

FOREIGN CAMPAIGN

International Marketing

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Sejauh Mata Memandang

Sejauh Mata Memandang is a local brand originating from Indonesia, founded by Chitra Subyakto. Sejauh Mata Memandang is a textile label with a production concept that considers the environmental and social impacts. Their design is long lasting and timeless. They are inspired by the little things that make us love Indonesia as we work closely with our craftsmen and ensure that fair trade system is implied. Since they produce on demand by putting into concern the ability of their craftsmen, they do not do any clearance sale.

The profit they are gaining, they give it back to the community in hopes of making this world a better one. Their fabrics are made out of natural fibres such as linen, cotton and Tencel. As part of their campaign to promote circular fashion and environmentally friendly brand, they continue to do research and trying to combine technology and traditional technique on producing their garments. Each pattern has a story created by unique human beings with love for you to wear and share. Each piece are inspired by the Indonesian traditional attire with a contemporary twist. Light, warm, timeless, wearable felt tip fabrics.



Product & Price

•Textile	: Rp. 1,350,000 - Rp. 4,275,000	•Menswear	: Rp. 195,000 – Rp. 2,000,000
•Scarves and shawls	: Rp. 475,000 – Rp. 1,600,000	•Bags	: Rp. 75,000 – Rp. 550,000
•Outer	: Rp. 570,000 - Rp. 4,500,000	•Accessories	: Rp. 70,000 – Rp. 425,000
•Apparel	: Rp. 570,000 – Rp. 2,000,000	•Reusable mask	: Rp. 60,000 - Rp. 1,000,000
•Home living	: Rp. 150,000 – Rp. 850,000	•Footwear	: Rp. 1,600,000

Placement



Department Store

dsos

THE
ICONIC

E-Commerce

Creative Strategy Exhibition

Inspired by Longchamp x Tracy Emin. Basically, a collaboration with an artists (Dana Kinter) in Australia by creating new products that bring elements of art and culture. After that it was displayed at the exhibition. In addition, there are also exhibitions about the sea and plastic waste in Indonesia.



