



LANIVATTI

CONCEPT BOOK



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A B O U T

LANIVATTI is a brand based in Indonesia. The brand is selling woman's clothes for travelling. It has a sustainable concept and also they are helping the environment by collaborating with the local worker. Lanivatti was founded in 2019 by Indonesian Photographer Nicoline Patricia Malina.

Nicoline's background in fashion design studies led her to nomination of the prestigious Festival International des Jeunes Créateurs de Mode in Paris many years before pursuing her next passion into a full time fashion photographer and traveler. Their price range is starting from Rp 800.000 to Rp 4.200.000. The idea to start this brand came from his own frustration. As someone who loves to travel, Nicoline felt that she did not find a choice of travel attire brands that were comfortable, fashionable, and functional at ' .

PEOPLE AND PLANET, AT THE FOREFRONT OF OUR MINDS



With most things in society that require change, we need a shift in mindset. We see daily reports on how the planet is in huge danger from climate change, including the species that inhabit it.

We know that the fashion industry is huge part of the problem and we strive to keep improving our business practices and share what we've learned. But we recognize that this is not enough. We seek not only to do less harm, but more good.

We believe that fashion can be stylish and accessible to a consumer, without exploiting humans nor our earth in the process.

Here in LANIVATTI we make a long-term commitment to more eco-friendly practices: to minimize harm to our planet in every part of the journey, in every step that we take. We

VIEW ALL ITEMS



ETHICAL & TIMELESS

EXCEPTIONAL QUALITY, SUSTAINABILITY,
ETHICAL OPERATIONS

OUR VALUES



IDR

↑



Legacy Set (Ivory)

Availability **In stock**

IDR 1,200,000

Co-ord pantsuit with a relaxed cut that gives freedom to all movements. Jacket with notched collar, cinched waist, a sash tie, hidden side hip pockets and wide, 7/8 length culotte pants.

Shipped within 10 working days.

Size & Fit

- ✓ Fit: Slouchy & Relaxed
- ✓ Length: Hip Length Jacket, 7/8 Trousers
- ✓ Model is 175 cm and wearing a size S-M

Materials & Care

- ✓ Content: 70% Tencel 30% Linen
- ✓ Care: Hand wash / Machine Wash

Size

S-M

L-XL

PRODUCT CATEGORY
PRODUCT CATEGORY
PRODUCT CATEGORY



PRODUCT CATEGORY
PRODUCT CATEGORY
PRODUCT CATEGORY

SIGNATURE KNIT



Rp 840,000 - Rp 1.050.000

C A B I N



Rp 860,000 - Rp 1.200.000

B E Y O N D B O R D E R S



Rp 792,000 - Rp 3.800.000

T A R G E T M A R K E T

DEMOGRAPHIC

Age : 23 -30 years old
Occupation : Fresh graduation, Entrepreneur,
workers in creative industry
Income : IDR 8.000.000 -rp 15.000.000
Gender : Female
Marital Status : Single, in a relationship
or in Early married

BEHAVIOUR

Interest :
Looking at Lanivatti's product category, they are most likely to target people who work in creative industry. The people who are interested in fashion, art and also coffee.

PSYCHOGRAPHIC

Lifestyle : Studying, Working, Travelling

Since Lanivatti is a sustainable brand, they use material that is comfortable to wear, and for that they are targeting people from kids to adult. Which the lifestyle would be studying, working and traveling

