



***“We  
illuminate  
people  
with  
light  
through  
creation.”***

***-Alvenlim-***



**FOTIS**

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# Introduction

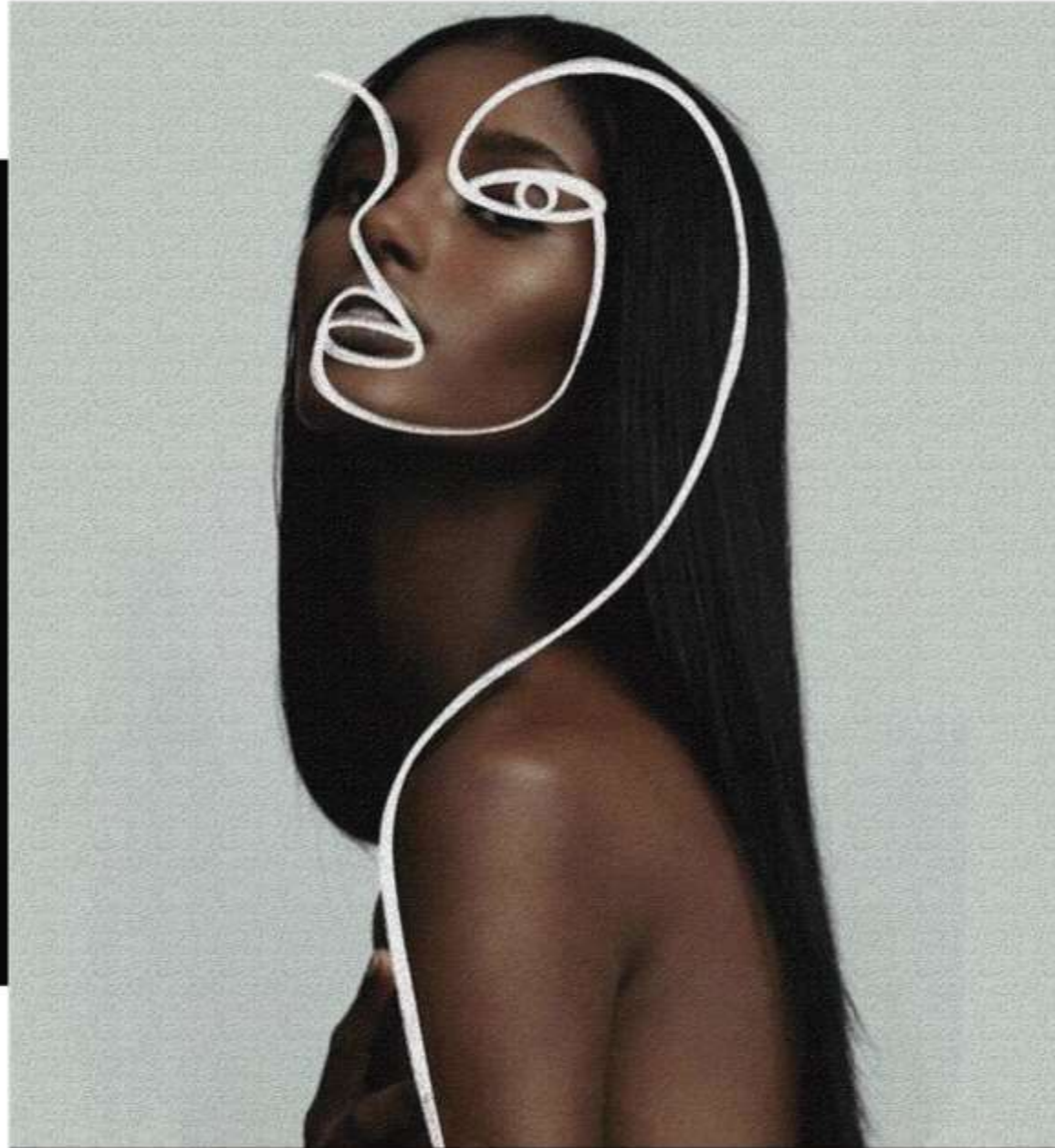


For this Drawing Class i had to made my own brand. I had to choose my own style, color, and key words for my Brand Identity. This assignment teach me how to building a brand. Start from all of the things about the brands, target market, competitors, visuals, and preparation details for selling the products, etc.

For this brand, i decided to name my brand FOTIS and focus on Art, sustainable, & fabrication. I also use various kind of worn clothes and fabrics for sustainable movement. From my brand's name and the background, my brand reflects various kind of culture from life. Here i present my portfolio to help you understand about my brand and everything about it.



**BRAND**



**PROFILE**



# Brand Name

# FOTIS

[ Square721 BT ]

*Intelligent, Sharp, and Stylish*

## Fotis (Greek Words) — Light

Through this brand, we hope to bring and show light even though it is only through a small gap, because through that light we can better know the ins and outs of life and how it works. Besides that, the meaning of the brand name as well as the designs, material and everything that will be produce would be sustainable so we hope that it could bring the light to this world, people, & future.



≠ → Means the letter F

≠O



This logo is taken from the first and second initials of the brand name, namely F&O. The letter F is made with two lines with a slash in the middle which, if you pay more attention, is the shape of the letter F itself.