Big Ideas

Dana Kinter

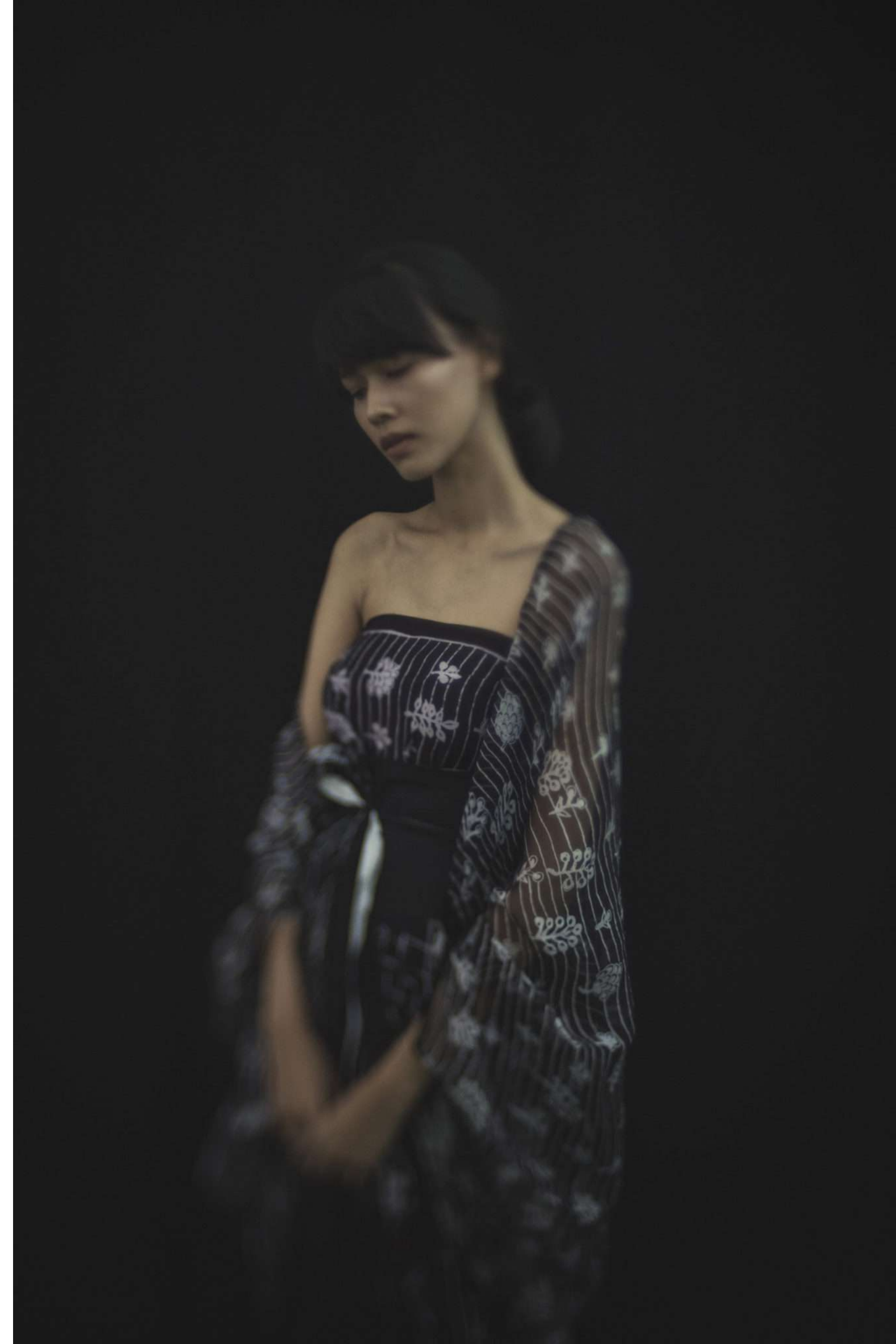
Collaboration with Dana Kinter. Dana Kinter is an artist living and making on Kaurna land, South Australia. Drawing from the natural environment surrounding her home, Dana has created a signature style that embraces Australia's native flora and fauna. Dana employs a subdued colour palette with emphasis on the natural characteristics of her materials. she uses the pointillist technique for her works.

From there we can use one of the techniques to become an image in the fabric that will be used when collaborating with Sejauh Mata Memandang. One of the cultures in Australia that can be realized in an image with this technique.

Reasons: Australians often attend cultural events or performances. So that was a great opportunity, for example, Sejauh Mata Memandang opened an exhibition about its collaboration with an artist, which was about art and culture. Limited edition product, can increase sales quickly because the products are limited edition. Usually people will be tempted by a limited edition product.



Why make this exhibition? Because also in this way, indirectly introducing craftsmen from Indonesia. Also, Sejauh Mata Memandang will display her products that are inspired by many things. All of Sejauh Mata Memandang products are directly made by craftsmen from various regions in Indonesia.



Exhibition

The art exhibition in collaboration with Dana Kinter and the patterns created have their own meaning because every pattern in Sejauh Mata Memandang has meaning. After that, each pattern will be given a description of the pattern. The pattern will be made in accordance with the culture in Australia and Indonesia. Mixing the fauna and flora with culture.

In addition, because Sejauh Mata Memandang has already conducted an exhibition in Indonesia with the theme of the Indonesian sea regarding plastic waste, it will be displayed at the exhibition so that people in Australia are also aware of the sea. The aim of this exhibition is to create brand awareness in Australia, because sustainable brand in Australia is very glorified, so the message from Sejauh Mata Memandang is delivered.



Advertising Appeal

Because Australia is a low context culture, which means they want something straight to the point. So, type of appeal that I choose are Rational argument and emotional psychological because of the Australian culture, they have very strong values of humility and authenticity. They are very down to earth and always mindful of not giving the impression that they think they are better than anyone else.



