



**warning:  
content is  
incredibly  
awesome.**

**esb**

# What's Inside?

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**What's Inside?**

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# Chapter 1: Brand



## Company Background.

Nitty-Gritty is a clothing brand that offers a Korean style that delivers young and cheerful silhouette. Casual outfit becomes prominent and demanded among millennial generation, they want to dress up effortlessly yet looking fashionably stylish.

K-pop culture has been a blockbuster among youngsters and many of them want to dress up like their idol. Nitty-Gritty's first collection takes cues on 90s revival with a feminine edge. Combining the Korean look and 90s theme that used to be so proud to own and imagine ever wearing it again.

Nitty-Gritty offers women's casualwear from top, bottom, dress, and many more, inspired from the Korean fashion that will be easy to mix and match. Fulfilling customers' needs and demands because business is about the people and trust to manage a good relationship with customers as a consistent brand.



## **Brand Philosophy.**

Lifestyle merchandising is our business and our passion. A style that expresses new forms of Korean fashion, presenting itself as a pop culture, based on sartorial content and creativity. Korean fashion has resulted in a truly mixed of emotions while Nitty-Gritty is bringing them for real to be enjoyed by the fashion masses. Dressed to impress and to have an effortless style for all-day round.

As the heart of the matter, Nitty-Gritty aims to be the crux in the customer's heart through our products and services. Creating an emotional connection thus each decision we make is a symbol of our commitment that customer is our top priority.



VISION &  
**MISSION.**



## **Vision.**

Nitty-Gritty aims to satisfy the demand of being effortlessly voguish that will be found through Nitty-Gritty's pieces. As a people-oriented brand, the goal is to build a strong emotional bond with our customers around the world through our products and services.

## **Mission.**

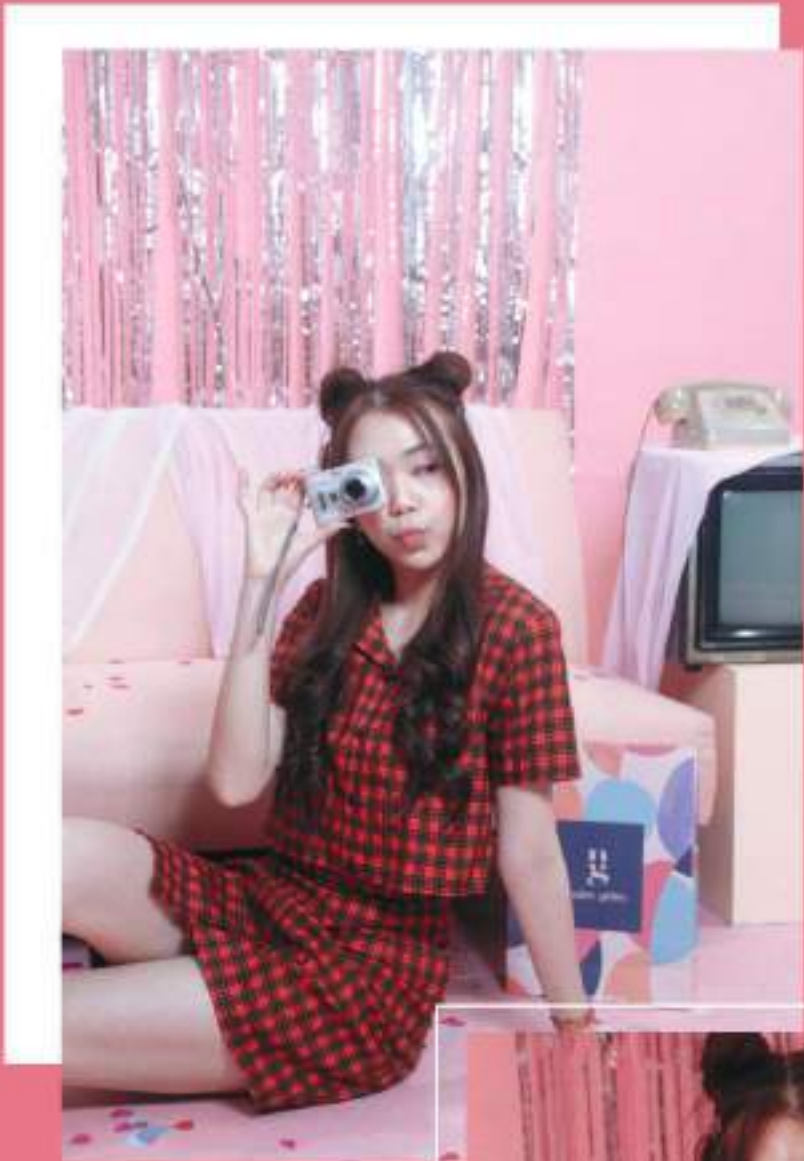
Our mission is to herd the Korean fashion, overhaul it into delightful designs, and offer the newly created products to the market. Each decision we make is a symbol of our commitment that customer is our top priority.





## Brand Name.





**Brand Name.**

Logo.