However, if we look at the F symbol in another sense, it will become a symbol of "not the same as" which means that through this brand it is okay to be more striking, dominant, and different from the others. Because with that difference we can bring positive things and change in it just like the symbol "not the same as" contained in a circle / letter O itself.

The letter O is represented by a circle symbol that is the space for the symbol "does not equal" being. Which can be interpreted as a world. Which contains various kinds of inequalities of life, and all the things that are in it.

# Brand Logo



**FOTIS** was founded by Alvenia Kristanti Salim in 2021 to create and develop the ideas and products. With sustainable technique, and new ideas in fashion also appreciation of high quality are the fundamental reasons why **FOTIS** was created.

Ever since we began by reworking worn clothes or fabrics in a different way, this mission of blending art, music, film, photography, and culture has been the core of our brand.

**FOTIS** is designed and developed in Indonesia. Focusing on ideas, technique, and sustainable fabrication, the brand presents full mens and women's collections that seek to unite technical innovation with human emotion. Moreover, **FOTIS** is the brand that support to preserve nature starting from the selection of materials, entering the manufacturing process to packaging.

## Brand Background



## Vision:

To be a leading brand that could bring people together in diverse culture change towards renewable fashion while preserving environment.

## Mission:

- Do everything possible to Design and Define human Emotion in every piece creations.
- Offering Men & Women across the world of high quality, hand-finished, and innovative fashion products at affordable prices, thereby inspiring them to express their individuality.
- Trying to progress to be minimum waste in each piece of products.
- Trying to Recycling every worn clothes or fabric into an innovative new product.

## Company Identity:

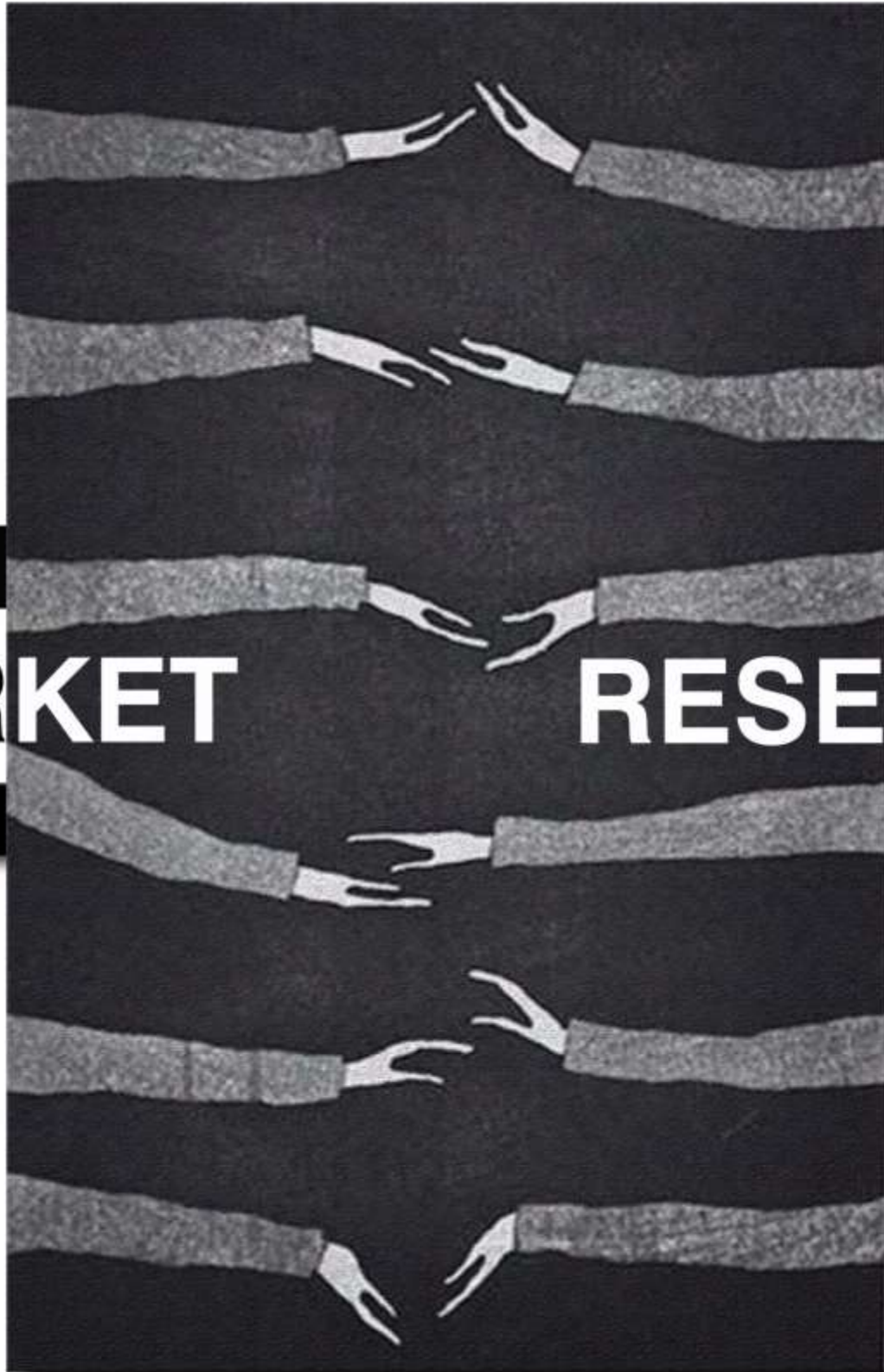
- Experimental
- Unisex
- Androgynous
- Artistic



