



Obsessed With Look - It's not a brand, It's a religion

PROGRESS BOOK

REZKI KURNIAWAN HADI | ID 2

BRAND BACKGROUND



- *Owl is a brand that marries culture of excellence and attention paid to details to create a perfect alchemy between aesthetics and technology. Owl's frames are more than just glasses, they are works of art.*

OWL was founded in 2014 to provide prescription glasses, sunglasses and non-prescription polarized sunglasses at all in one price to the style savvy. We deal directly with the source of our raw materials and manufacturers to produce high quality acetate, metal, titanium, and TR90 from Korea.

Owl Concept

Since the beginning, Owl has always been synonymous with artistic expression, the result of a special production process that is carried out entirely in Italy and consisting of craftsmanship, culture, passion and dedication. Owl is a brand that marries culture of excellence and attention paid to details to create a perfect alchemy between aesthetics and technology. Owl frames are more than just glasses, they are works of art.

OWL collection

A collection inspired by fashion with a vintage look&feel, a real object of worship for people passionate about photography. Perfect embodiment of an up-to-date and contemporary style, unmistakably Owl and yet daring and unexpected at the same time.

VISION

CREATING A PERFECT BEST EYE WEARS, IN TERM OF AESTHETIC, QUALITY, AND TECHNOLOGY.

MISSION

GIVE THE BEST SERVICE AND PRODUCTS TO THE CUSTOMERS

PRODUCTS CATEGORY



A strong bold, expressive icon for those who wants to be centre attention



Colourful yet design to fit every single occasions



Elegant comes with a touch of exclusivity, calling those who needs a professional styling



Simply iconic design for casual use with a sense of art

FROM
IDR 699_{ribu} / TO
IDR 1,399_{ribu}

TARGET MARKET

DEMOGRAPHIC



Male & Female



Student, Salaryman, Young Executive, Executive, etc.



16-60 years old



Above 2 millions rupiah

Stylish & Fashionable, All Class

PSYCHOGRAPHIC

WHERE



Grand Indonesia is a successful premium mall that offers an International shopping experience and wide range of fashion apparels, restaurants and entertainment choices. Grand Indonesia consists of East Mall and West Mall linked by the Skybridge with total area of 263.226 square meters and 141.472 leaseable floor space.

Located in the city's most famous and prestigious location at Central Jakarta, Bundaran HI, Grand Indonesia is an integrated development comprising of a 56 storey premium-grade office tower - Menara BCA, the five-star all-suite Hotel Indonesia Kempinski and a high end serviced residential tower - Kempinski Private Residences.

Grand Indonesia is not only a heaven for the fashionista but also a paradise for those who love to eat. With a total number of more than a hundred F&B tenants, customers will never run out of choices of place to eat. From Paulaner Brauhaus - a Bavaria's biggest brewer and Jakarta's only microbrewery, Mad Garlic and Social House, with the recently opened Publik Markette, Nomz, Union Deli and Benedict.

NEXT TO :
VANS
WAKAI

ACROSS TO :
ADIDAS



GRAND INDONESIA
SKY BRIDGE
2ND FLOOR
SB 17

SPACE ZONING

- *The Previous Layout and Zoning are good and effective, so we will follow and use the previous one, and make it better by the design and treatments.*

AREA	SUB AREA	ZONING
ENTERANCE SELL PRODUCTS	ENTERANCE	PUBLIC
	WEEKENDER	PUBLIC
	FASHIONISTA	PUBLIC
	REBEL	PUBLIC
	EXECUTIVE	PUBLIC
SPECIAL WORKING AREA	EYE TESTING ROOM	SEMI PRIVATE
	CASHIER	SEMI PRIVATE
	STORAGE + OPTICIAN WORKSHOP	PRIVATE