## Color.



3B475D

It represents wisdom, loyalty, integrity, trust, and stability.



E56E81

It represents femininity, love, and empowerment.



F2CFC1

It represents sweetness and innocence.



CEA1BB

It represents creativity. It creates a harmonious balance of awareness and peace.



F79B7A

It represents energy, youth, and happiness.



92BDBE

It represents tranquility, understanding, and softness.



## Pattern.

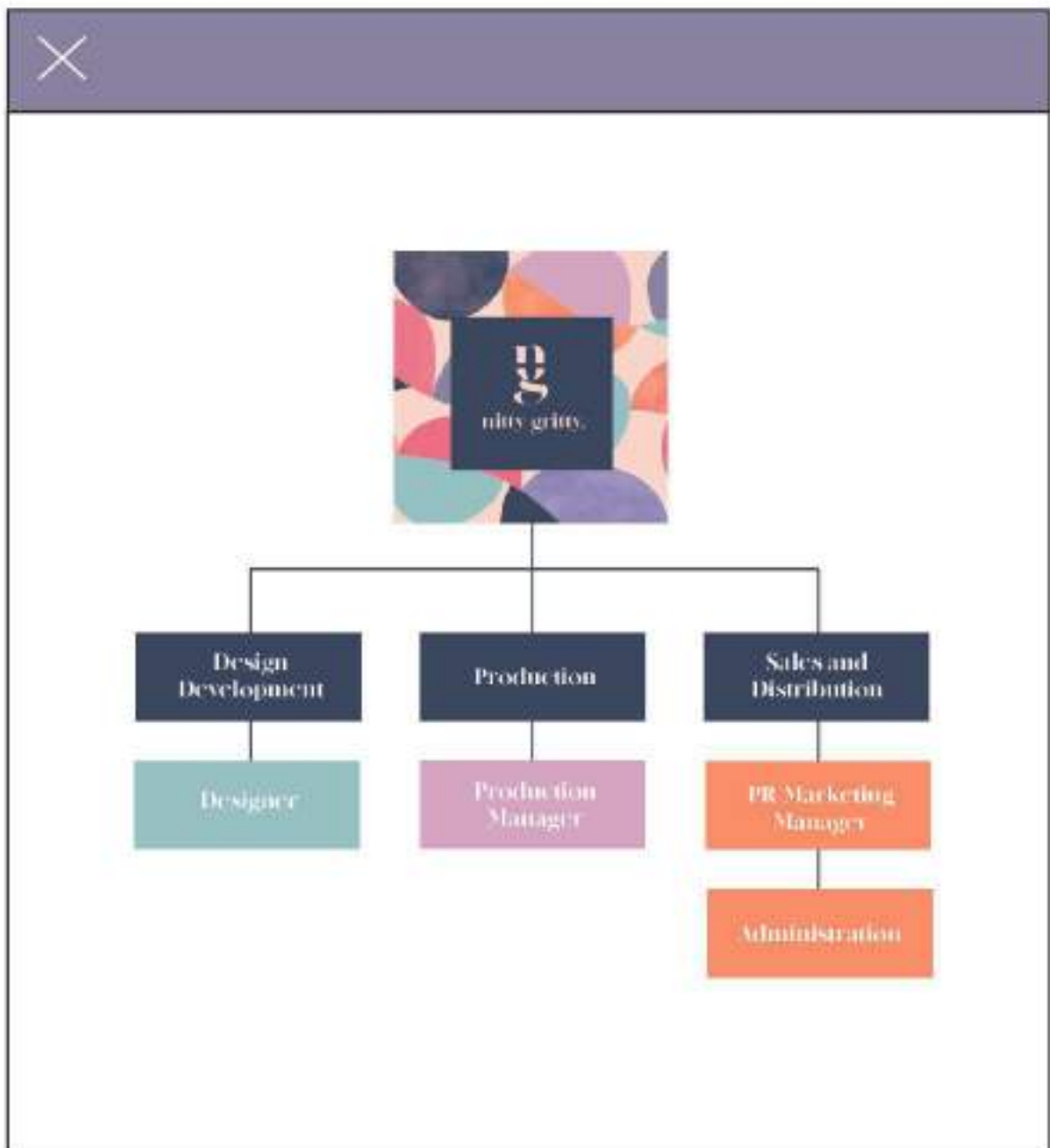


The rounded shapes on the logo tend to send a positive emotional message of harmony and protection, it represents unity, love, and commitment, shows that Nitty-Gritty is a people-oriented brand. Meanwhile, curves in general are used to be viewed as feminine, their movement may also represent power and energy. Due to their curved lines, ovals, and circles are dynamic. In essence, Nitty-Gritty aims to keep evolving and improving as well as following the trend to satisfy their customers' demands. Subsequently, they give a sense of integrity and perfection. Those shapes are combined with colorful pastel colors, indicating that youngster is the brand's target audience.