# VISION & MISSION BRAND

**MARKET**

**RESEARCH**





# Target Market



## DEMOGRAPHICS

- Gender : Unisex
- Age : 20 - 35 years old,
- Middle to High income (Rp 6.000.000 – Rp 12.000.000)

## GEOGRAPHICAL

- Indonesia and Abroad (Worldwide)

## PSYCHOGRAPHIC

- Like to find an unique texture from the garment / unique cutting line and Fabrication,
- Want to find the good quality garment,
- Have an interest in Art,
- Have an interested in Culture,
- Like to try something new,
- Have an interest in nature and want to help this world by preserve the environment.

# MISHMACH

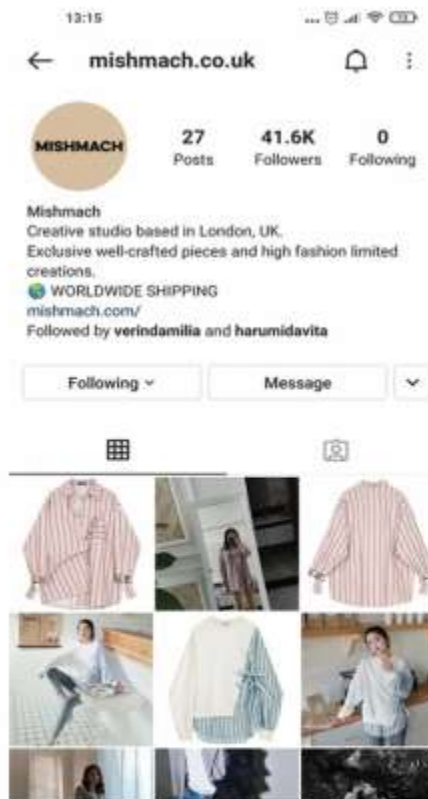
<https://mishmach.co.uk/>



## Product :

BASICS	: Rp 419.992,00 - Rp 1.049.982,00
BOTTOMS	: Rp 763.263,00 - Rp 1.145.435,00
DENIM	: Rp 1.049.982,00 - Rp 1.431.793,00
DRESSES	: Rp 763.623,00 - Rp 2.099.964,00
JACKETS	: Rp 1.240.888,00 - Rp 2.099.964,00
TOPS	: Rp 763.623,00 - Rp 1.527.246,00

## Promotion :



**Place :**  
London, Uk

## SWOT

- S**
  - Good quality of products
  - Professional service that being able to return & exchange products.
  - Unique style but still following the trend
- W**
  - Offline store/studio only focused in one city
  - Information about the brand is hard to obtain
- O**
  - International shipping
  - Actively promoting their products using Instagram promotion
- T**
  - Their style is quite different from Indonesian fashion sense
  - Mishmach is less known abroad

# NONCODE

<https://en.noncode.co.kr/>

## NONCODE

LOGIN JOIN ORDER MY PAGE 0

- BEST 30
- OUTER
- OPS
- TOP
- SHIRT
- BOTTOM
- SKIRT
- SHOES
- ACC
- BAG
- Only NONCODE
- SALE

- NOTICE
  - Q&A
  - REVIEW
- f B



### Product :

- OUTER
- OPS
- TOP
- SHIRT
- BOTTOM
- SKIRT
- SHOES
- ACC
- BAG
- PRICE : \$10.39 - \$101.29**

**Place :**  
Seoul, South Korea



## SWOT

- S**
- Good Description on Detail Size & Detail Product
  - Professional service that being able to return & exchange products.
  - Have an official Website
  - Have Various Kind of Product

- W**
- Offline store/studio only focused in one city
  - Information about the brand is hard to obtain

- O**
- International shipping
  - Actively promoting their products using Instagram promotion

- T**
- More Competitors that have similar brand image
  - Noncode is less known abroad

minsobi  
ミンソビ

<http://www.minsobi.com/index.html>



**Product :**

- TOPS
- OUTER
- BOTTOMS
- SHOES
- ACCESSORY
- LADIES

**PRICE : \$13.77 - \$555.38**

**Place :**  
Japan



**SWOT**

- S**
- Good Detail Picture Product
  - Professional service that being able to return & exchange products.
  - Have an official Website
  - Have Various Kind of Product
- W**
- Offline store/studio only focused in one city
  - Information about the brand is hard to obtain
- O**
- International shipping
  - Actively promoting their products using Instagram promotion
- T**
- More Competitors that have similar brand Image
  - Noncode is less known abroad

# SVH

<https://svh.co.id/>

SVH LOG IN ALL PRODUCTS CONTACT

♡ 0 🛒 0 🌐 🔍



## Essentials Hoddie SVH OFFCL in Black

As a brand, SVH took the time to reflect and think of profound ways to contribute to change within the fashion industry and give back to mother earth.

