



ELVER

by Shella Veranika

“Create your own style let it be unique for
yourself and yet identifiable for others”

-Elver-



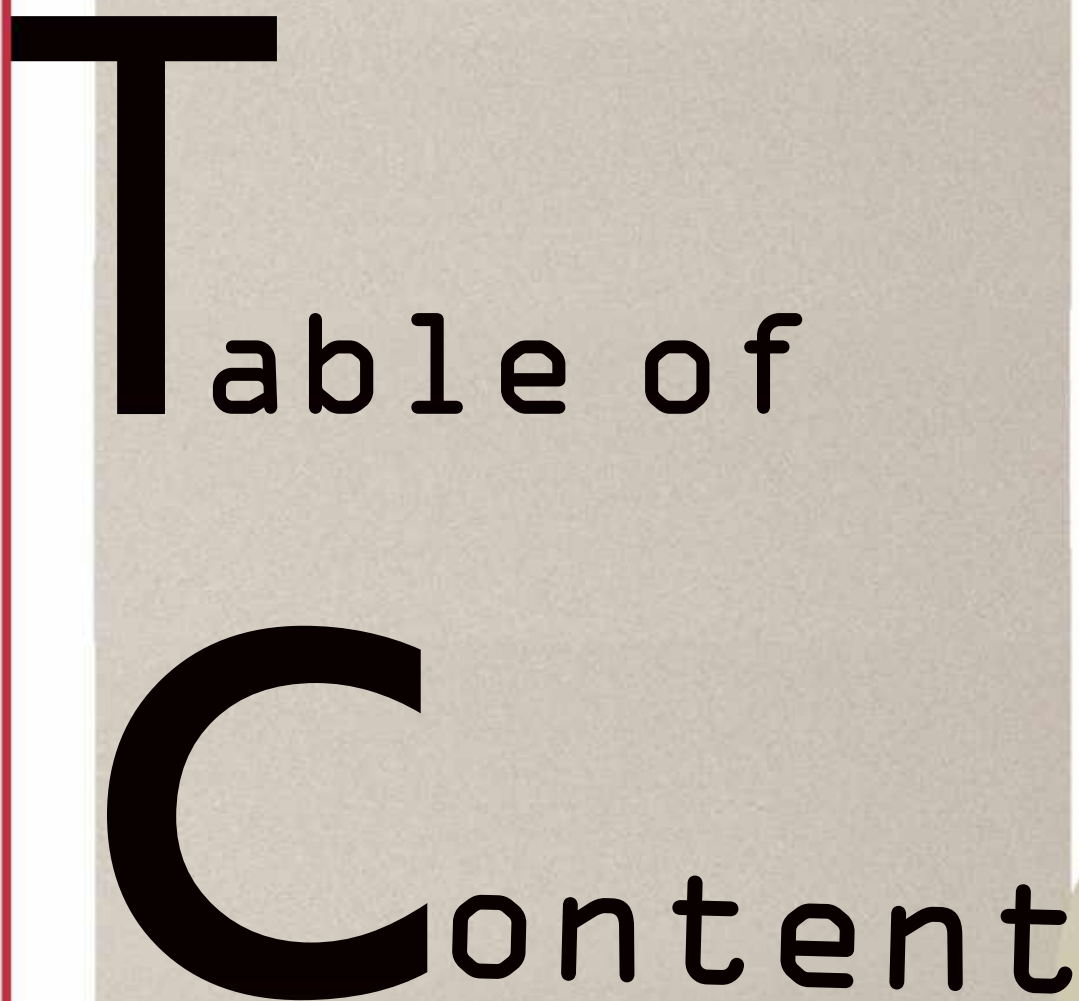


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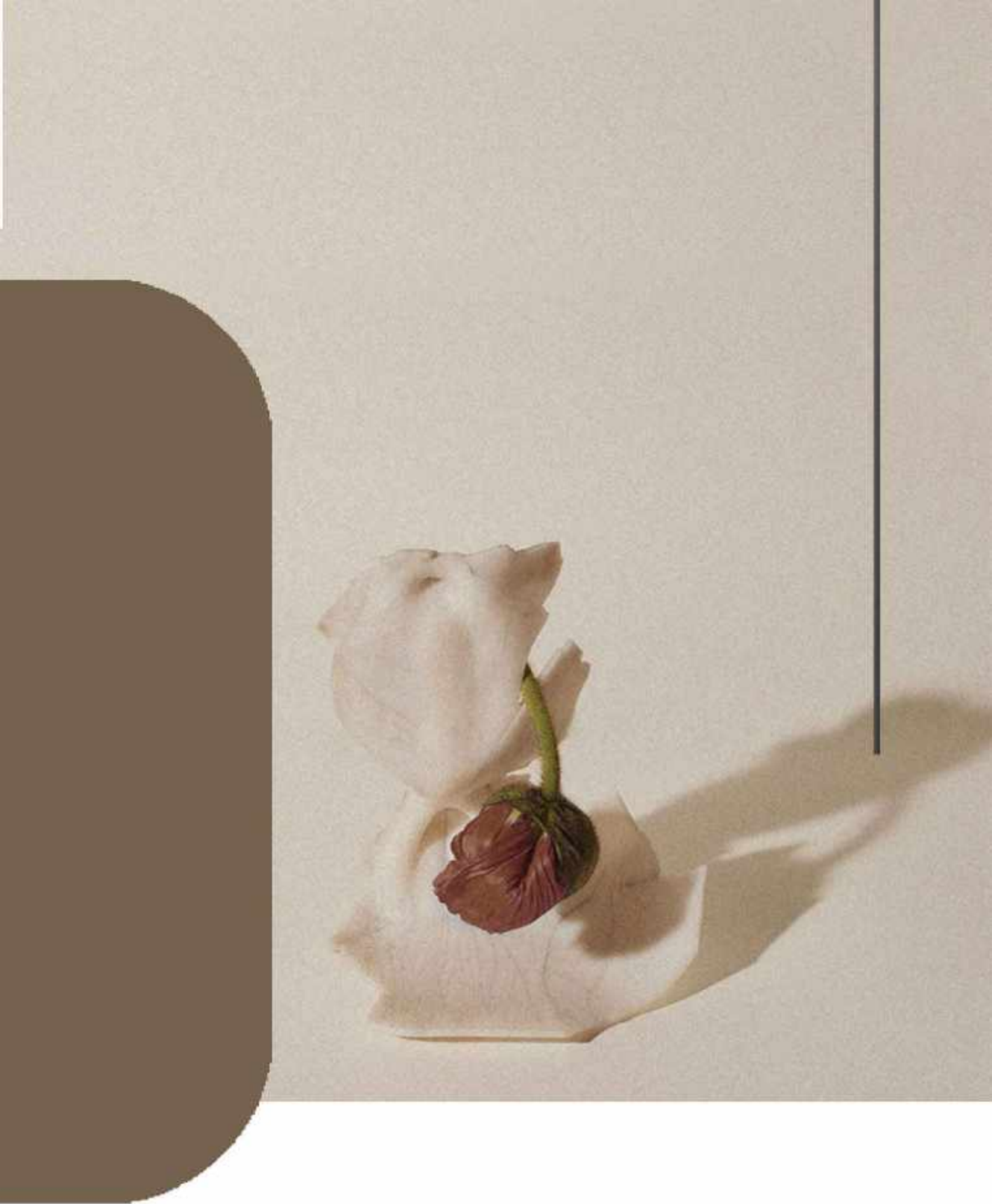
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For this lesson, I made my brand. I chose several inspirations, styles, and colors to combine them to create strong product value clothes. I learned how to transfer inspiration to this collection, learn how to find out what target customers are in this brand, how to make quality products, and affordable prices so that customers like them.

For this, I decided to name this brand Elver and focus on ready-to-wear clothes. From this brand name and background, my brand represents a casual, experiential, carefree soul. Here I am presenting this brand book to make it easier for you to understand the Elver brand and collection.

I n t r o



d u c t i o n

RELEASE
RELEASE
RELEASE
RELEASE
RELEASE



RELEASE



RELEASE

About the Brand.

The name elver is taken from the name Shella Veranika, namely "el" and "ver." In Latin, elver has spring food. Elver has a strong meaning when it comes to communicating with other people. She has a magnetic personality and is sociable. Elver's independent and experiential nature and character are in keeping with this brand value. The characteristics of training, status-oriented, seeking power, aiming for the material. So that the brand name can show great value.