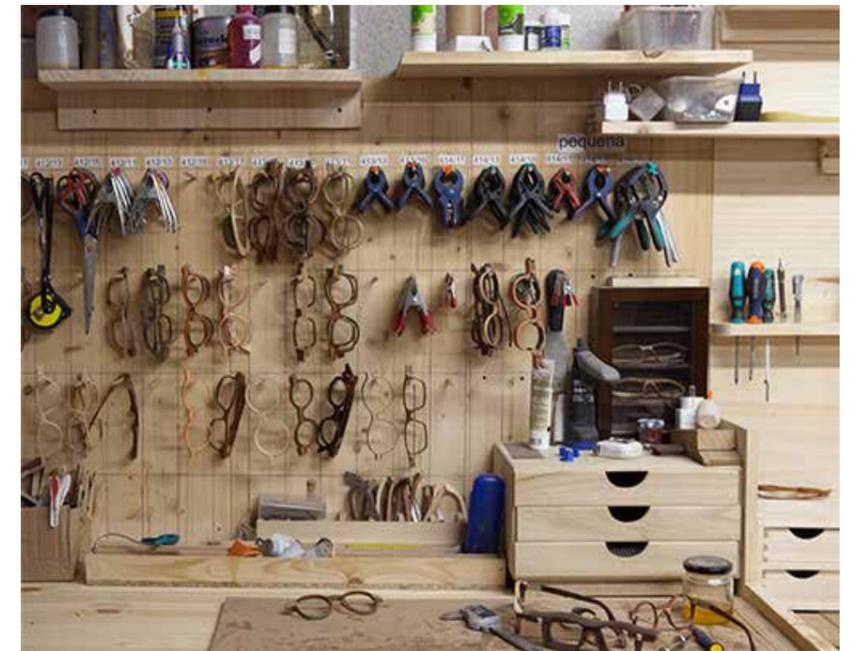
DESIGN APPROACH

- *“Since the beginning, Owl has always been synonymous with artistic expression, the result of a special production process that is carried out entirely in Italy and consisting of craftsmanship, culture, passion and dedication. Owl is a brand that marries culture of excellence and attention paid to details to create a perfect alchemy between aesthetics and technology. Owl frames are more than just glasses, they are works of art.”*

OWL is quite unique It's a malaysian brand, but manufactured in Italy while using Korean Material. The keywords Craftmanship, culture, passion, and dedication. Based on these keyword I decide to incorporate an glasses artisan workshop in my design. So I decide to do it in Industrial kind of design while showing the concept by putting the tools for making glasses in the panel. The product shelf shape based on the cutting pattern of glasses, while put a replica of workshop table inside a drawer than can be seen from above.

STRONG
ARTISTIC
MODERN
SIMPLE

VISUAL IMAGE



FACADE & LAYOUT



LAYOUT 1



THE OWL CONCEPT

"Since the beginning, Owl has always been synonymous with artistic expression, the result of a special production process that is carried out entirely in Italy and consisting of craftsmanship, culture, passion and dedication. Owl is a brand that marries culture of excellence and attention paid to details to create a perfect alchemy between aesthetics and technology. Owl frames are more than just glasses, they are works of art."

O.V.L. is quite unique it's a Malaysian brand, but manufactured in Italy while using Korean Material. The keywords here are **Craftmanship, Culture, Passion, and Dedication**. Based on these keywords I decide to incorporate an glasses artisan workshop in my design. So I decide to do it in industrial kind of design while showing the concept by putting the tools for making glasses in the panel. The product shell shape focus on the cutting pattern of glasses, while put a replica of workshop table inside a drawer that can be seen from above.