[SHOP NOW](#)



## Product :

TOPS  
OUTER  
BOTTOMS  
BAG  
ACCESSORY

PRICE : Rp 19.900,00 -  
Rp 2.590.000,00

**Place :**  
Bandung,  
Indonesia

## Promotion :

## SWOT

- S**
  - Good Detail Picture Product
  - Professional service that being able to return & exchange products.
  - Have an official Website
  - Have Various Kind of Product
- W**
  - Offline store/studio only focused in one city
  - Information about the brand is hard to obtain
- O**
  - International shipping
  - Actively promoting their products using Instagram promotion
- T**
  - SVH is less known abroad

## SWOT

### S

- Professional service that being able to return & exchange products.
- Have an official Website
- Have Various Kind of Product
- Good Quality

### W

- Offline store/studio only focused in one city

### O

- Men & Women Market
- International shipping
- Actively promoting products using Instagram promotion

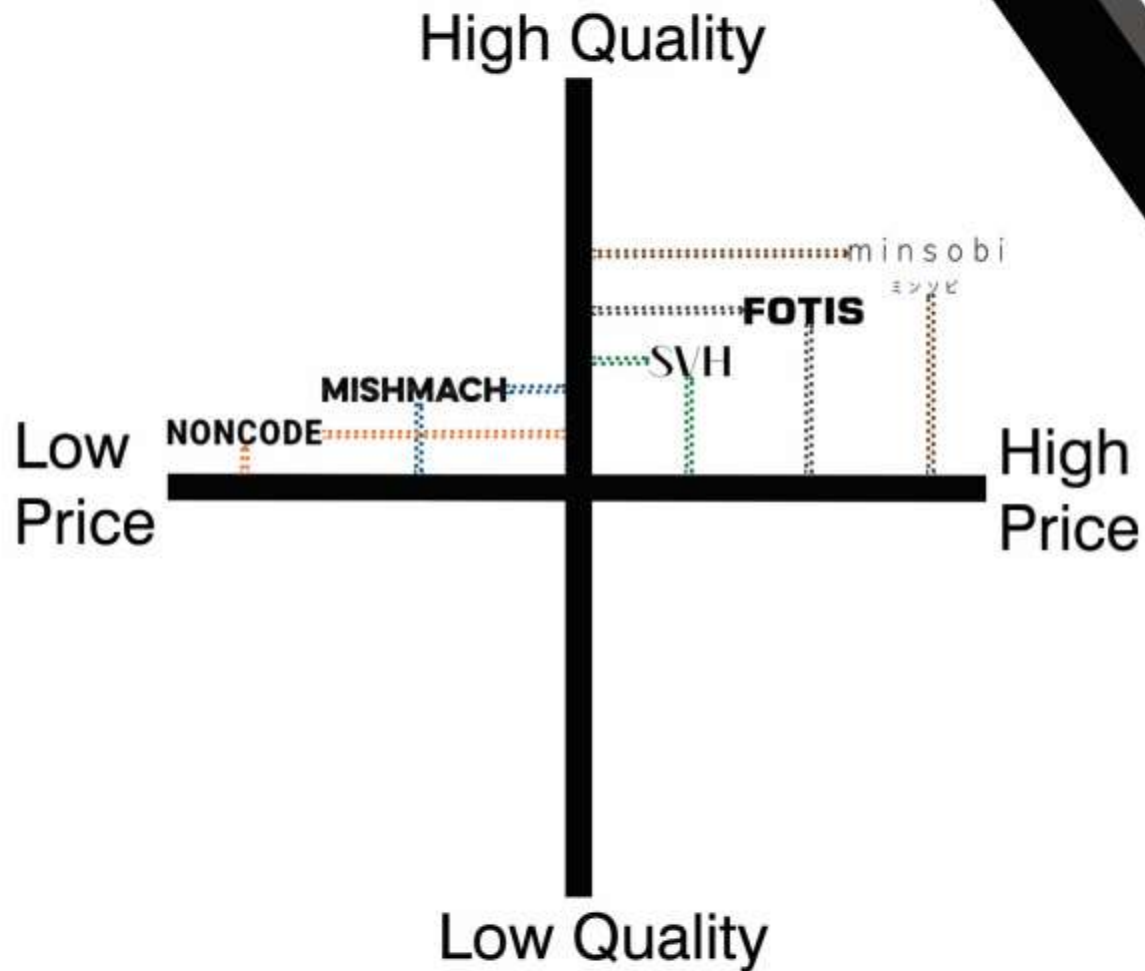
### T

- Many other companies that produce fast goods
- Fotis cannot stock a large number of product variants
- Many people prefer simple clothes at affordable prices



# BRAND SWOT

# BRAND POSITIONING



## DESCRIPTION

- NONCODE : Has a Medium Quality with Standard / Medium Price.
- MISHMACH : Has a Medium Quality with Standard / Medium Price.
- SVH : Has a Medium Quality with Medium to High Price.
- FOTIS : Has a Medium to High Quality with Medium to High Price.
- Minsobi : Has a High Quality with a price that is more expensive than with the other brand.