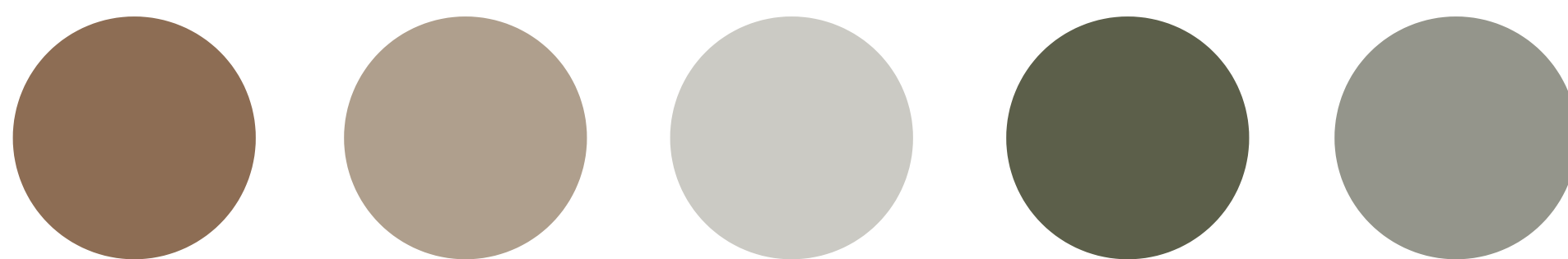
Social Class :
from the material that they used and the price range, Lanivatti is targeting people from middle to upper class.

S T O R E L O C A T I O N

At the west side of Grand Indonesia, first floor, store number 16 next to love, bonito. The store will be located near middle to high class store such as Mango, Charles and Keith, Mark and Spencer, Pedro and Staccato. We chose the location because those stores has the same price range level to the Lanivatti. Lanivatti will create a new color to the 'neighborhood' because it's a sustainable fashion store. Also, it's a strategic place because the spot near The Coffee Bean and Starbucks.