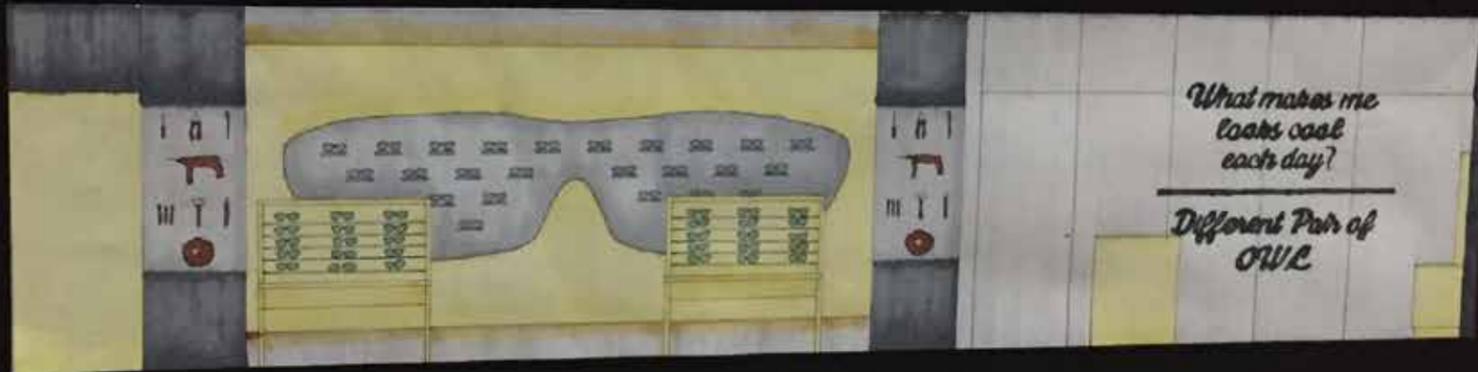
FACADE/
PERSPECTIVE 1

ELEVATION 1

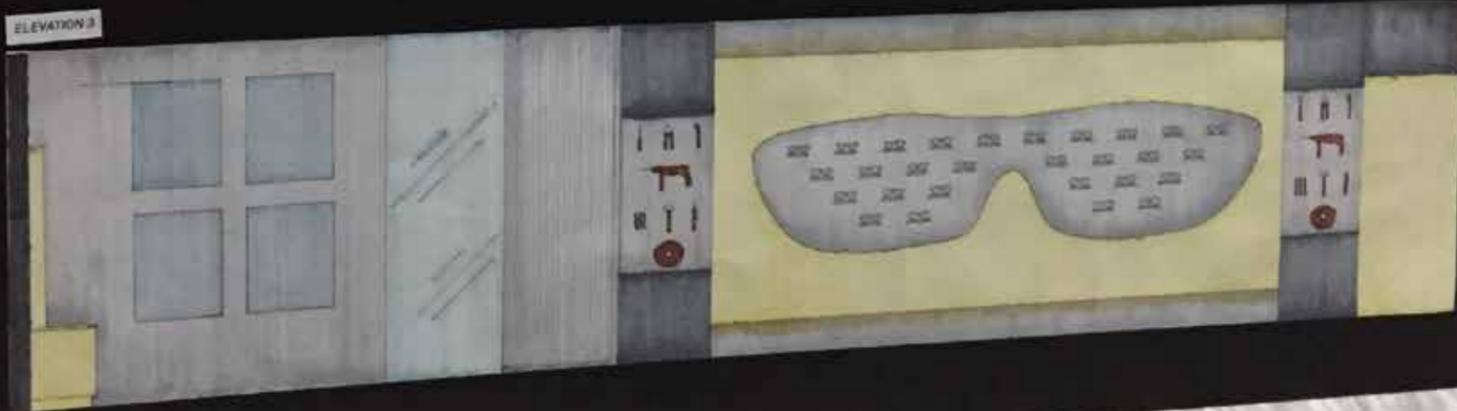


ELEVATION

ELEVATION 2



ELEVATION 3



PERSPECTIVE 2



PERSPECTIVE 3



PERSPECTIVE 4



WALL PANEL



Bronze Mirror

Plat Border



FURNITURE

Mirror

Holo Las 20x20MM
Black Matt Finished

Pinewood
Natural Finished

Concrete Finished Wall

WALL

Clear Glass Partition
12MM Tempered

FLOOR

Homogeneous Tile 800x800MM
Venus - Stone Terrazzo Black

MATERIAL BOARD