**BRAND**

**VISUALS**

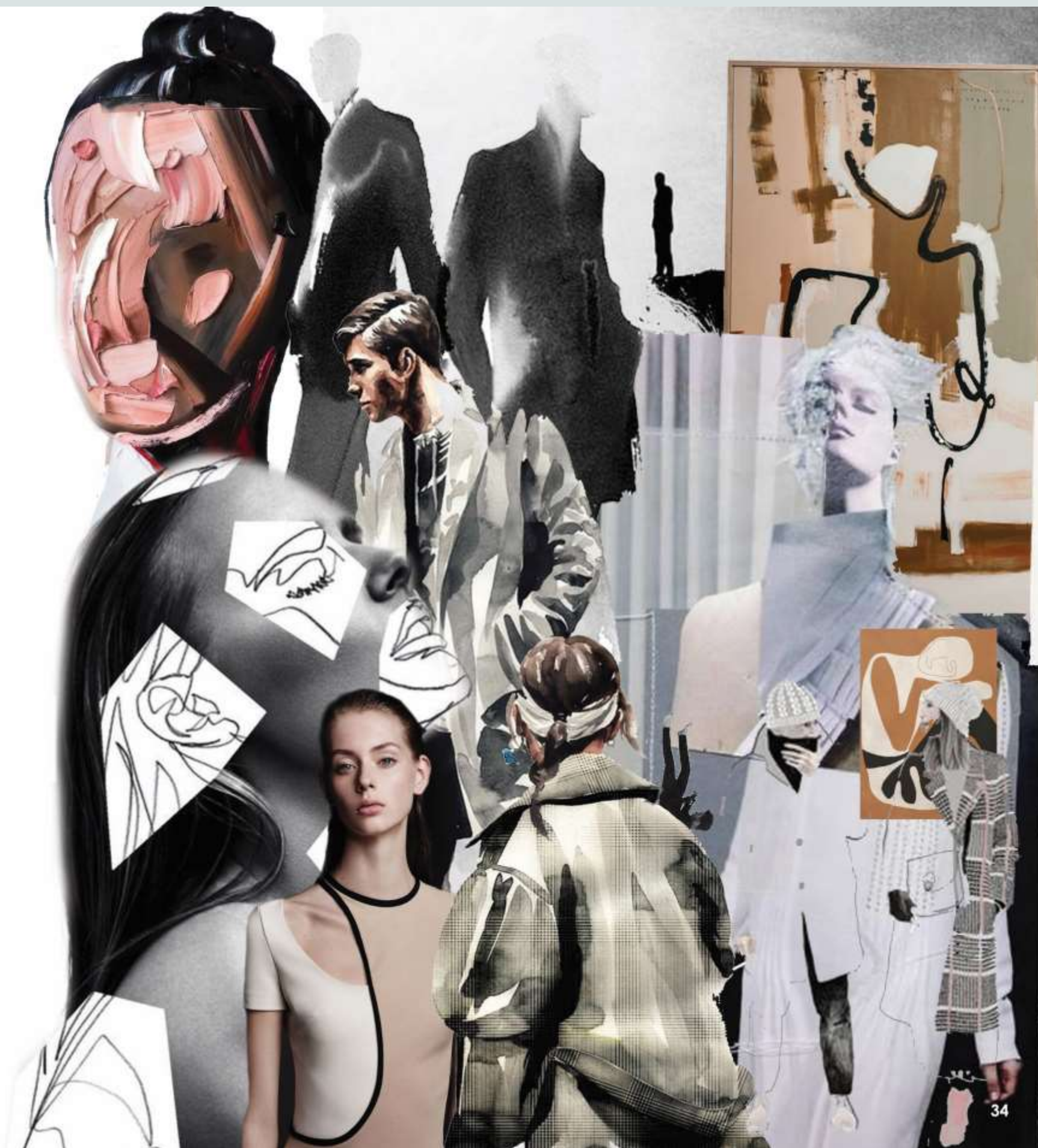




# MOODBOARD



# COLORBOARD



# Brand Font

Font : Swiss721 BT

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 10 ! @ # \$ \*

This type of font describes something that is universal, clean, modern, objective and stable. Using this font depicts something global, acceptable to all groups. Naturally, if we use this font, everyone can accept it.



# STATIONERY

# BRAND

# Name Card

(5x9cm)



# Thank You Card

(10x15cm)



# Label Tag (5x1,5cm)

**FOTIS** 



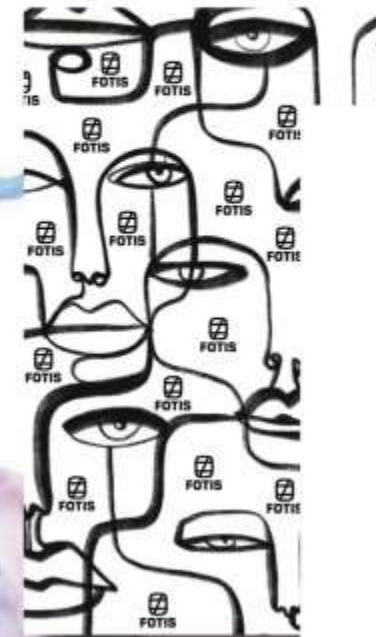
# Price Tag (10x5cm)

SIZE :

PRICE :