Platforms

Social Media and Press Release

Because Australians often use the internet and social media. We decided to promote the exhibition through social media. Besides that, it also uses press releases.

For social media, namely Instagram and Youtube. Instagram will be announced via Instagram Sejauh Mata Memandang and also Dana Kinter. From the instagram platform, we will use IGTV which will show snippets of collaboration patterns, themes, venues, and dates. IGTV which will be made will be 2 minutes long. In addition, it will also post photos on Instagram feeds regarding the collaboration.

YouTube will be used to post the same videos as IGTV to further expand the delivery of exhibitions.

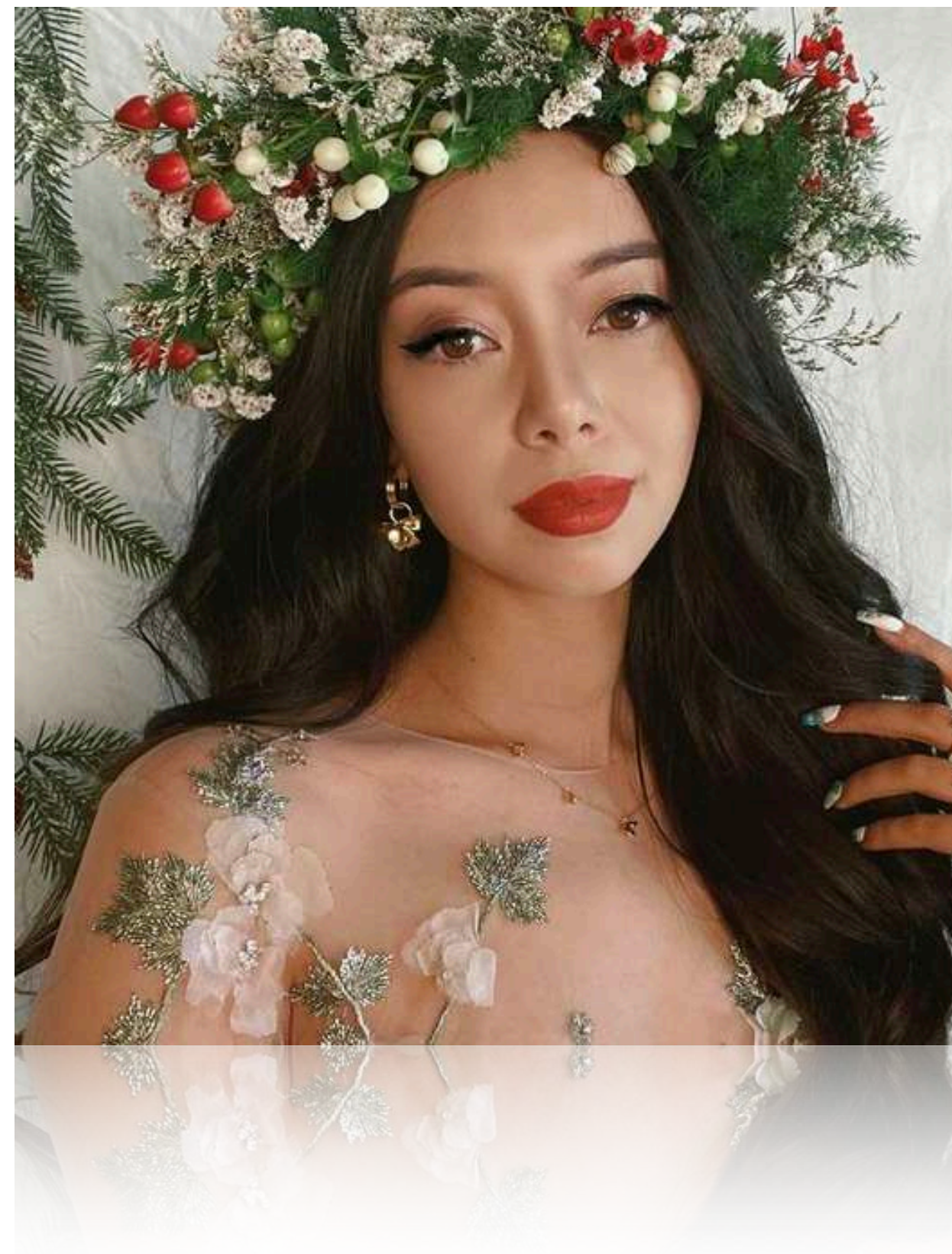


Platforms

Social Media and Press Release

One of the press release will be given to one of the influencers in Australia, namely Tara Milk Tea. Tara Milk Tea is one of the most popular influencers from Australia.

A press release will be given along with the gift, which contains a shawl lined with a recycled bag. The pattern of the shawl is a hint of the patterns that will be in the exhibition later. Besides that, it repacked with a box from unbleached recycled cardboard boxes. (as pictured on the side).



Creative Execution Exhibition

The exhibition will be held at Heide Museum of Modern Art, a suburb of Melbourne, Victoria, Australia. Exhibition held at outdoor. Only a little inside, the rest is outside.



Exhibition



The placement of fabrics and other products in collaboration with Dana Kinter is more or less like in the photo, but there will be several fabrics with patterns that have been made on display along with descriptions of the patterns. Because every pattern owned by Sejauh Mata Memandang must have a meaning behind it. There it makes it easier for visitors to know more clearly what the patterns means. In addition, there will also be an illustration of the pattern and there is a large screen there to show the process from brainstorming to the final result. So visitors will see how mature the collaboration between Sejauh Mata Memandang and Dana Kinter is. Not only illustrations but patterns framed like paintings will be available too to fill the exhibition. At the end, there was a booth like the picture to buy products from SMMxDanaKinter.