Brand Value: Carefree Soul, Independent, Experiential, Urban, Youth, Casual

ELVER

Elver is a fashion brand established in 2021, ready to wear label brand embodies a design aesthetic characterized by calm, bold colors and innovative fabrics and designs. This brand spawns various collections every season.

The brand reflects individual and conscious femininity, which allows room for creativity. An attractive and stubborn person according to the situation. Able to fight under any circumstances in case of emergency.

Brand vision

- Become a brand that has good values and is always awaited by the community at all times and becomes a world-class brand

Brand mission

- Create good quality products and affordable prices
- Keeping the old customers and gaining new customers
- Improve the quality of design and service to be outstanding
- Has a unique, experiential, and communicative product value

Brand target market :

Customers with a target market for an adolescent to adult women ranging from 20-30 years old. Live in big city areas metropolitan city, worldwide. Have an income of 4,000,000 to 9,000,000 per month.

The behavioral and Psycho characteristics of Elver customers, always fashionable, experiential, and always want to be different from other people, someone who has a social spirit, has no boundaries, and is always busy with his friends. Customers who like current fashion trends like new and artistic things.

Price: 250.000 – 4.000.000

Product :
(Women's wear)

Dress

Skirt

Outer

Top

Pants

Parfum

SWOT Analysis

Strength :

- o Have collections in every season
- o Worldwide distribution
- o Good quality product
- o Has a defined design with a clean aesthetic definition

Weaknesses :

- o New brand
- o Slow and long time of production
- o Not many people know

Opportunities :

- o Introduce by the word of entertainment and event
- o Promoting their products using IG stories & IG TV
- o Expend the brand grow worldwide and let people know about Elver brand

Threats :

- o Limitation of consumers product
- o Restriction of consumer product
- o Many competitors

COMPETITOR

1. Friederich Herman : <https://www.friederichherman.com/home>

Friederich Herman is a contemporary fashion brand based in Indonesia, built upon a philosophy of combining thoughtfully pragmatic tailoring with a refined minimalism sensibility.

Our brand has revolved around making a point of conveying the idea of a personal reflection on a real woman's life, serving our customers with serenely confident, classic silhouettes that fits well and blends seamlessly into their wardrobe, connected with counterintuitive colour combination.



Price and product: 70.800 - 59.100.000

1. Men's Ready To Wear:

Activewear, bags, jackets, knitwear, outerwear, shoes, shirts, sweaters, t-shirt, trousers, watches

Range: 240.000 – 19.999.000

2. Women Ready To Wear:

Activewear, jackets, knitwear, denim, coats, dresses, eveningwear, t-shirt, trousers, jumpsuits, loungewear, shirt, skirts, suits, tops

Range: 210.000 – 38.300.000

3. Kids And Baby:

Acess, bodysuit, dresses, skirts, shirts, shoes, t-shirt, trousers, swimsuit, tops, underwear Range: 70.800 – 13.900.000

4. Shoes:

Brogues & Loafers, evening shoes, flat shoes, mules, pumps, sandals, sneakers

Range: 719.700 – 17.100.000

5. Accessories:

Belts, hats, necklaces, ring, mask, hair accessories, scarves, watches, bracelets, brooches, cufflinks, earrings, sunglasses, and optic

Range: 243.210-59.100.000

6. Bags:

Backpacks, bag Straps, belt Bags, bucket Bags, cutches, day Bags, Evening Bags, gym Bags, mini Bags, luggage And Travel, small Leather Goods, top Handle Bags, tote bags

Range: 600.000-59.100.000

Promotion :

Instagram, Website, Fashion Show, Event



FRIEDRICH HERMAN

Label Friedrich Herman adalah label yang didirikan oleh Friedrich Herman, seorang desainer fashion yang berkecimpung di dunia fashion sejak tahun 1970. Label ini dikenal karena desainnya yang unik dan inovatif, serta kualitasnya yang tinggi. Label ini juga telah memenangkan beberapa penghargaan, termasuk LPM Entrepreneurship Award dalam acara Jakarta Fashion Week 2013. Label ini juga secara aktif menyelenggarakan peragaan busana tunggal di Jakarta Fashion Week.

LPM Entrepreneurship Award dalam acara Jakarta Fashion Week 2013. Label ini juga secara aktif menyelenggarakan peragaan busana tunggal di Jakarta Fashion Week.