**Brand Positioning.**

# Organizational Structure.







## strengths.

- Offers unique and distinct designs which are inspired from Korean fashion but comfortable for daily wear
- Affordable Price
- Have a strong brand concept – easy to be remembered
- Limited competitors under the same market

## weaknesses.

- Nitty Gritty is a new entrant thus they should set up the brand awareness to be recognized by the fashion masses
- Offline store unavailability – making customers unable to see and try the real products



# SWOT ANALYSIS.

## **opportunities.**

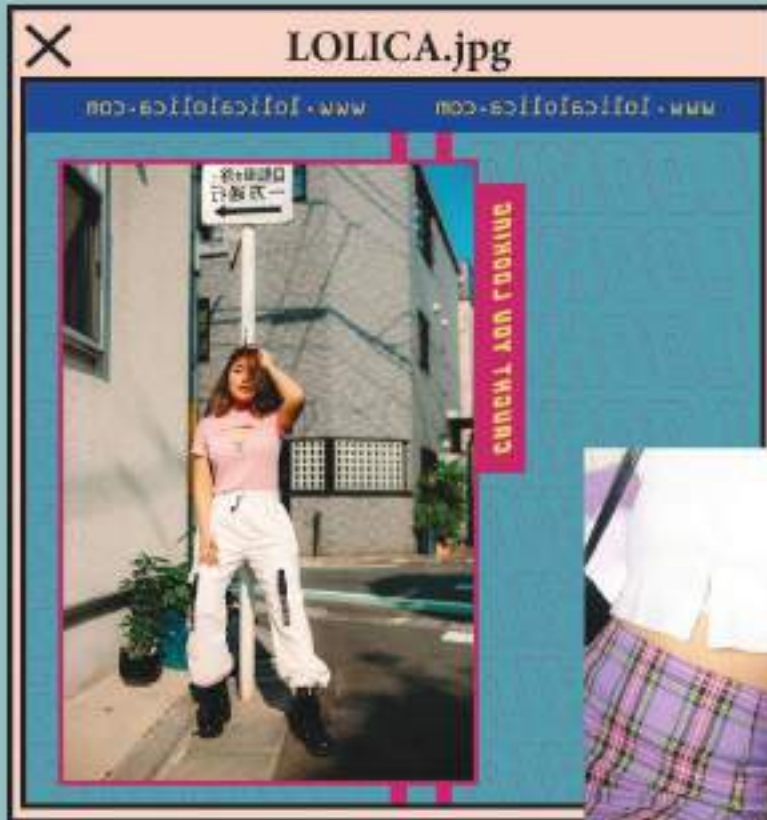
- Nitty Gritty can provide international worldwide shipping
- The chance to expand through online e-commerce such as Shopee and Zalora.

## **threats.**

- Needs of customers are changing
- The quick change of fashion trends

# **Chapter 2A: Marketing Strategy**

# LOLICA



Lolica is a clothing brand based in Tangerang, Indonesia. They offer womenswear from top, bottom, outer, and bags and wallets. They have a Korean street style concept with a mix of Kawaii. Lolica can be considered as an affordable brand since the price range is around IDR 89.000 - 399.000



Their target audience is female at the age 16 - 25 years old who live in metropolitan cities such as Jakarta and Surabaya. Their product concept and target market make them preferable to become Nitty-Gritty's competitor.