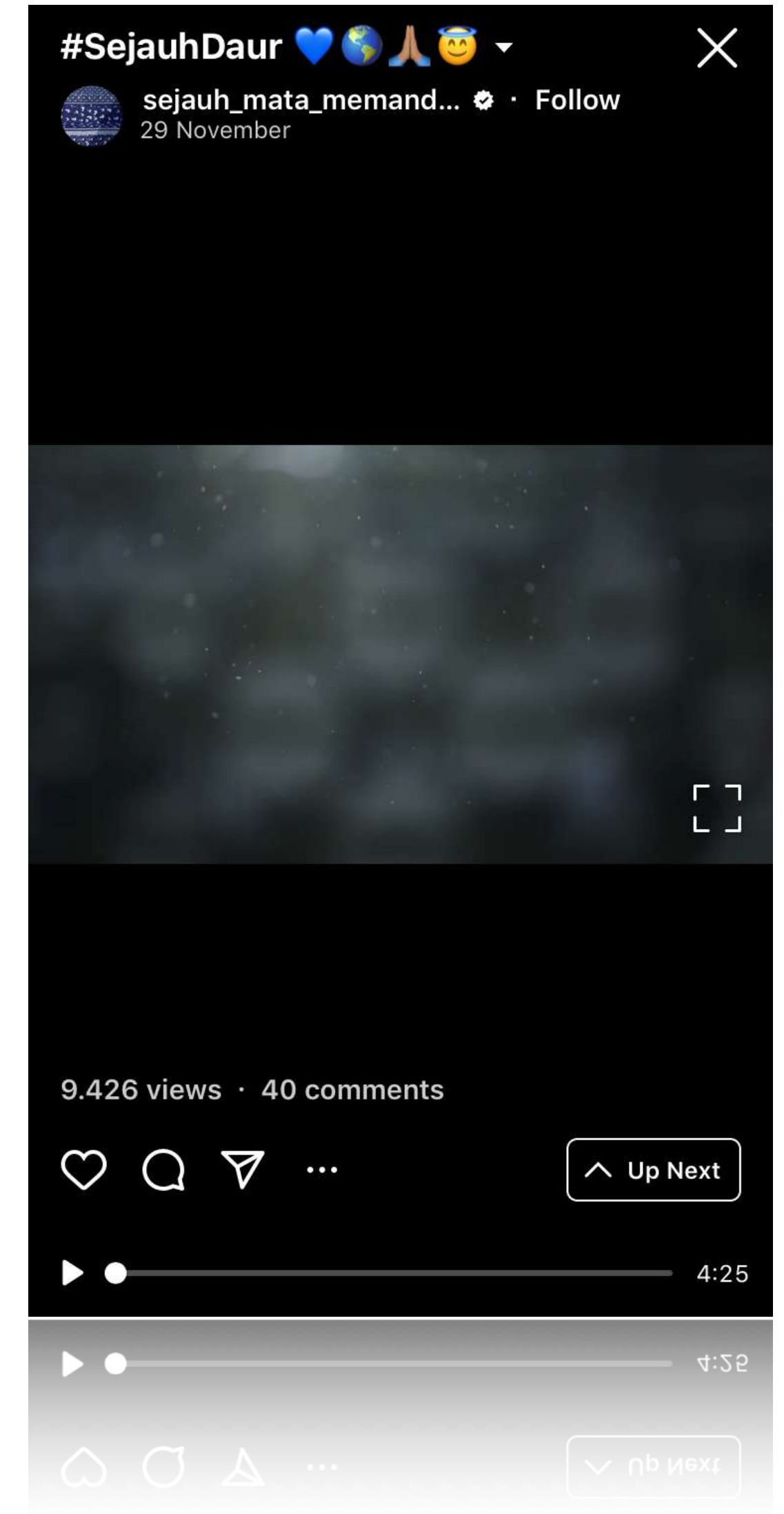
Exhibition



For an exhibition about the sea, it will be more or less like the picture on the side and there are information about the sea in Indonesian and English. Piles of plastic waste and also photos of marine animals injured because of the plastics in the sea. This will create one of the brand awareness of Sejauh Mata Memandang. Even though the design is made of plastic waste, the exhibition will still be decorated properly.

Instagram

The display of the IG post and IGTV that will be posted is more or less like the picture on the side. With the addition of a little description of the exhibition. For IGTV which will be made will be 2 minutes long. In addition, it will also post photos on Instagram feeds regarding the collaboration.




Youtube

The display of the youtube video that will be posted is more or less like the picture on the side. With the addition of a little description of the exhibition



Sejauh Mata Memandang | Humba
127 views · 1 month ago



Sejauh Mata Memandang
371 subscribers

[SUBSCRIBE](#)

Humba
(n.) the island of Sumba in its native language, as heaven on earth

The island of Sumba is the inspiration for our canvas, reimagining the whispers of its savannas and rolling hills, colors and textures within our ikat. With deepest respect to the ancient techniques and patterns we weave our own stories to connect with the past, as a way forward.

We find ways to continuously compliment the master weavers, conserving their heritage, following the slow process of adding colors and earthy textures to the final ikat.

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FOR IMMEDIATE RELEASE

"OUR CULTURE & OCEAN"

SEJAUH MATA MEMANDANG X DANA KINTER

News Release

The language used is English because everyday language in Australia is English. This news release is intended for influencers in Australia or well-known people in Australia to visit the SMMxDanaKinter exhibition.

SMM is pleased to announce the launch of Australia's first exclusive collection special, in collaboration with Dana Kinter, an artist living and making on Kurna land, South Australia. Drawing from the natural environment surrounding her home, Dana has created a signature style that embraces Australia's native flora and fauna.

Finally, the new branch will be created, enter the special collaboration between artwork and events that will take place in Heide Museum, Melbourne on 10.10.2021.

Sejauh Mata Memandang wants to bring the local pride of both countries to the world, influenced by art and local craftsmanship. We're going to launch in a limited stock available only in Australia.

We are so excited to sharing our part of the journey with you. May this announcement be special and newsworthy for the purpose of understanding our unique set.

FOR MORE FUTHER INFORMATION, FEEL FREE TO CONTACT

www.sejauh.com



Thank You!