FRIEDRICH HERMAN

Week sejak tahun 2013, Koleksi label Friedrich Herman dapat Anda temukan di Ara Jakarta yang berlokasi di Colony 6 Kemang (arajakarta.com), Masarishop yang berlokasi di Senayan City Jakarta (masarishop.com), serta website resmi www.friedrichherman.com.

friedrichherman

60 posts 5,526 followers 0 following

Friedrich Herman
info@friedrichherman.com
www.friedrichherman.com

2. Peggy Hartanto: <https://www.peggyhartanto.com/>

The ready-to-wear brand Peggy Hartanto embodies a traditional design aesthetic characterized by clean lines, bold colors, and innovative use of fabric and construction. Its high-end offerings comprise distinctive feminine pieces with a sensibility that speaks to the modern woman.

The first Peggy Hartanto collection was presented at the Jakarta fashion week in 2012. Since then, the brand has showcased its seasonal collections at various events and participated in trade shows worldwide.

The label is now available at numerous boutiques and online retailers in Asia, the middle east, and the United Kingdom.



Price and product : 458.000-8.998.000

Womens

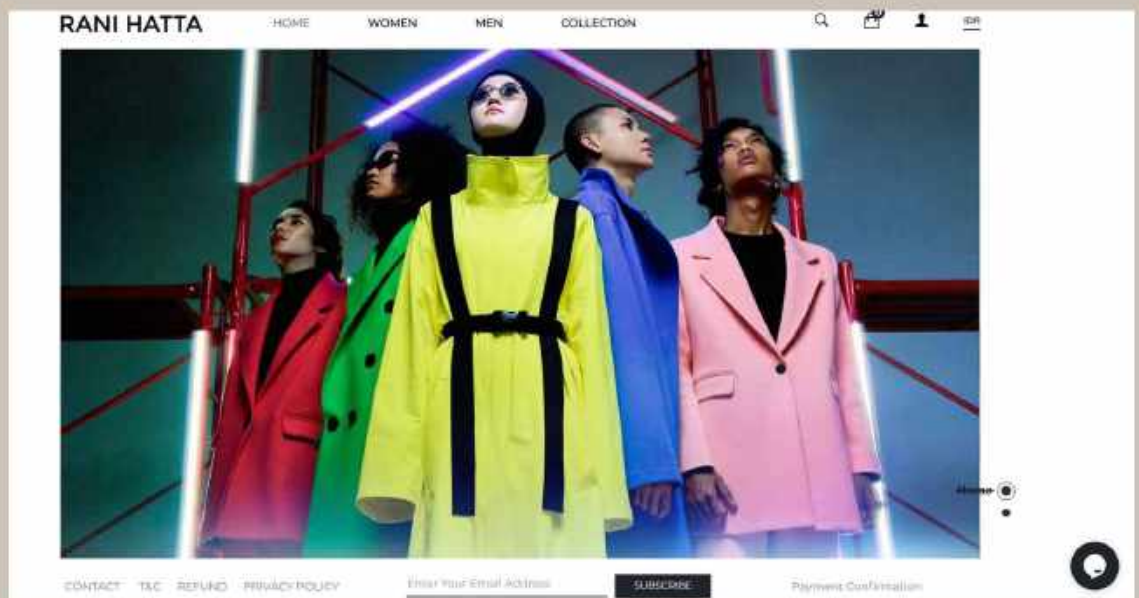
1. Dress
2. Pants
3. Jumpsuit
4. Mask
5. Top
6. Blazer

Promotion : Instagram, Website, twitter, Pinterest, Facebook, Fashion Show, Event



3. Rani Hatta: <https://ranihatta.com/>

Rani Hatta is a ready-to-wear modest clothing label that was established in 2012. This label focuses on casual clothing with modern and minimalist design lines. With an emphasis on the comfort and quality of the clothes she had designed, the designer, Rani Hatta, is sure that the label can compete in international markets.



