



BRAND BOOK

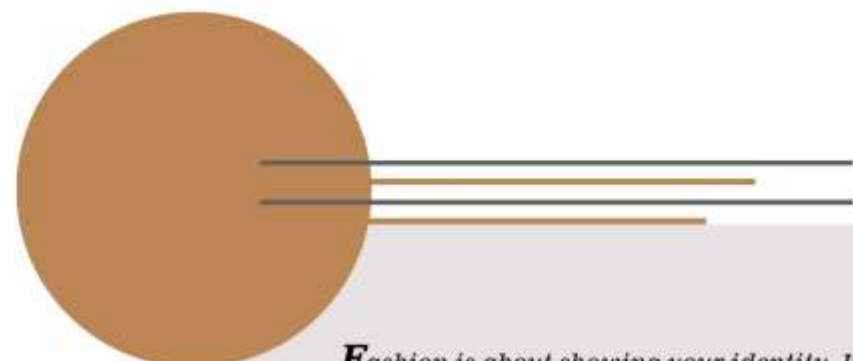
CALISTA

TABLE OF CONTENT

TABLE OF CONTENT	i
INTRODUCRION	1
ABOUT THE BRAND	
BRAND NAME	2
BRAND SUMMARY	2
BRAND VISION AND MISSION	2
BRAND KEYWORDS	3
TARGET MARKET	3
COMPETITORS	4
BRAND POSITIONING	8
SWOT	9
BRAND VISUALS	
LOGO BRAND	10
BRAND MOODBOARD	11
BRAND COLOR	12
BRAND FONTS	13
STATIONARY	
NAME CARD	14
PACKAGING	15
BRAND TAG	17
SOCIAL MEDIA MOCKUP	18
CONCLUSION	19
LOOKBOOK	20

A decorative graphic on the left side of the page. It features three overlapping circles: a large brown circle at the top, a smaller black circle at the bottom left, and another large brown circle at the bottom. To the right of these circles are three horizontal lines, with the middle one being a thin orange line and the others being thin black lines.

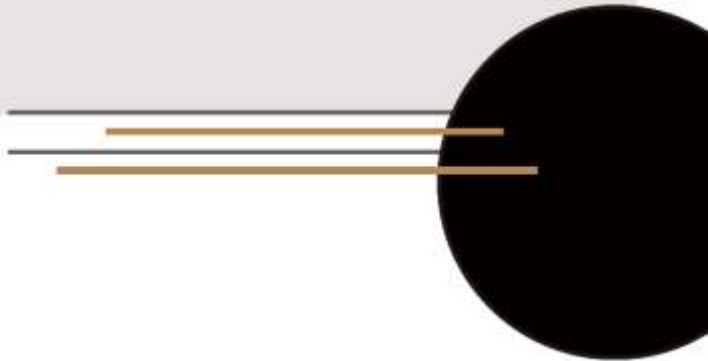
INTRODUCTION

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***F**ashion is about showing your identity. It is the first thing people look at to interpret who you are. It shows what choices you make, what type of person you are, and shows the world what you stand for. It gives a glimpse into someone's personality. But behind the glamour of fashion, The Fashion industry is the world's second biggest polluter.*

There are so many fast fashion in this world and there are 80 billion garments are produced each year, Brand release now 52 micro-collections per year instead of the usual 2 seasons, and World produce 400% more clothes than 20 years ago.

Those facts are really concerning and we need to take a steps. In concern of those issues, i choose to make this couture brand that still cares about enviornment. Instead of mass production, i choose custom made couture with sustainable packaging and keeping the fabric waste to make another creative and innovative products.

A decorative graphic at the bottom of the right page. It features a large black circle on the right. To its left are three horizontal lines, with the middle one being a thin orange line and the others being thin black lines.

CALISTA

Brand Name

The brand name is CALISTA. It is taken from my name Gabriel "Calista". Calista is a greek name that means "The most beautiful". From the name, I want the customers to be confident and feels like the most beautiful and attractive women from wearing our fashion products.

Brand Summary

Calista is a semi - couture, high fashion brand that offer luxury and modern design. We made our brand that has one-of-a-kind only product and we want to include sustainable value in the brand as high fashion brand that has environmentally friendly value with not overproducing garment and not leaving many wastes, as we also keeping the fabric wastes from our production to make another creative and innovative product from it.