**FOTIS**

# (5x9cm) Swing Tag



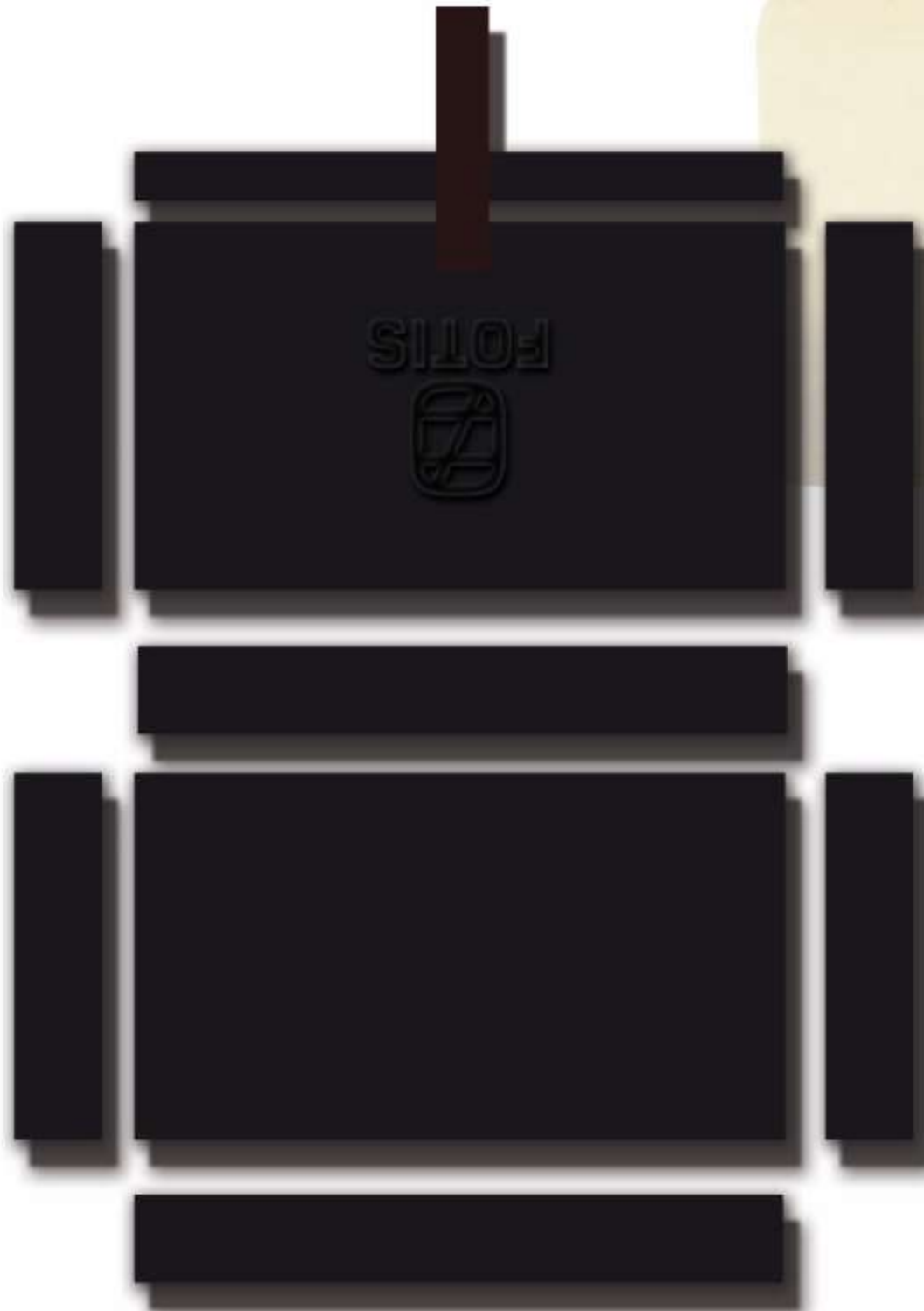
  
**FOTIS**

 FOTISTHELABEL

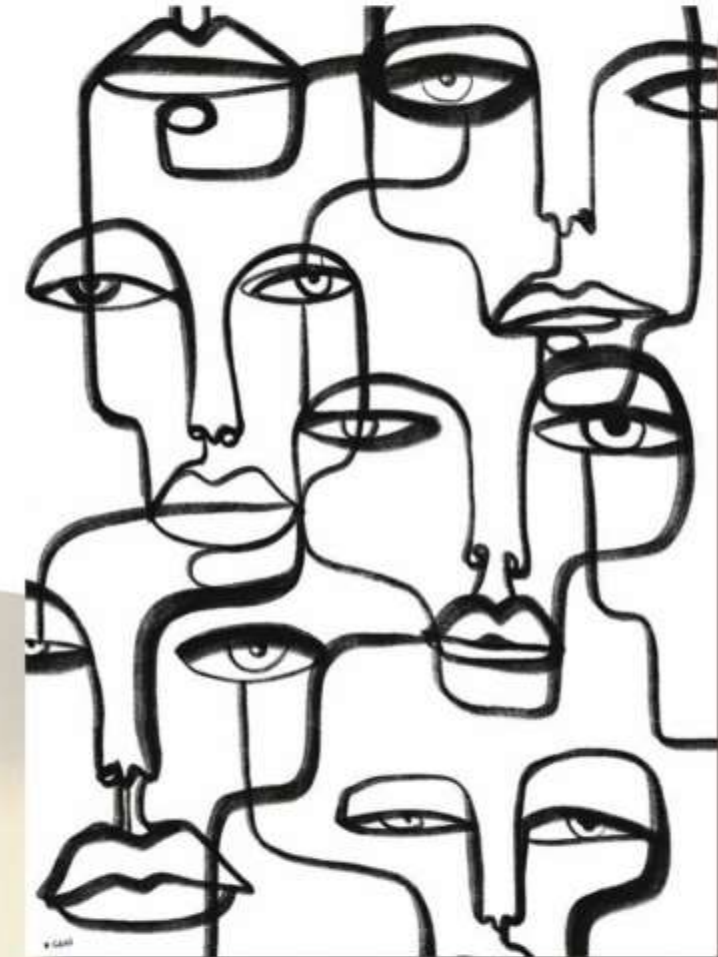