Price and product: 300.000 - 2.999.000

Women

1. Dress

Midi, eyelet, shirt, shoelace, long, turtleneck

Range: 799.000-2.999.000

2. Outwears

Vest, long Coat, jacket, blazer, parka, bomber

Range: 1.899.000-2.899.000

3. Tops

Tshirt, shirt, sweater, pullover

Range: 799.000-1.499.000

4. Bottom

Skirts, pants

Range: 949.000-1.499.000

Men

1. Outwears

Vest, long Coat, jacket, Coat, blazer, parka, bomber

Range: 899.000-2.999.000

2. Tops

Tshirt, shirt, sweater, pullover

Range: 300.000-949.000

3. Bottoms

Pants

Range: 900.000

Promotion : Instagram, Website, Fashion Show, Event



4. Major minor: shop.majorminorstore.com

MAJOR MINOR was founded in June 2011 by Ari Seputra, Sari N. Seputra, and Inneke Margarethe. The brand is celebrated for its uncompromising commitments to quality and sophistication, with each collection reflects the founders' passion for the visual arts.

Borne out of the capital of Jakarta, Indonesia, it prioritizes comfort and versatility for the urban woman. Its designs combine bold color palettes and asymmetric lines while experimenting with different fabrics and textures. The ability to transform simple details into an unconventional yet sophisticated, ready-to-wear look gives MAJOR MINOR its distinct character.