Vision

To become world couture fashion brand that has sustainable value in it

Mission

To provide a high quality fashion product that encourage consumers creativity and explore their personal taste

To make a fashionable fashion product that has sustainable value and concern in environment



Brand Keywords

Chic

Luxury

Elegant

Power

Modern

Sustainable



Target Market

DEMOGRAPHIC

Gender : Women

Age : 20 - 35

Income Level : Mid to High-Range Income

PSYCHOGRAPHIC

Personality : Calm, care to environment

Attitude : Mysterious, confident in their self, elegant, bold

Values : Love fashion but care and concern in environment

GEOGRAPHIC

Metropolitan City - Worldwide



BRAND COMPETITOR

- *Brand Identity : Feminime and Elegance*
- *Quality : Couture, High Fashion*
- *Target Audience : 20 - 40 years old*

PRICE RANGE

*Strat From IDR. 1.150.000 -
IDR. 80.000.000.*

PLACE

Based in Jakarta

PRODUCT

Women's Wear

Ready To Wear

Made in Order

Couture

STELLA LUNARDY

PROMOTION

- *Wedding Showcase 2019 in Shangri-La Hotel*
- *Collaboration with another brand*
- *Attending Events such as Ladies in Red*

SOCIAL MEDIA - ONLINE STORE

Instagram : @Stellalunardy

@Lunebystella

@Lunehome

BRAND COMPETITOR

CHRISTIE BASIL

- *Brand Identity : Feminine and Rustic*
- *Quality : Couture, High Fashion*
- *Target Audience : 20 - 40 years old*

PRICE RANGE

*Strat From IDR. 600.000 -
IDR. 50.000.000.*

PLACE - OFFLINE STORE

*Based in Jakarta
Galleries Lafayette, PP
Dresshaus
Love and Flair, PI*

PROMOTION

- *Vezzo Festive Season X Olivia Jensen Trunk Show 2020*
- *Collaboration with another brand/influencers*
- *Using Social Platforms to promote - such as Youtube and tiktok*

SOCIAL MEDIA - ONLINE STORE

*Instagram : @Bychristiebasil @Vezzostudio
@Atvezzo*

Website : www.atvezzo.com

PRODUCT

*Women's Wear
Ready To Wear
Made in Order
Couture*

BRAND COMPETITOR

- *Brand Identity : Elegance and Luxury*
- *Quality : Haute Couture*
- *Target Audience : 25 - 40 years old*

PRICE RANGE

*Strat From IDR. 10.000.000 -
IDR. 150.000.000.*

PLACE

Based in Jakarta

PRODUCT

Haute Couture

Wedding

Made in Order

HIANTJEN

PROMOTION

- *Milan Fashion Week 2020*
- *Bazar Bridal Week 2014*
- *Collaboration with brand/artist, influencers*
- *Holding a showcase*

SOCIAL MEDIA

Instagram : @Hiantjen

Website : linktr.ee/hiantjen

YOGIE PRATAMA

- *Brand Identity : Luxury and Elegance*
- *Quality : Haute Couture*
- *Target Audience : 20 - 40 years old*

PRICE RANGE

*Strat From IDR. 10.000.000 -
IDR. 150.000.000.*

PLACE

Based in Jakarta

PROMOTION

- *Bazaar Fashion Festival*
- *IPMI Trend Show 2017*
- *Fashion Nation 13th Edition*
- *Collaboration with brand/artist*