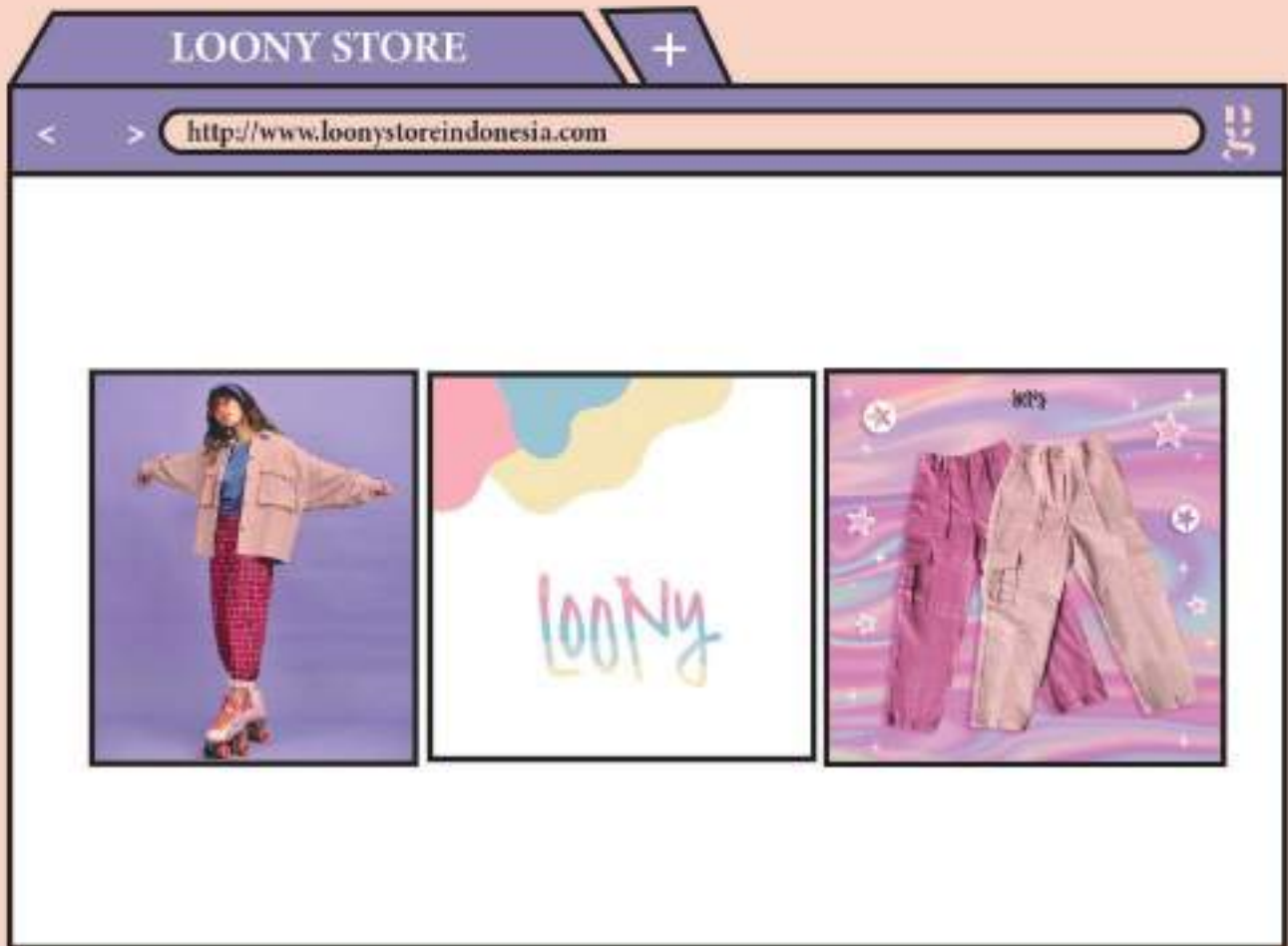
PIXY\_NIXIE.jpg



# PIXY NIXIE

Pixy Nixie is considered as a new entrant that recently opened in the early March 2020. Pixy Nixie does not have plenty of products yet, they offer womens' wear from top, bottom, dress, and jumpsuit. The urban Korean style with a twist of kawaii can be seen as their brand concept.





×



Loony is an online clothing brand based in Bandung, Indonesia. Loony is a new entrant, they do not have many product variant yet. They offer women's tops and bottoms, but some of their products are considered unisex since it can be worn by men and women. The designs offered are fashionable yet suitable for dailywear.





## Political.

Ministry of Internal Affairs predicted that Indonesia's political conditions in 2020 will be tremendously dynamic due to Indonesia's Democracy Index tends to increase. Due to COVID-19 pandemic, the government also carries out the "new normal" transition that involves physical distancing and health protocol. It creates a behavior changing among the society since masks become the most needed attire for most people nowadays. Bringing the opportunity to produce mask as part of fashion movement, it gives Nitty-Gritty a potential market to expand their production for face mask.



## Economic.

The pandemic almost cripples the economic situation in Indonesia, especially in some regions with high deployment rates such as Jabodetabek. Sri Mulyani, Minister of Finance, observed the deflation of consumer behavior in approximately 2.84 percent. It is caused by social distancing and work from home implementation during the COVID-19 pandemic. This issue affects most of the society to subtract purchasing unnecessary products and focus more on the needed and essential items such as food, mask, hand sanitizer, and so on.



## Social.

The spread of Corona causes the consequence of activities outside home are drastically reduced. At the onset, it was difficult for brand to survive during the quarantine. For the reason that people are having an isolationship, they do not meet other people and some of them do not even go to work thus their attire for day to day is pajamas or something else that is more comfortable than as usual. Most people even go out on their pajamas as well which is a good chance for brands that offer sleepwear and pajamas. Hence, Nitty-Gritty potentially offers casualwear that makes people effortlessly fashionable even being at home.



## Technology.

Talking about technology, digital transformation has brought this world to the industry revolution 4.0. The government has unveiled a plan, dubbed as the Making Indonesia 4.0, to increase the use of technology to stimulate growth and increase industrial capacity in five keys areas, they are food and beverages, automotive, textile, electronics and chemicals. Fashion is one of the industries that is affected the most by digital transformation. Instagram has a feature that helps Nitty-Gritty's advertising to be reached by the right target audience. Some websites are also available to help a brand researching for current fashion trend, WGSN. With this kind of feature, it helps small business to be able to compete against the large companies.

