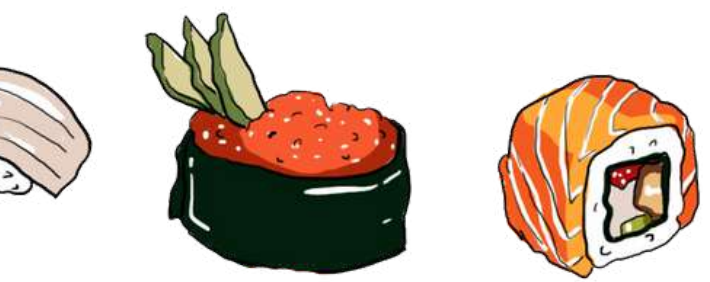


BIE.ME



BIE.ME stands for Baby and Mommy. We are a ready to wear brand that focus on kidswear and womenswear for the mothers. Therefore, comfort is our priority. We use cotton and baby terry for the main fabric materials.

ABOUT US

OUR LOGO

BIE.ME

TARGET MARKET

Location : Sub urban & Urban cities

Gender : Women, boys and girls

Age kids: 4-7 yo

Age moms : 24 - 35 yo

Income : IDR 5.000.000 - IDR 10.000.000

Lifestyle : Socialize, working, studying, cooking

Spending power : IDR 2.000,000 - IDR 5.000.000 / month

Hangout places : coffee shop, malls, park, kids play ground



BRAND CONCEPT

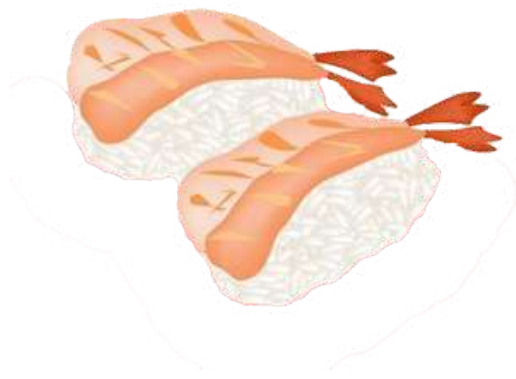
Since we targeting kids we chose colourful and fun concept but also minimalist for moms. As for the product category, there will be basic items such as shirts, shorts, sweaters and accessories such as pouches, collars and socks. We have twin collection, for mom and kids also for the siblings. Dacron is our speciality, it is known as the materials for kids toys such as dolls. This dacron will be shaped according to the season's theme.

What's the point of an attractive design without comfortable materials?. It has become our priority to choose and use a comfortable fabric. Our main fabrics are cotton and baby Terry, we chose these because of their smooth texture and absorbency which is suitable for children's clothing.



THE FIRST SEASON

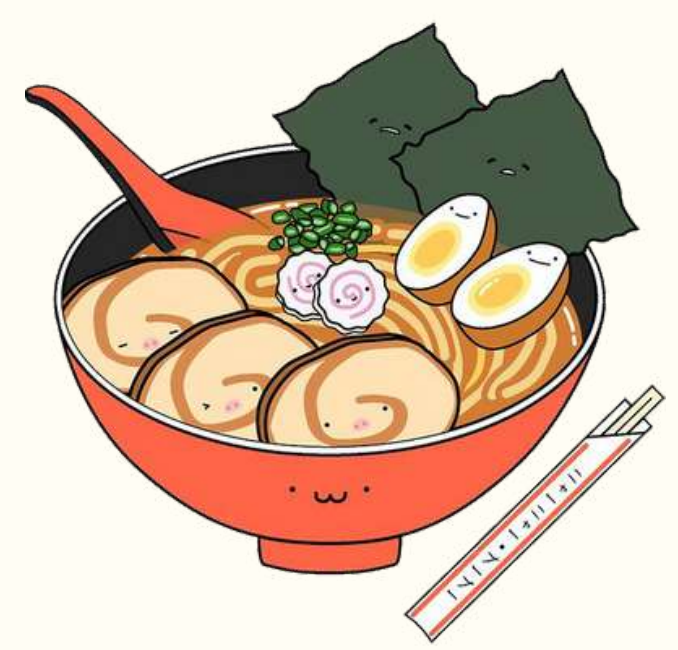
oishi tabemono



Is a sentence in Japanese which means delicious food. Japan is well known for their tasty foods such as sushi, ramen, udon, etc. Due to their large selection of food types and most of them are famous, we chose Japanese food as the theme of our first season collection.

We think the use of dacron in the form of Japanese food would attract our target market, especially children. Moreover the images we use are in the form of animated food cartoons, not the real ones.







FINAL RESULT



Total looks = 26 looks

Total products = 34 pcs

M A S A G O



MASAGO
POCKET
SWEATER



SKEWERS



SKEWERS VEST SET

O Z A R A C O A T





S
A
K
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P
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L
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D
R
E
S
S

M E N U



MENU SWEATER & FLUFFY PANTS

URAMAKI



BLACK URAMAKI TEE



BRICK MAKI TEE

MAKI

P O L O



S

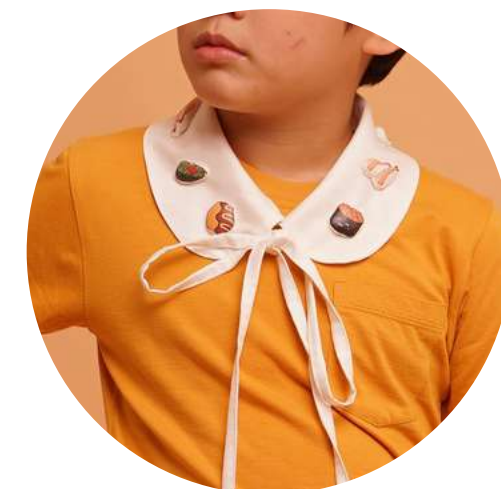
H

T

I R

UNI POLO SHIRT (GIRL)
HOKIGAI POLO SHIRT
(BOY)