Price and Product: 300.000 - 6.250.000

1. Dress:

- Range : 500.000-6.250.000

2. Top:

- Range : 300.000-4.000.000

3. Outer:

- Range : 500.000-6.000.000

4. Pants:

- Range : 400.000-3.750.000

5. Kids and baby :

- Range : 500.000-6.250.000

6. Accesories:

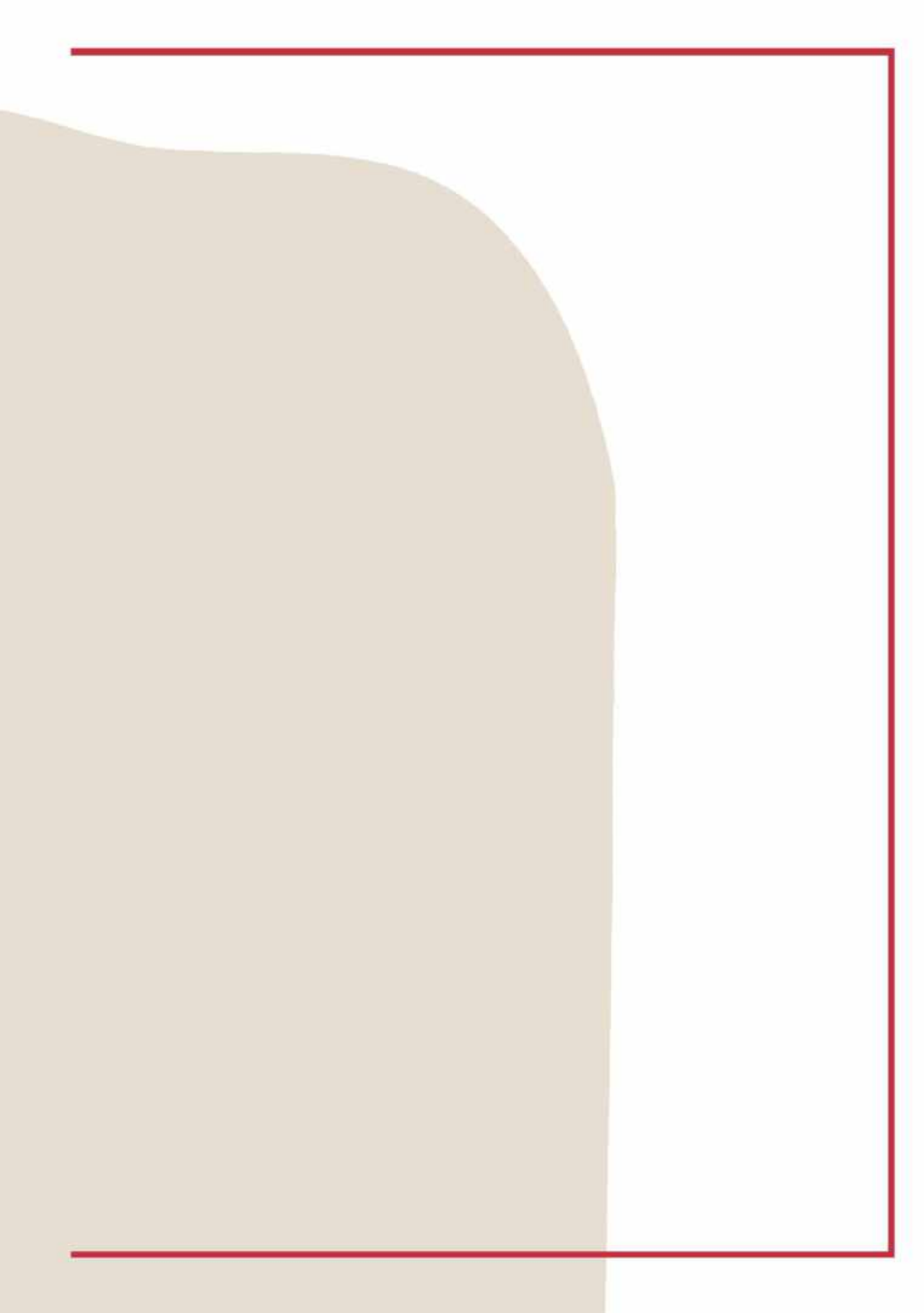
- Range : 300.000-4.000.000

7. Bag:

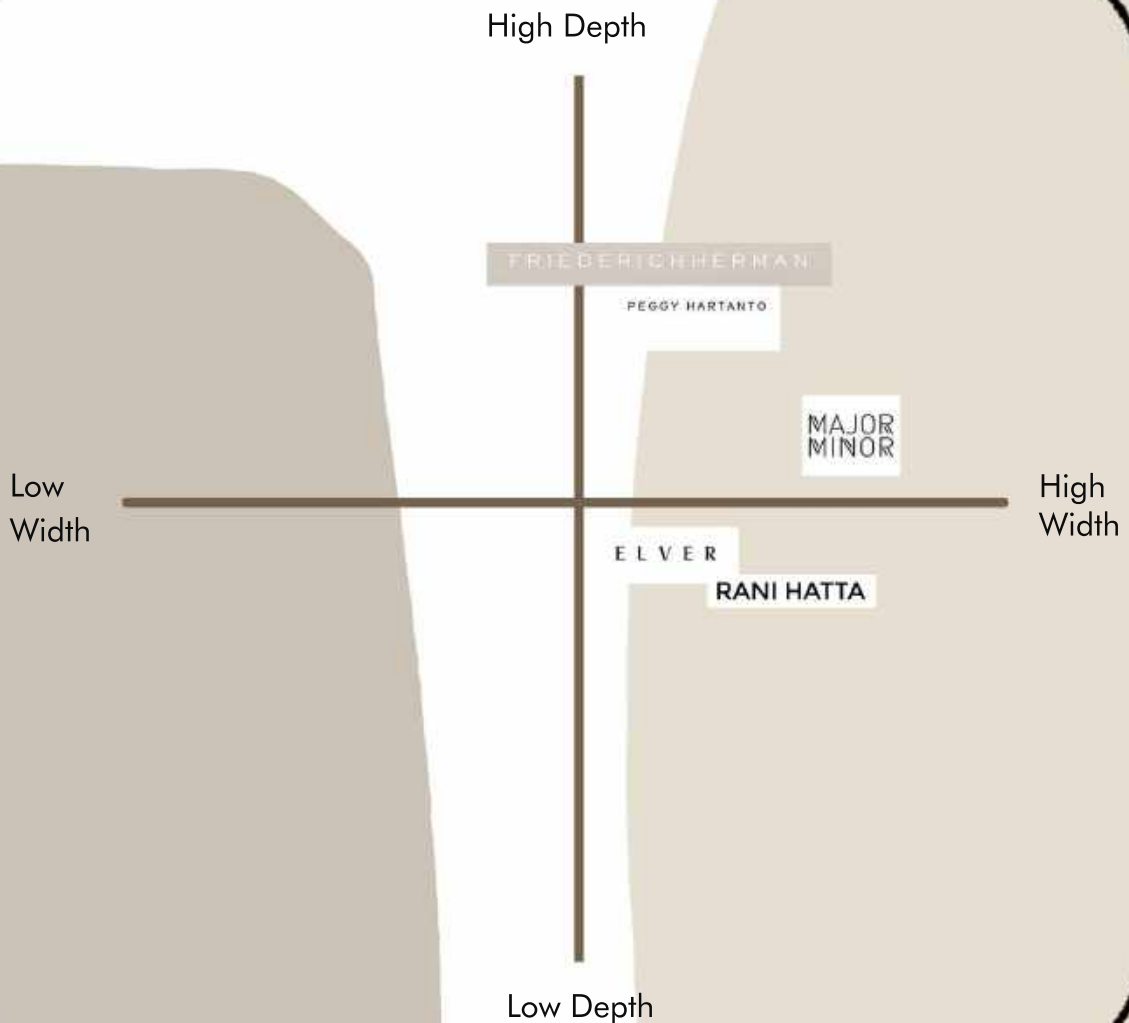
- Range : 500.000-6.000.000

Promotion : Instagram, Website, Fashion Show, Event





BRAND



Federich Herman has a style in a feminine touch with a deep understanding of modern lifestyles. And the second brand Peggy Hartanto embodies a classic design aesthetic characterized by clean lines, bold colors, and innovative use of fabrics and construction. The third major has a design that combines a bold color palette and asymmetrical lines while experimenting with different materials and textures. The fourth brand, Elver, embodies a design aesthetic characterized by calm, bold colors and innovative fabrics and designs. This brand spawns various collections every season. And besides Rani Hatta, this label focuses on casual clothing with modern and minimalist design lines.

Range Quality & Price

POSITIONING