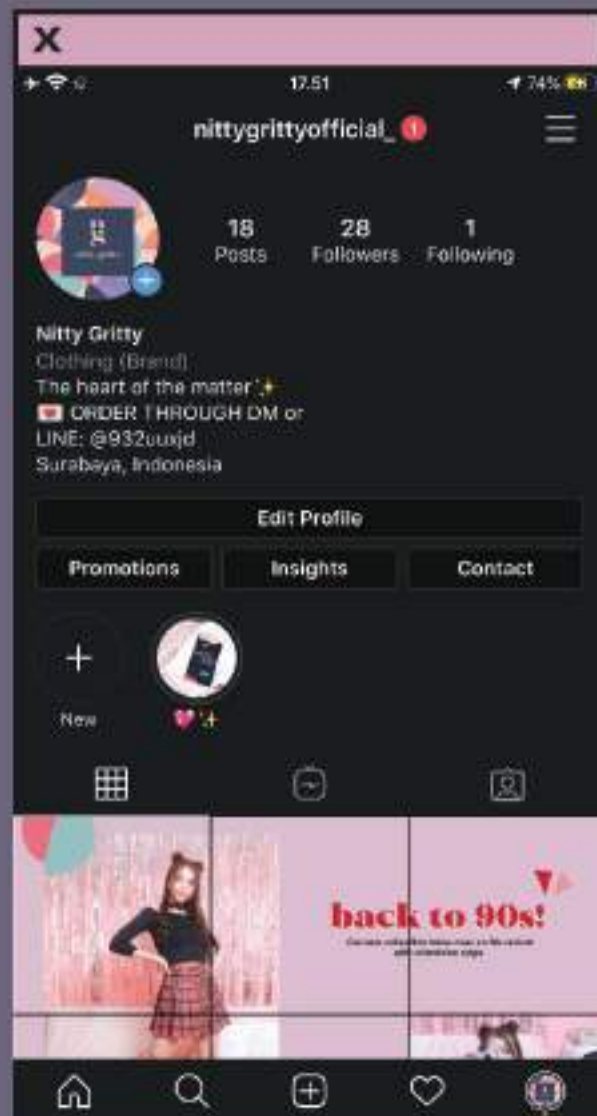




TITLE.jpg

STORE  
**LOCATION.**

## Instagram Account.



Nitty-Gritty keeps managing and updating their feeds, using appealing design that is related with the branding. The brand will update their collection and on-going promotion through Instagram Story and Feeds.



# Shopee.



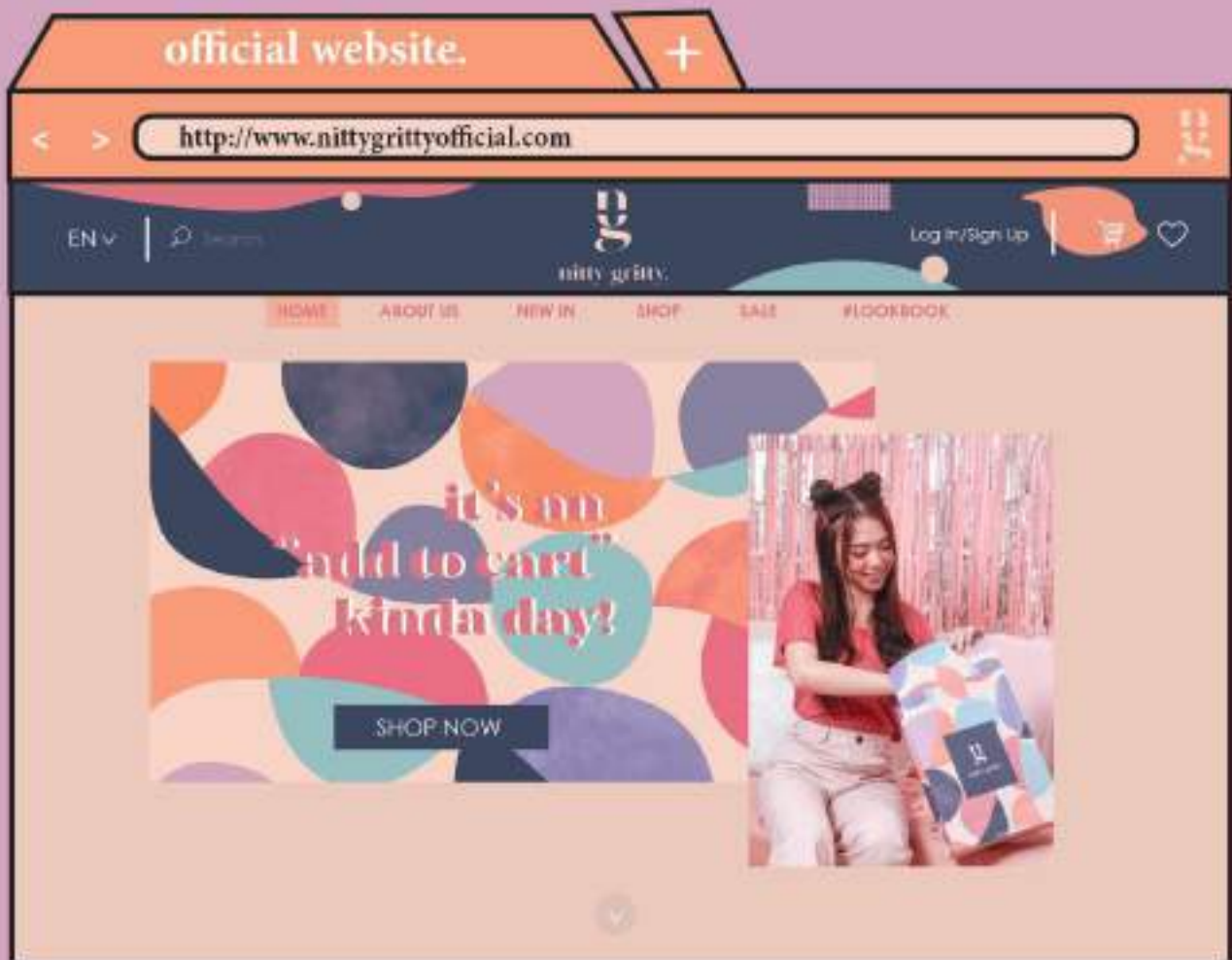
Shopee is one of the effortless ways to create a business without spending too much capital at the beginning. Sellers need to pay nothing if they want to distribute their products through Shopee.

