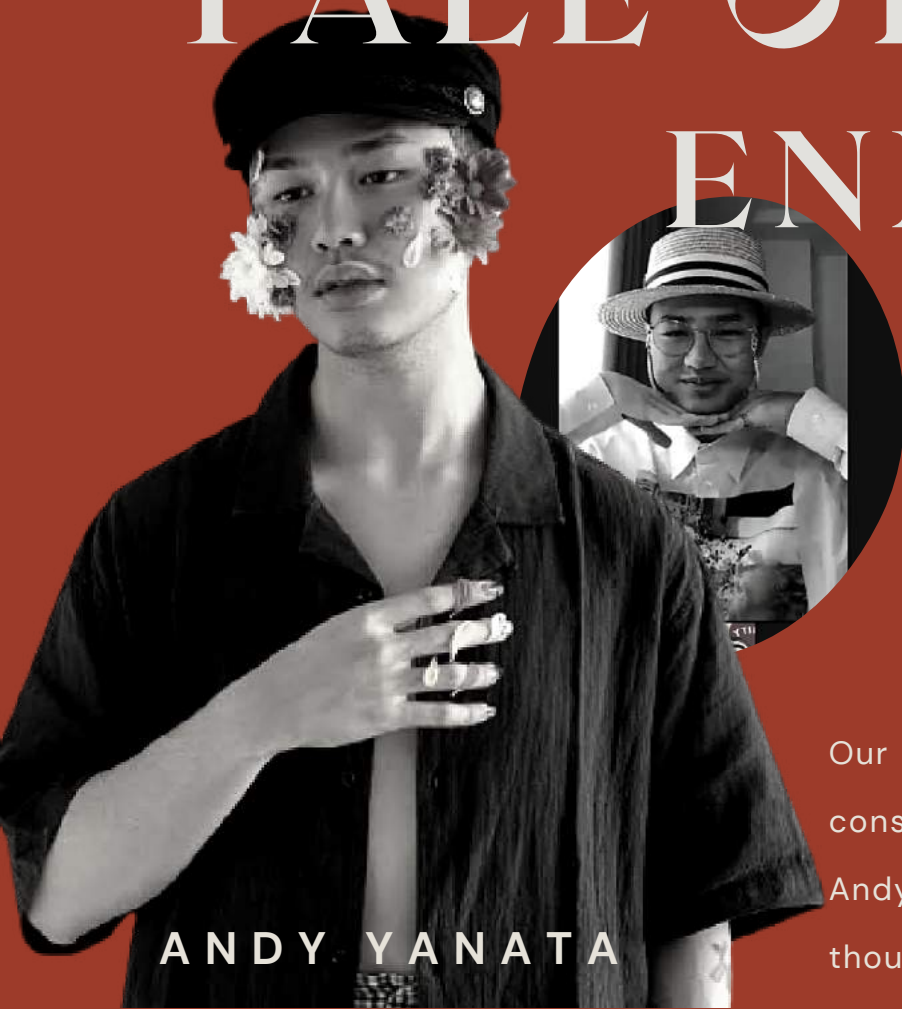
ANGELA RACHEL



ONE OFF ONES



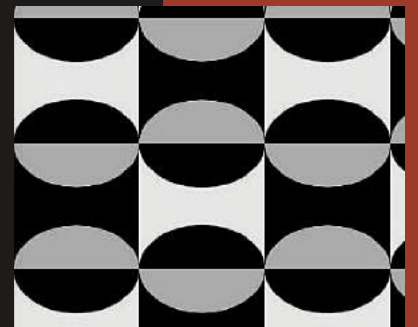
TALE OF THE ENDLESS SPIRIT



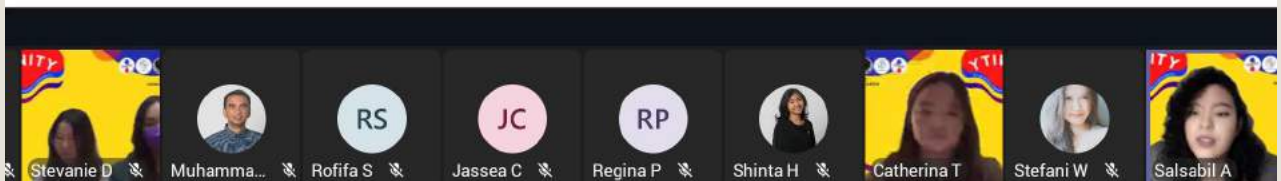
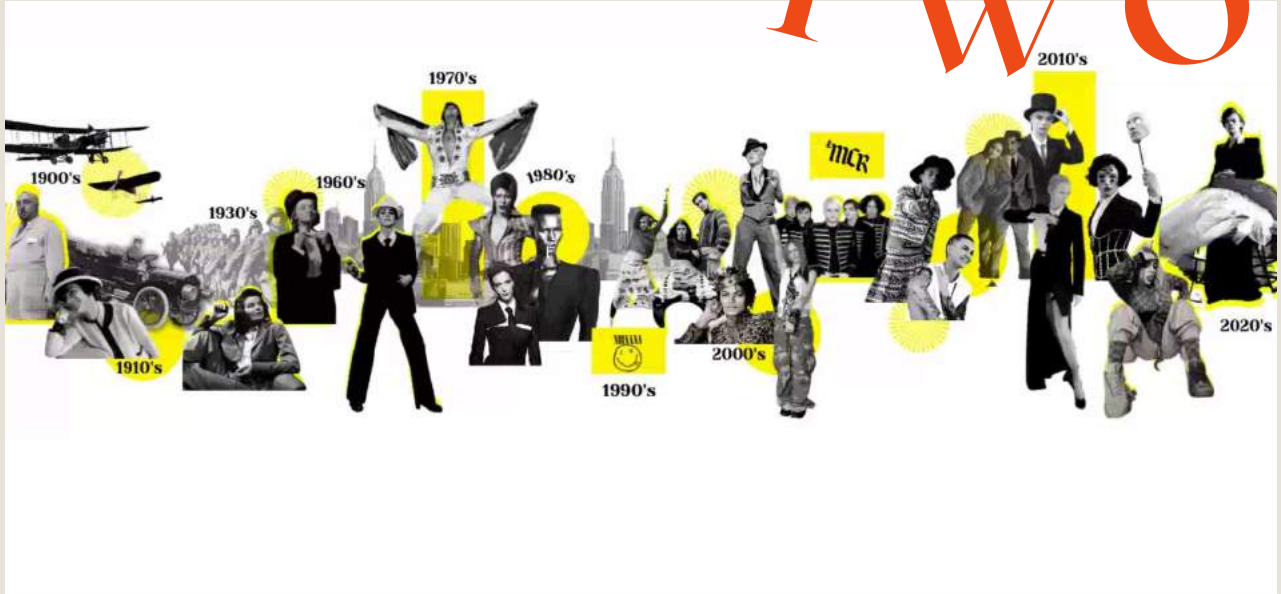
ANDY YANATA

Our main guest star that considered to be our role model, Andy Yanata, also shared his thought on the genderless fashion.

As someone who practice this style, he stated that everyone has the right to be express their style and preference in terms of clothing. There is no boundaries and limitation on gender in fashion, where we have to start normalize it. For more than 5 years, Andy has been practicing the genderless fashion confidently in his daily life. Moreover, he encouraged the audiences to feel confident and comfortable to express their fashion style. He shared his experience on shopping at the womenswear sections, or even the kidswear one. His bold and brave personality has inspired people to be more confident.



PHASE TWO



Continued with the second group which presented by Salsabil and Catherina, the evolvment of genderless fashion is discussed focusly with the icon of every era as their highlight.



This topic carried a lot of insightful information on genderless fashion evolution and icons for each decades, such as David Bowie, YSL as the iconic brand, and other inspirative icons which brought a fresh ideas and awareness to the audiences. The slides were completed with interesting pictures and videos to enhance audience's experience as well as to create a lively presentation.