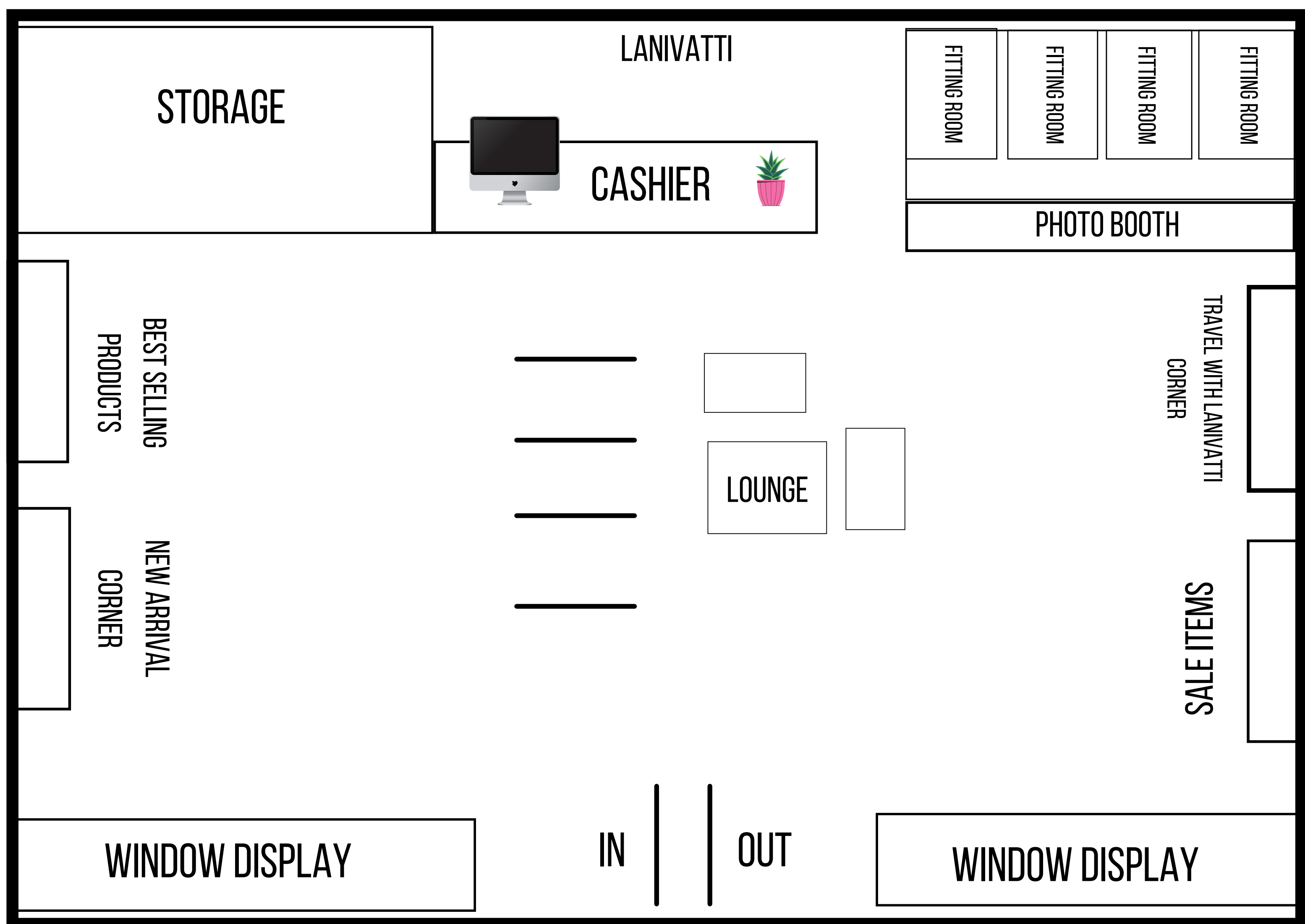
THEME : INDUSTRIAL BOHEMIAN



S T O R E C O N C E P T A N D L A Y O U T

Concept :

As Lanivatti is a travel based and a sustainable brand, We are going to make the store with a industrial and bohemian design for the interior.



ENTRANCE

A N A L Y S I S



O F S P A C E

A N A L Y S I S O F S P A C E

STORE SIZE :

- Shoes Size : 39 (24,5 cm)
- Long : 39 x 41 steps = 1004,5 cm (10.045)
- Wide : 24,5 x 47 steps = 1151,5 (11.515)
- Spacious : 116 m²

MAIN AREA:

S U B A R E A S :

ENTRANCE

PRODUCT DISPLAY

- NEW ARRIVAL RACKS (2)
- BEST SELLER SHELF (3)
- SALE ITEMS
- TRAVEL WITH LANIVATTI (3)

LOUNGE

FITTING AREA

PHOTOBOOTH

WINDOW DISPLAY

CASHIER

STORAGE & BACK OFFICE

ZONING

MEASUREMENTS

	AMOUNT	LENGTH	WIDTH	AREA (M ²)	AREA OUT OF 116M ²
PUBLIC	1	3	1	3	3
PUBLIC	2	1	3,2	6,4	7
PUBLIC	3	1	2	6	7
PUBLIC	3	1	2	6	7
PUBLIC	3	1	1,5	4,5	5
PUBLIC	1	2	2	4	4
PUBLIC	2	3	5	30	14
PUBLIC	2	2	1,5	6	7
SEMI PRIVATE	2	3,5	1	7	8
SEMI PRIVATE	1	2	1,5	3	3
PRIVATE	2	3	5	30	33
				105,9	116

N E W N O R M A L P R O T O C O L

- Physical distancing queue:
we use hologram footprint for queue transaction project the distance between one customer and another customer. to avoid using stickers that can reduce the tidiness and cleanliness of the store, we use the projector from the ceiling in the form of a dividing line.
- Have only maximum 10 people in the store.
- New normal means new lifestyle. during the normal, as our brand is a sustainable brand, we are not going to have plastic bag. we will require our customer to bring their own shopping bag, or they can buy our shopping bag with minimum purchase of *nominal* or if it's less than the nominal, we will add charge for the shopping bag.
- as we are having a social distancing and new lifestyle. we are not going to have cash as our payment methods. we are going to have virtual payment such as gopay, ova, shopeepay, or credit/ debit card. the credit / debit card machine will be cleaned with antiseptic tissue before use.