Federich Herman has the highest price among all of us due to its high quality and intelligent and chic design. Next is Peggy Hartanto, with the second-highest price tag with clean lines and construction cuts. The third with the highest price is the Major Minor because it has an asymmetrical line design. The Elver brand is in fourth place because it has a design with experienced materials and textures. And finally, there is Rani Hata because the Rani brand is synonymous with simple and minimalist designs.



LOGO

&

BRAND FONT



ELVER

Modern, minimalist, elegant, simple

ELVER


Shella veranika

Valeria

OCR-A BT

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Futura Bk BT



A collage moodboard on a textured, off-white background. The central focus is a woman's face, partially obscured by a black wig and a black suit. To the right, a large, vibrant red abstract shape, resembling a stylized eye or a flower, is prominent. Below the face, a black suit jacket and trousers are displayed, with a vase of pink flowers placed on top of the jacket. To the left, a piece of brown, torn paper contains the handwritten text "there is more to love". At the bottom left, a small, torn piece of paper shows a woman's face and hands. The overall composition is layered and artistic, with various textures and colors.

there is
more to
love

MOODBOARD

COLOR BOARD



BRAND

VISUAL



Brand label tag : 5 X 3 cm
Iron label (satin premium)



Size tag : 5,5 X 3 cm
Satin premium



Hang Tag : 5 X 10 cm and 1,3 X 10 cm
Hang tag hardboard 1,5 laminasi doff with ring