SOCIAL MEDIA

Instagram : @Mryogiepratama

Website : linktr.ee/mryogiepratama

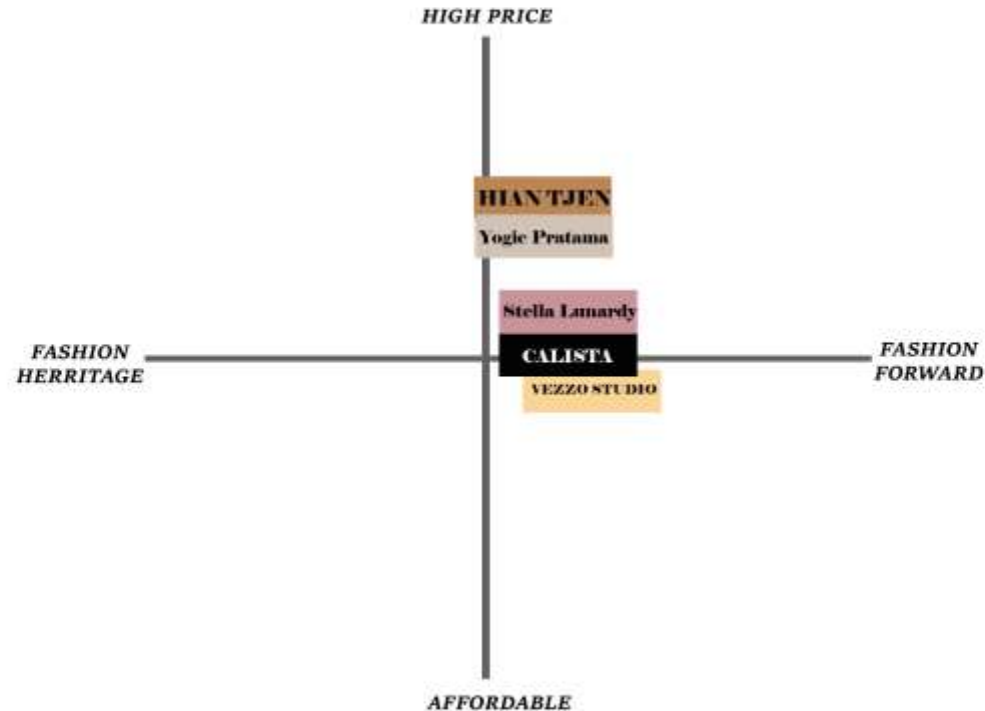
PRODUCT

Haute Couture

Wedding

Made in Order

BRAND POSITIONING



HIAN TJEN has the highest price and the most well known among the brands. Yogie Pratomo is actually kind of have same position with HIAN TJEN. They have similar price and their designs are tend to be fashion forward. For Stella Lunardy, CALISTA, and Vezzo Studio their design also are fashior forward. Vezzo Studio is more affordable for the Women's High Fashion Wear than CALISTA and Stella Lunardy. CALISTA is placed in center of High proce and Affordable as the brand wants to be luxurious but the price is still affordable for middle class.

SWOT

STRENGTH

Good value enviornmentaly friendly
High Quality Design and Product
Worldwide Outreach

OPPORTUNITY

Benefits - Fashion Show
Changing Lifestyle - Couture Sustainable
Expanding World Wide

WEAKNESS

Limited Product
Competitive Market
Takes more time for production


THREATS

Limitation of consumers group
Facing strong competitors

Brand Visuals



CALISTA



The CALISTA brand logo use Theano Didot font. With gold color to accentuate the luxury, high quality, sophistication, confidence and black background for accentuating the strong, power and elegance.

The Logo "CALISTA" reflect the brand as Elegant, Powerful, Modern and Luxury.




LOGO



CAL

For the Logogram, it came from CAL of CALISTA. I made the logogram like this because i want to make the brand look more exclusive and luxury, diffrent from other brands.

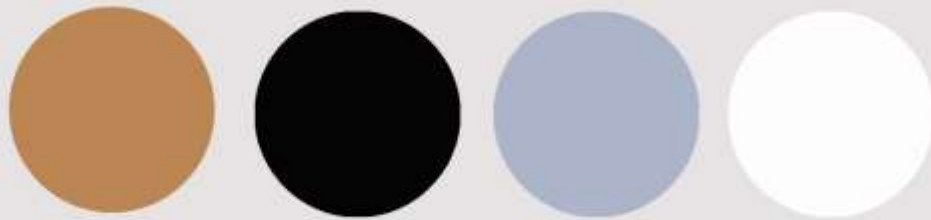


MOODBOARD



Brand Visuals

Brand Visuals



COLORBOARD



BRAND FONTS




Theano Didot Regular

PRAETORIA REGULAR

Elephant Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Century751 No2 BT Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sitka Small Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