# (11,5x17cm) Envelope



# Packaging Box (22,5x25cm)

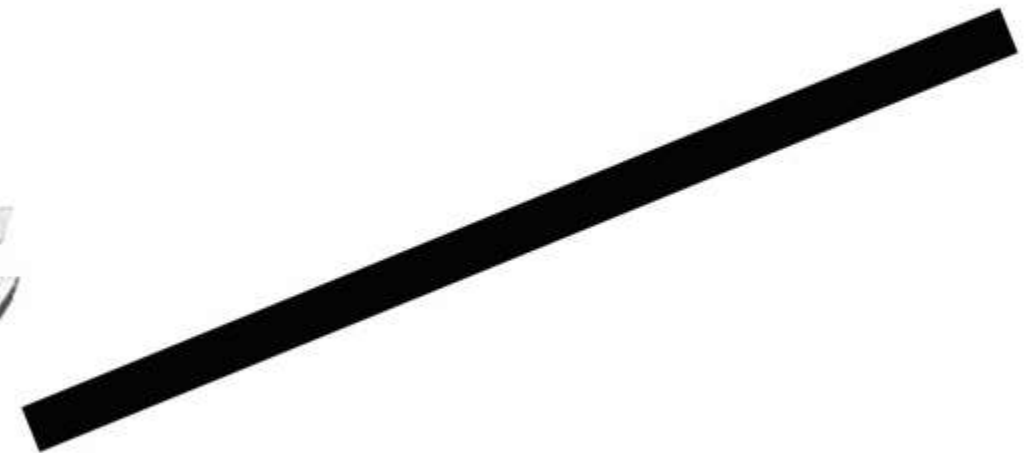
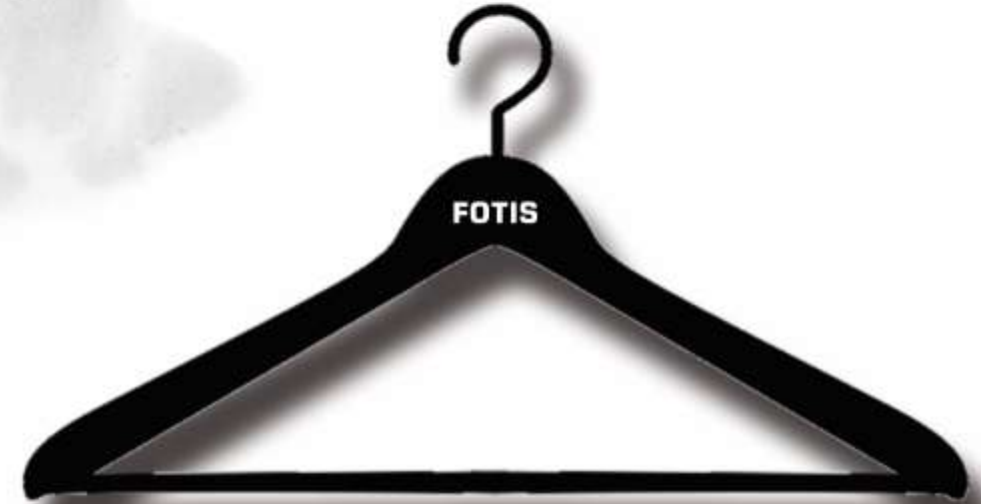