Name card : 8,6 X 5,5 cm

Using PVC card



Envelope : 15,85 X 12 cm

Imported vellum paper 180 gsm, black sky vellum



Thank you card : 11 X 15 cm
Using art paper 260 and laminasi glossy

Cover depan



Page 1



Page 2



Cover belakang



Box pakaging : 30 X 25 X 7 cm



Hard box, jasmine paper and emblosh logo, 13 mm wide black grosgram ribbon

Paper bag pakaging : 35 X 30 X 11 cm



Paper bag Jasmine paper and emblosh logo, with 5 mm cotton strap

Wrapping paper : 75 X 25 cm
Using HVS paper 80 gr



Stiker : 3,5 X 3,5 cm
Stiker V. Susu



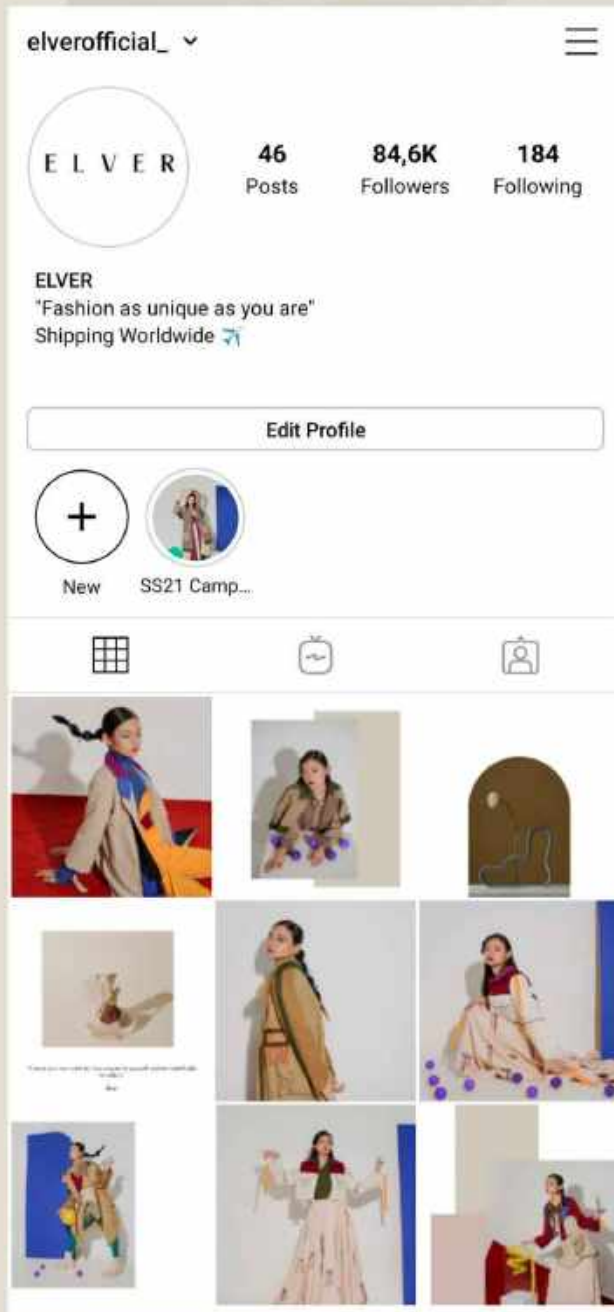
Shredded paper
Natural white



STATIONERY



Instagram



For Instagram, the feed is neat and modern according to the seasons and focuses on each season spent per product. I also focus on influencers who buy my products to read on the Instagram feed and are neatly organized. For purchases, customers can go through the website that has been provided on their Instagram profile.

S O C I A L M E D I A

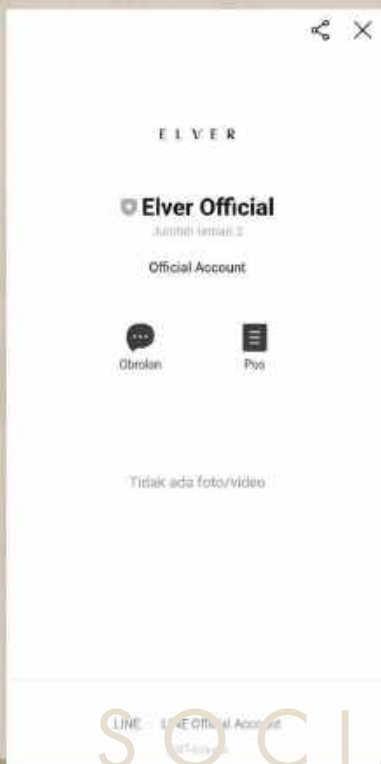
Twitter



Facebook



Line Official





LOOKBOOK

Mini Collection



Conchas Seltius

Look 1



Size

Bust : 82 cm

Waist : 60-64 cm

Hips : 85-88

Price

Top : Rp. 899.900,00

Outer : Rp. 1.999.900,00

Jumpsuit : Rp. 1.389.900,00





Look 2



Size

Bust : 82 cm

Waist : 60-64 cm

Hips : 85-88

Price

Top : Rp. 999.900,00

Outer : Rp. 2.899.900,00

Skirt : Rp. 1.899.900,00

Look 3



Size

Bust : 82 cm

Waist : 60-64 cm

Hips : 85-88

Price

Top : Rp. 1.899.900,00

Outer : Rp. 3.599.900,00

Skirt : Rp. 1.799.900,00





Look 4



Size

Bust : 82 cm

Waist : 60-64 cm

Hips : 85-88

Price

Top : Rp. 2.999.900,00

Dress : Rp. 3.899.900,00

Look 5



Size

Bust : 82 cm

Waist : 60-64 cm

Hips : 85-88

Price

Top : Rp. 1.599.900,00

Outer : Rp. 3.699.900,00

Skirt : Rp. 1.999.900,00





C O N C L U S I O N

From this project, I learned many things, from making a brand that suits me and the appropriate target market, making packaging mockups, and social media that will be marketed through this brand. So, it's apparent where the brand is headed.

"Fashion as unique as you are"



“Create your own style let it be unique for yourself
and yet identifiable for other”





BRAND BOOK