STATIONARY

NAME CARD

FRONT



BACK



MOCKUP



STATIONARY

Packaging Garment Bag



STATIONARY

HANGER

FRONT



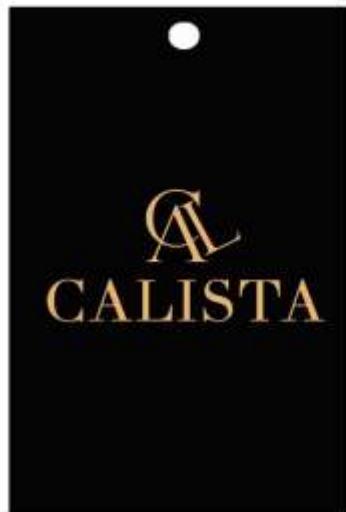
Back



STATIONARY

BRAND TAG

FRONT



BACK

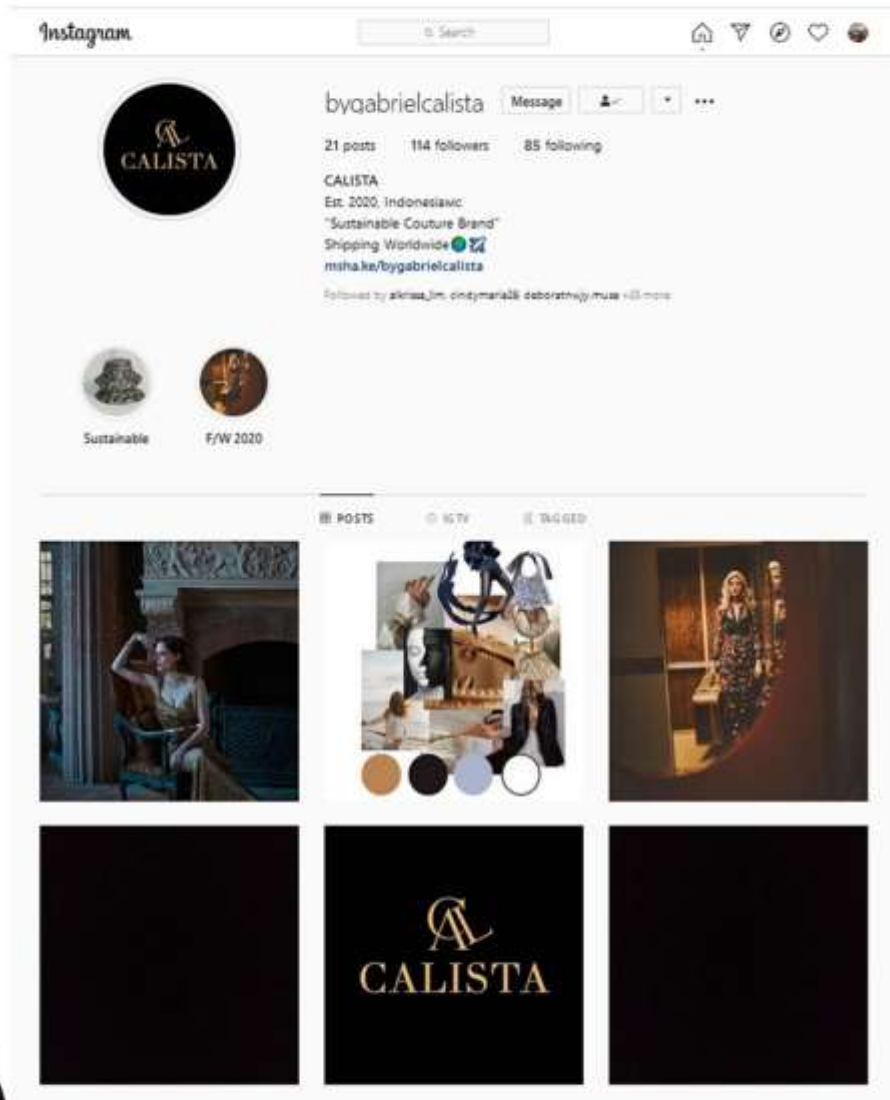


MOCKUP

CALISTA

CLOTHING LABEL

STATIONARY



SOCIAL MEDIA MOCKUP

For the social media, I will use instagram that has neat feeds about the collections, the campaign shoot. There will be phone number, email and website listed on the profile. Ordering and booking will be only available by whatsapp

The website will only be photos of the collections. There will be also information about the brand, The vision and mission, contac information, and photos of the collections




By making this branding project, as a fashion design student. I learn how to make my own brand, the process and what should we prepare for making a brand. Starting from deciding our target market to make the brand book,

I also learn that strong brands must have clear brand core values, an unequivocal positioning, and a long-term brand strategy. Consistent brand management with the help of brand rules ensures that the brand strategy is consistently applied in operative business. This helps to prevent a brand from overstepping its credibility limits.

A brand strategy always has a content component and a style component that both have to be implemented so that the brand can always be clearly recognized by its brand messages and its brand style. In short: Strong brands give consumers a clear image of the brand and what it stands for.

By forming this branding image, it can make the customers more aware of the brand and attract more customers.