PHASE PHASE

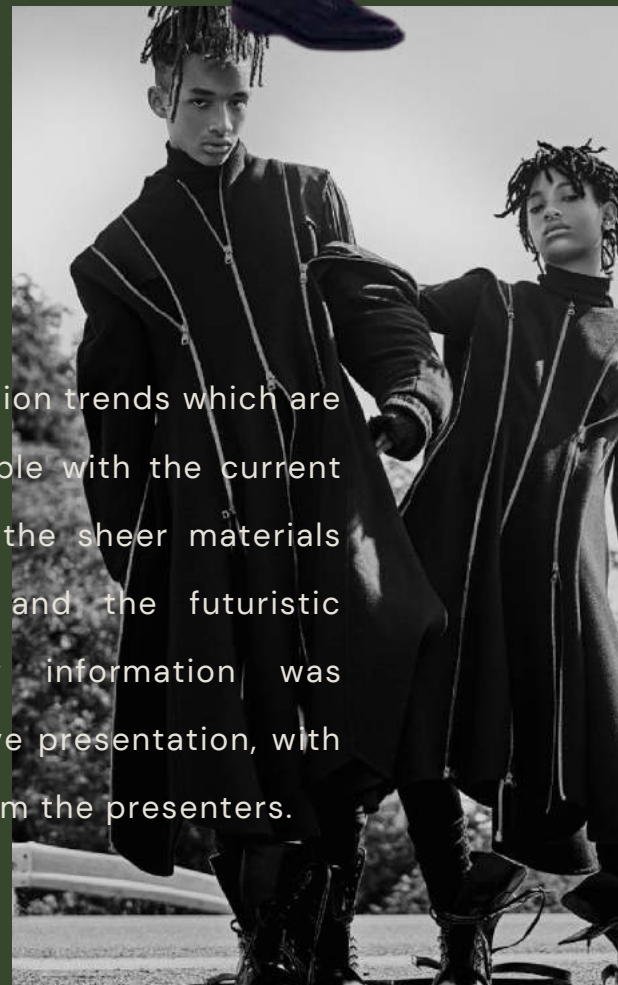
THREE THREE



Moving to the pleasing visual of compilations on genderless fashion trends, the fresh and delightful presentation was brought by Jeane and Karyn as the third group. The topic was mainly about the upcoming trends of genderless fashion based on the credible and accurate source, which can be an inspirational talk for the audience.



They discussed several fashion trends which are very interesting and relatable with the current fashion situation, such as the sheer materials trend, streetwear, skirts, and the futuristic themed garments. Every information was wrapped in a communicative presentation, with the fun and chatty vibes from the presenters.





Last but not least, a topic on commercializing the genderless concept in fashion business was presented by Felicia and Stevanie. Focusing on the strategy initiatives and brand inspiration, the presentation was discussing about target market, aspects that needed to be highlighted by a genderless fashion brand, until the executions from several brand inspirations.

PHASE FOUR

PHASE FOUR

PHASE FOUR

THE NEW ERA

Based on Vogue's Interview with the Scottish designer, Charles Jeffrey, it's stated that having to decide between men's and women's section when shopping online is a difficult moment. According to Jeffrey, one of the solution a business owner could implement is by looking into a deeper perspective in terms of social aspects by putting our feet in LGBTQ+ person's shoes.

Ssense is one of the leader in this industry by carrying genderless brand like Telfar. Also, the editorial team features creatives and stories that are more inclusive to capture the market.

Stefforly Studio F/W 2016

MS DA RS JC RP CT

Maziyah S, Dino A (Gu... , Muhamma... , Roffia S, Jassee C, Regina P, Shinta H, Catherina T, Stefani W

PHASE FOUR

Through this talk, audiences knew that growing a genderless fashion brand has been challenging in several aspects but it also signed a great potential to expand the fashion market in the future. Not only international brands, the team discussed about local genderless brand that was very inspirative for the audience who's interest in developing a genderless collections or brand.



LAST WAVE,

THE CLOSURE



The last session of the event is the Q&A that was led and guided by Mr. Dino as the moderator. We are more than happy for the audiences' excitement in interacting with our covered topics, shown by their insightful and interesting questions to the panellists and mentor, Mr. Ichwan Thoha, related to the Genderless Fashion. Some of the best questions were answered by Mr. Ichwan with Mr. Dino supporting his statement. It was such an insightful conversation that combines knowledge and experiences in one boat. Overall, it was such a successful and fun event that organized by our hardworking team, Costume History II of Winter 2021 class which is part of Fashion Business Program.