Other than that, Shopee is an e-commerce which gets the most visitors each month compared to its competitors such as Tokopedia, Buka lapak, and many more. Hence, Nitty-Gritty decided to join them to attract more customers.



XOXO  
XOXO

# Official Website.



Official Website can be more preferable for some people who do not want a complicated transaction. They can directly choose the products they interest and then linked to the payment step without having to chat the admin of the store. Hence, official website adds value to a brand especially online brand. This also builds an image where your brand looks trusted by having its own website.

Nitty-Gritty's official website consists of Home, About, New In, Shop, Sale, and #LookBook. Home Page is the most crucial part because it is customers' first impression about the brand. Meanwhile, About Us provides Nitty-Gritty's background, vision, and mission. The rest of it contains the products offered and some OOTD inspirations.



the heart of the matter.

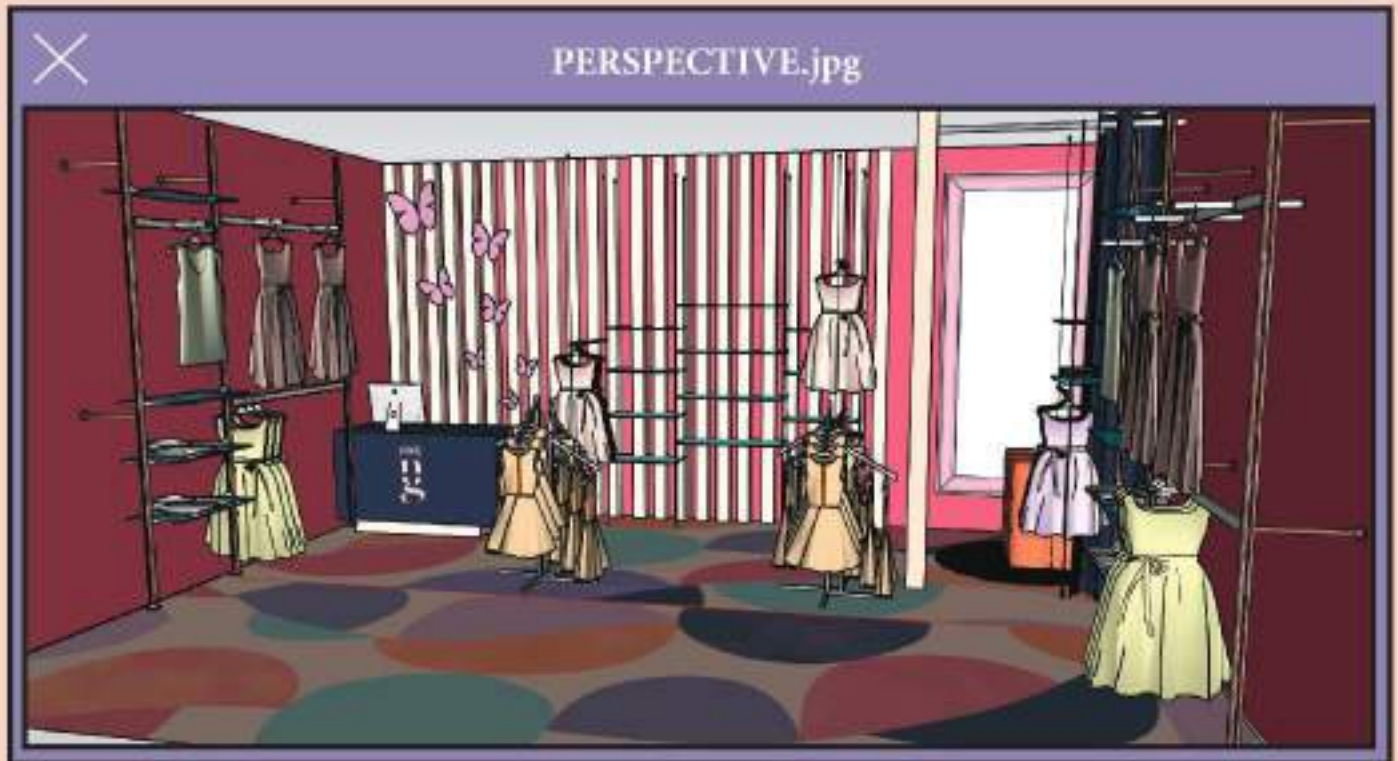


KNITTY

GRITTY

## Bazaar Booth.





×

The grand launching for Nitty-Gritty's Spring/Summer 2021 Collection, the brand decides to join the bazaar in order to develop the brand awareness and attract wider audience. . Basha Market is is a multipurpose platform for independent brands and talents to reach their consumers on a global scale. Basha Market is held almost every year with more than 70 tenants of local fashion brands which takes place in Tunjungan Plaza Convention Hall, Surabaya.