VIEW FROM THE TOP



VIEW FROM THE ENTRANCE



VIEW FROM THE CASHIER



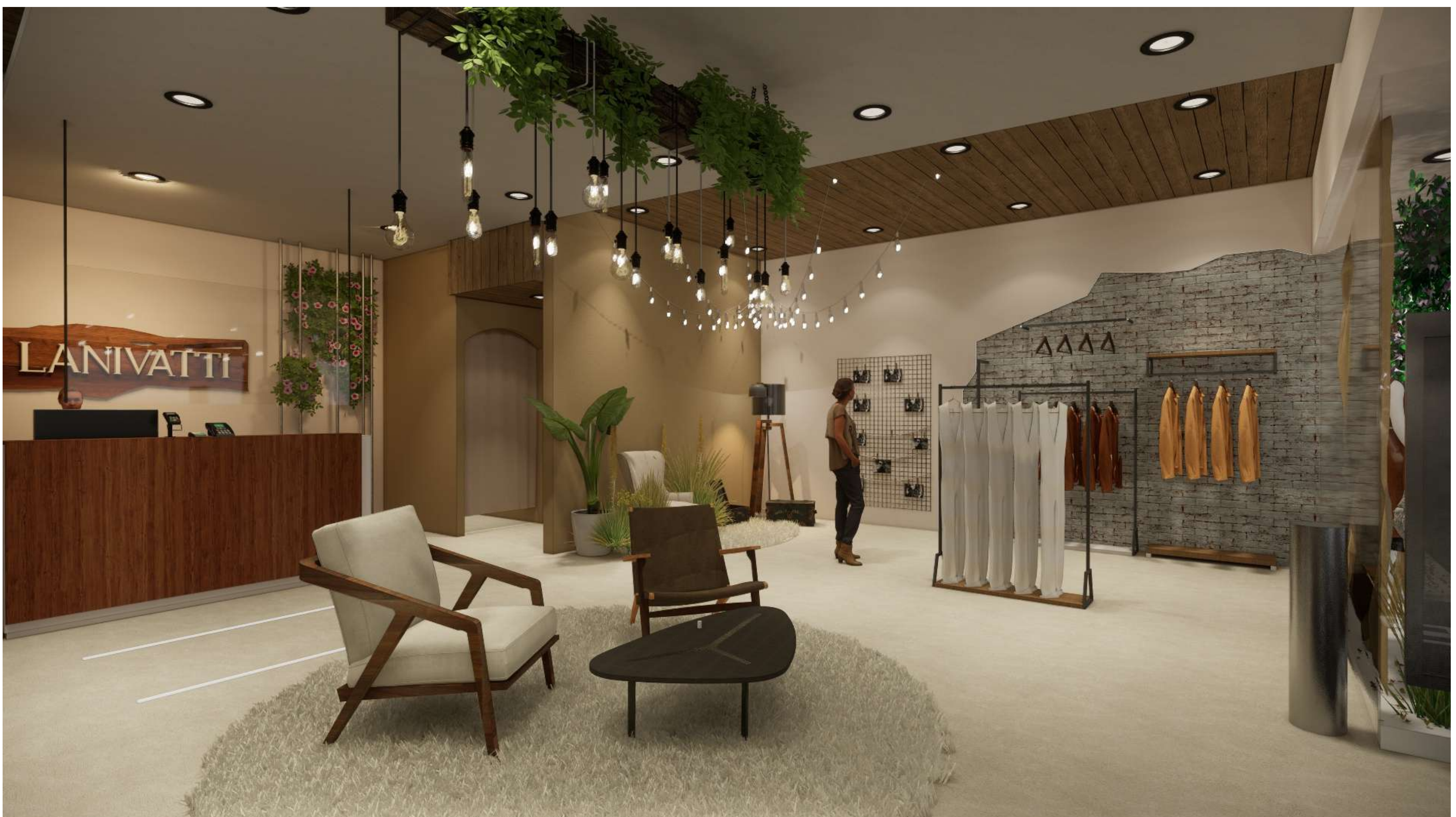
VIEW FITTING ROOM



VIEW FROM THE RIGHT



VIEW FROM THE LEFT



VIEW FROM THE CENTER



HIGHLIGHT VIE (NEW ARRIVAL)