CONCLUSION



Spiritualità Subconscia



LOOK 1



Spiritualità Subconscia



DRESS SIZE
BUST : 90
WAIST : 66
HIP : 100
LENGTH : 100



Spiritualità Subconscia



LOOK 2

Spiritualità Subconscia

TOP SIZE

BUST : 90

WAIST : 66

LENGTH : 50

OUTER SIZE

BUST : 90

WAIST : 68

LENGTH : 50



PANTS SIZE

WAIST : 68

HIP : 98

LENGTH : 107

SKIRT SIZE

WAIST : 68

HIP : 100

LENGTH : 107



Spiritualità Subconscia



LOOK 3



Spiritualità Subconscia

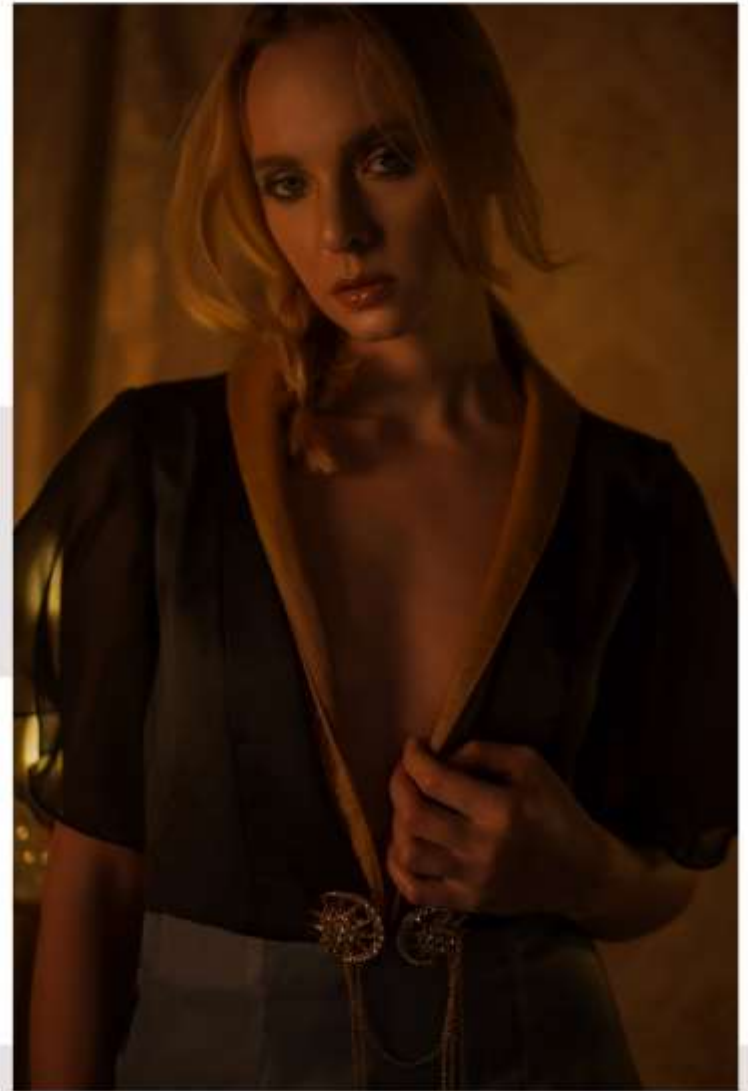


DRESS SIZE
BUST : 90
WAIST : 66
HIP : 100
LENGTH : 70

PANTS SIZE
WAIST : 68
HIP : 100



Spiritualità Subconscia



LOOK 4



Spiritualità Subconscia

DRESS SIZE
BUST : 90
WAIST : 66
LENGTH : 100



PANTS SIZE
WAIST : 68
HIP : 100



Spiritualità Subconscia



LOOK 5



Spiritualità Subconscia



DRESS SIZE
BUST : 85
WAIST : 64
HIP : 92
LENGTH : 70

OUTER SIZE
BUST : 90
WAIST : 68
LENGTH : 40

PANTS SIZE
WAIST : 68
HIP : 100



A decorative graphic featuring a central black horizontal bar. Overlaid on this bar are the letters 'C', 'A', and 'L' in a gold, serif font. The 'C' is a large, open curve on the left. The 'A' is a tall, narrow letter with a pointed top and a small loop on its right side. The 'L' is a tall, narrow letter with a pointed top and a long, thin tail extending to the right. The background is white, with a thin black line forming a rectangular frame around the central elements. In the corners, there are partial circles: a black circle in the top-left, a brown circle in the top-right, a brown circle in the bottom-left, and a black circle in the bottom-right.

CAL