# PRODUCT RANGE & BREAKDOWN.





## Demographic

Gender: Female

Age: 16 – 25 years old

Occupation: High schoolers, college students, fresh graduate, and freelancer

Income/Pocket money: IDR 1.500.000 and above per month



## Psychographic

- Fashion conscious but prefer something comfortable
- Like casualwear
- Have a girly and young look
- The sense of style may change rapidly following the trend
- Their music taste is K-pop, EDM, R&B, and pop music
- They have fashion icons such as Blackpink, Kendall and Kylie Jenner, and Gigi Hadid



## Behavioristic

- Going to school or college
- Working as a freelancer: photographer, designer, model, and many more
- Like taking OOTD pictures
- Like hanging out to a contemporary café and Instagram-able places

# Spring/Summer 2021 Collection.



The collection is focused on 90's revival with a feminine edge, creating a simple silhouette and giving them a new twist. 90s fashion was defined by a return to minimalist fashion, in contrast to the more elaborate and flashy trends of the 80s. Nitty-Gritty approaches the fashion led to the popularization of the casual chic look that includes T-shirt, crop top, baggy pants, mini skirts, and so on. It brings forth a youth movement and offers carefree style that will be effortlessly stylish. Inspired from the prominent 90s era movie, Clueless and TV series, F.R.I.E.N.D.S, Nitty-Gritty adopts some trends and outfit that was in the movie during that era.



Back to 90s'

# 90s








## Product Breakdown.

There are 2 seasons and 4 drops for each year, Spring/-Summer and Fall/Winter. The Spring/Summer Collection launches every February - July, while the Fall/Winter Collection is August - January. Each collection is divided into 2 drops, 3 months each. Hence, the first drop will be February - April, the second drop will be May - July, the third drop will be August - October, and the last drop will be November - January. Nitty-Gritty offers 50 SKU for each season, there are tops, bottoms, and single such as dress, jumpsuit, and set, with the price range for around IDR 129,000 - IDR 499,000.

# Pricing Strategy.

Back to 90s





Nitty-Gritty offers an affordable price for their products, considering their target audience are youngsters. The pricing strategy used is psychological pricing which has a psychological impact. Psychological pricing centers on the use of a simple but impacting pricing tactic that is based on natural, irrational thought processes that typical customers follow when shopping. The primary advantage of psychological pricing is that it should contribute to increased sales volume which effectively applied.



# Voucher



To attract customers to visit Nitty-Gritty at bazaar, the brand decides to give a discount voucher for each customer who purchases at our booth. However, there are some terms and conditions applied as seen on the picture.