(BOY)
BASIC TEE IN MUSTARD
TAMAGO SHORTS
TAMAGO POUCH
HEIYA COLLAR

(GIRL)
BASIC TEE IN OGURA
NORI SHORTS (LEFT), TAMAGO SHORTS (RIGHT)
NORI COLLAR (LEFT), TAMAGO COLLAR (RIGHT)
NORI POUCH



P O

U



C



TAMAGO POUCH (LEFT)
NORI POUCH (RIGHT)

H

SOCKS



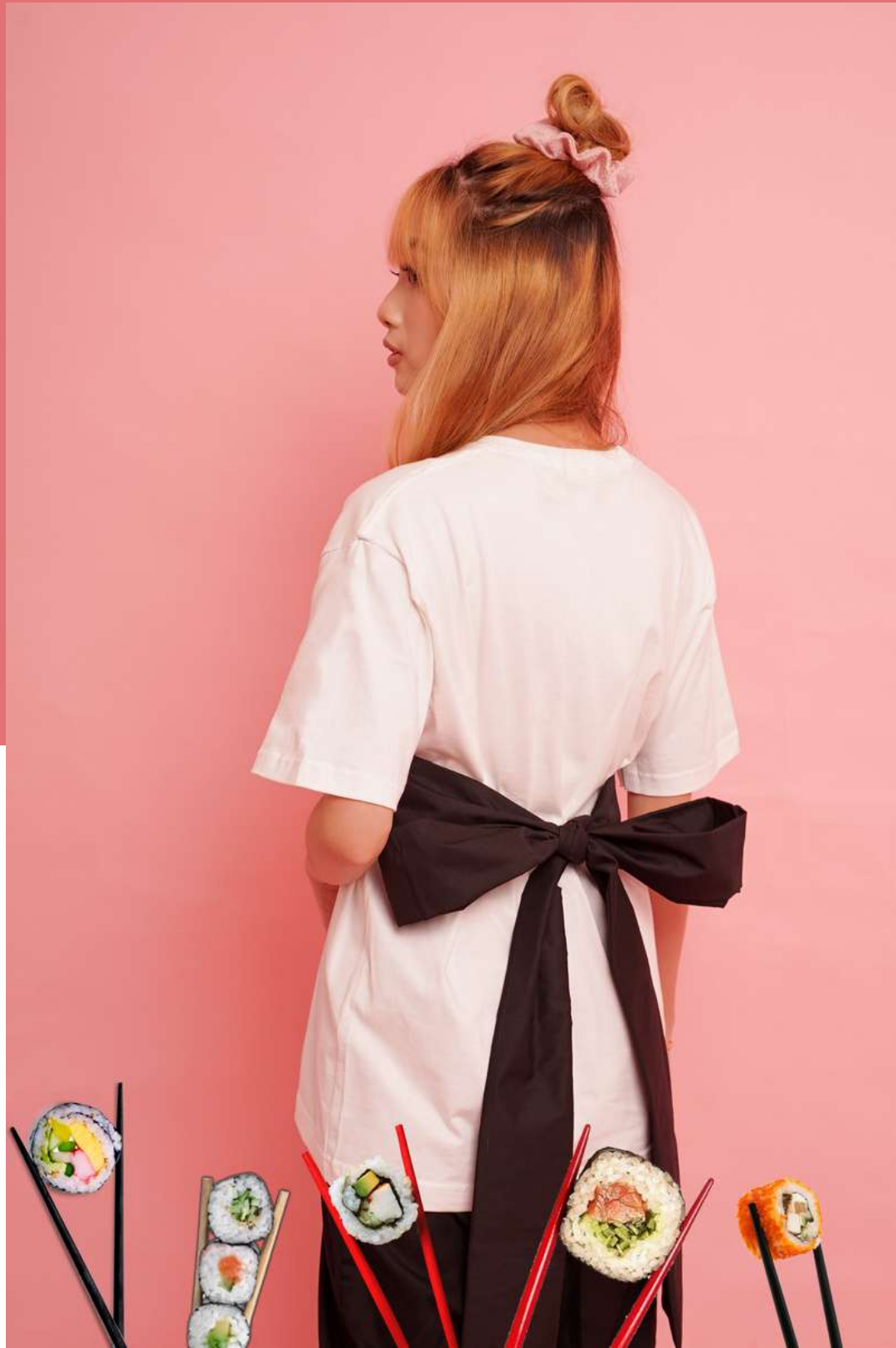
GREEN MASAGO SOCKS (LEFT)
BROWN URAMAKI SOCKS (RIGHT)

FURAI



WHITY FURAI TEE

YAKINOKO TEE



YAKINOKO

KAZUNOKO



RED KAZUNOKO TEE



S A B A

WHITE SABA TEE

TAKO



GREY TAKO TEE

RAMEN



RAMEN SWEATER
GREYISH PANTS

MASAGO



WHITE MASAGO MENU TEE

MENU

M

E

N

U

GREY MENU TEE





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