# (29x42cm) Wrapping Paper



**Paper Bag** (29x37,5cm)

**Hanger**





← fotisthelabel



0 Posts 7 Followers 1 Following

FOTIS Clothing (Brand) Followed by widyaxie and alkriss\_art

Following Message



# Brand IG Feeds



**AW  
2021**

**IMPERFECTION**

**REMEMBER  
WHO  
YOU  
WANTED  
TO BE.**

*"Nothing is more perfect than you  
accept that imperfection."*

*-Alvenlim-*



*Mini Collection*

**MINI COLLECTION**  
*-AW 2021-*

**#CATALOG PHOTOS**



#IMPERFECTION 1



#IMPERFECTION 1

AW 2021

AW 2021



#IMPERFECTION 2

#IMPERFECTION 2





#IMPERFECTION 3



#IMPERFECTION 3



#IMPERFECTION 4



#IMPERFECTION 4

AW 2021

#IMPERFECTION 4



#IMPERFECTION 4



AW 2021

AW 2021

#IMPERFECTION 5



#IMPERFECTION 5





**MINI COLLECTION**  
*-AW 2021-*

**#CAMPAIGN PHOTOS**



#IMPERFECTION 1

#IMPERFECTION 1

#IMPERFECTION 1



#IMPERFECTION 2

AW 2021





#IMPERFECTION 2



#IMPERFECTION 2



#IMPERFECTION 2

#IMPERFECTION 2





AW 2021

#IMPERFECTION 5

#IMPERFECTION 5





#IMPERFECTION 5

#IMPERFECTION 5

#IMPERFECTION 2



AW 2021

#IMPERFECTION 5







#IMPERFECTION 2

#IMPERFECTION 5

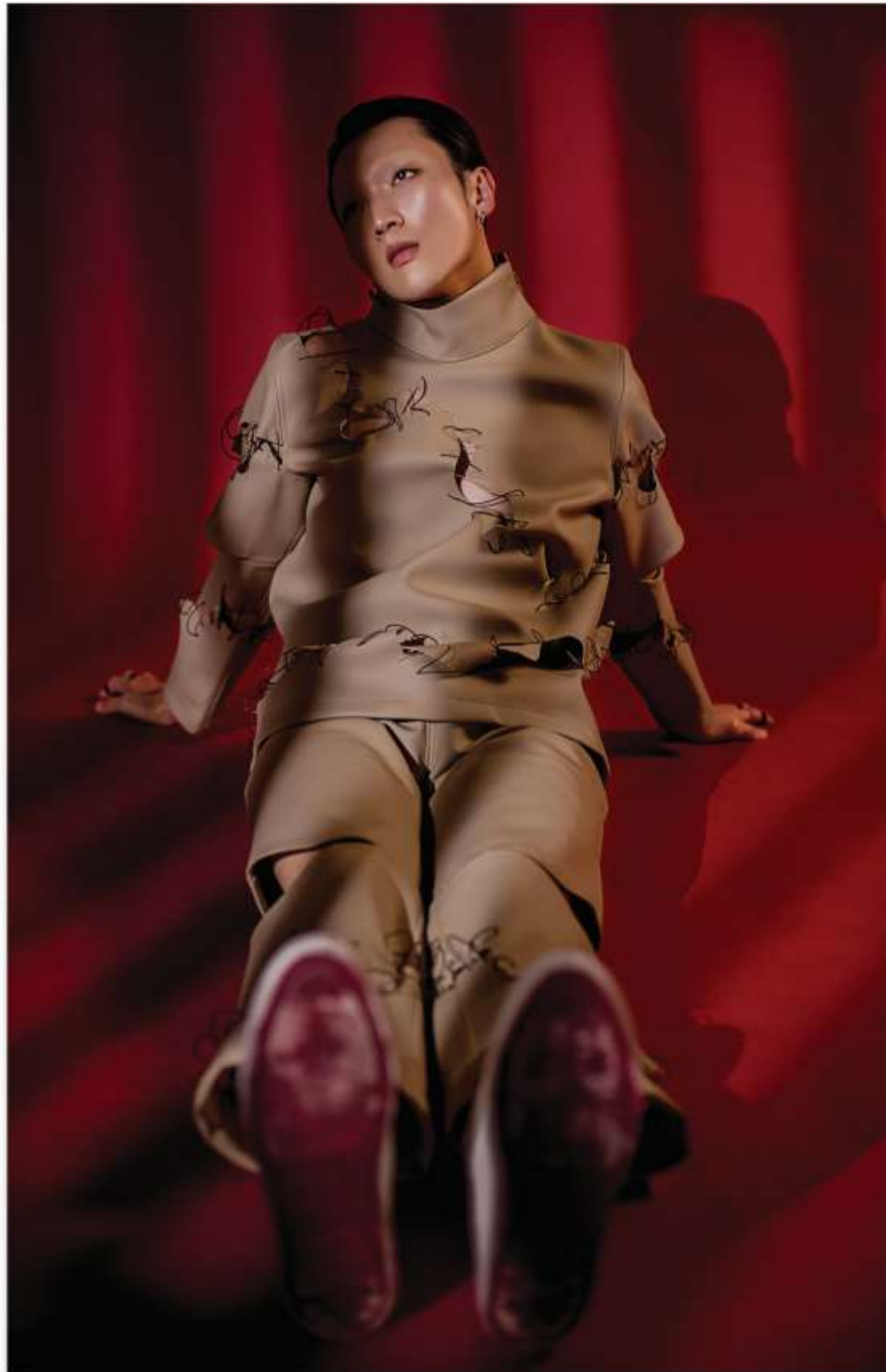


#IMPERFECTION 3

AW 2021



#IMPERFECTION 3



AW 2021



#IMPERFECTION 4



#IMPERFECTION 3

#IMPERFECTION 4

#IMPERFECTION 3



#IMPERFECTION 4



# Conclusion

From this Project, I learned a lot of new things from scratch until the beginning of this brand.

Like how to determine the style & concept of the brand Identity, what products will be produced, target market, price range, etc.

Also the most important thing that i learned about building a brand, it's about the value of the brand itself.