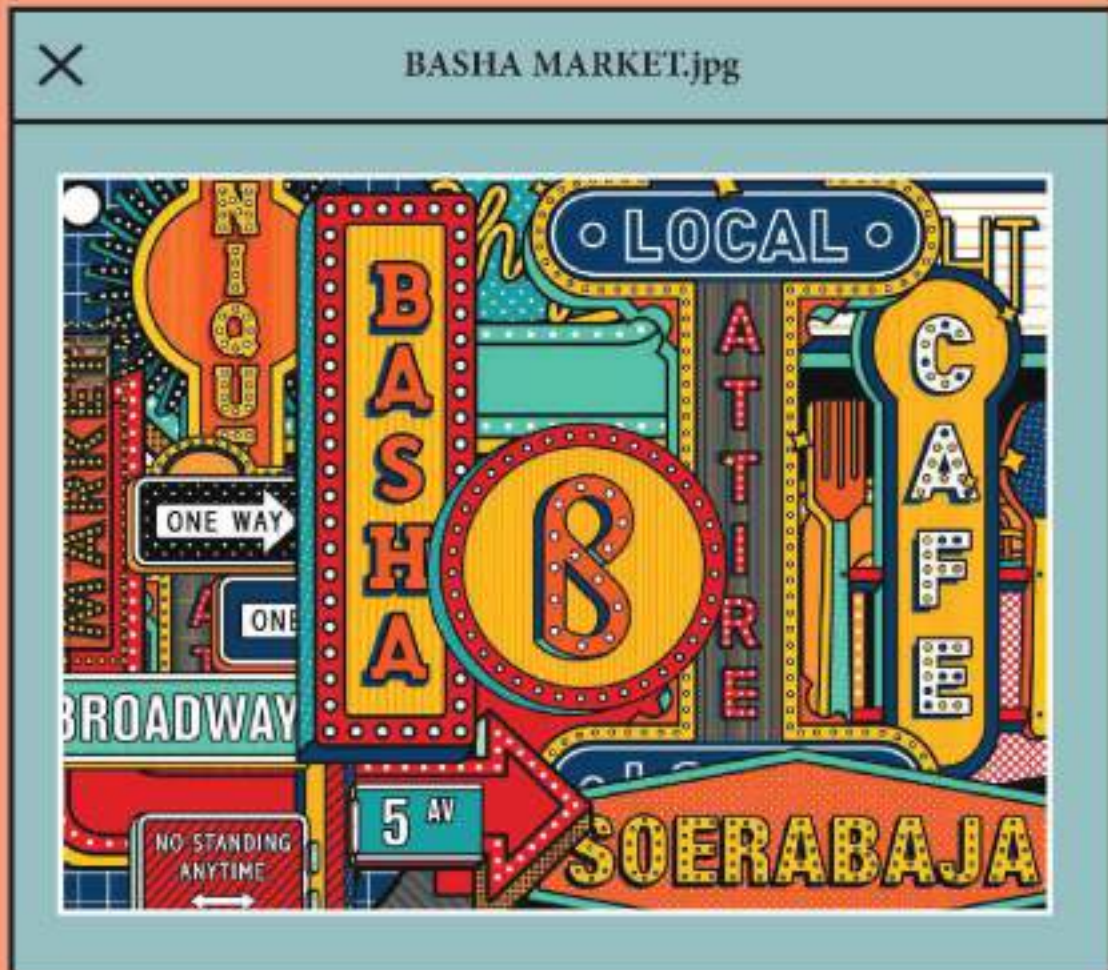


# Mid & End Season Sale.



Nitty-Gritty offers up to 30% off for Mid-Season Sale for selected items only and End Season Sale up to 50% in January. The discounted items will be the unsold products from the Spring/Summer Collection. It aims to reduce the products as well as its cost. The longer the products are not sold, the more the company loss its cost.

# Bazaar



Basha Market is a creative platform, pioneer of thematic retail concept in Surabaya. It is a multipurpose platform for independent brands and talents to reach their consumers on a global scale. The grand launching for Nitty-Gritty's Spring/Summer 2021 Collection, the brand decides to join the bazaar in order to develop the brand awareness and attract wider audience.

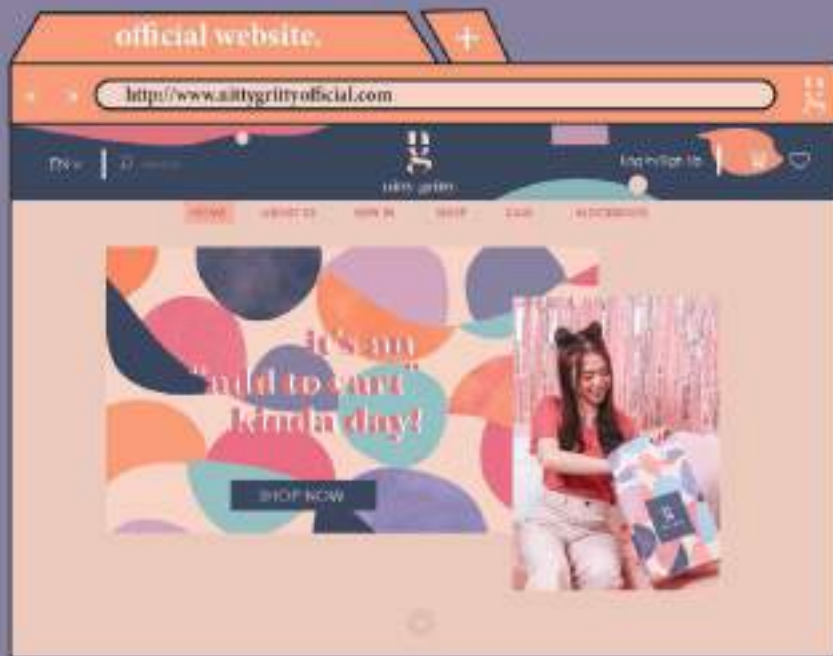
The bazaar takes place in Tunjungan Plaza Convention Center for 3 days. Nitty-Gritty will invite fashion influencers from Surabaya, Bianca Sapphira, Ruth Stephanie, Belinda Kuntara, and Ifang Rahardjo on the first day to visit the bazaar which they will be given a voucher to get 1 free item from Nitty-Gritty's collection.

# **Chapter 2B: Marketing Advertising**

# Instagram.



# Inter·face.



Official Website.

# ARTISTRY





Back to 90s Collection.



PRINT AD.

# Catalogue.



×

The catalogue book size is in A5 paper, 21 x 14.8 cm. It is equipped with Nitty-Gritty's product pictures for Spring/Summer 2021 Collection. There are 7 items which are 3 tops, 3 bottoms, and 1 set with total 6 looks.



# BRAND COLLATERALS.

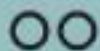


## Business Card.

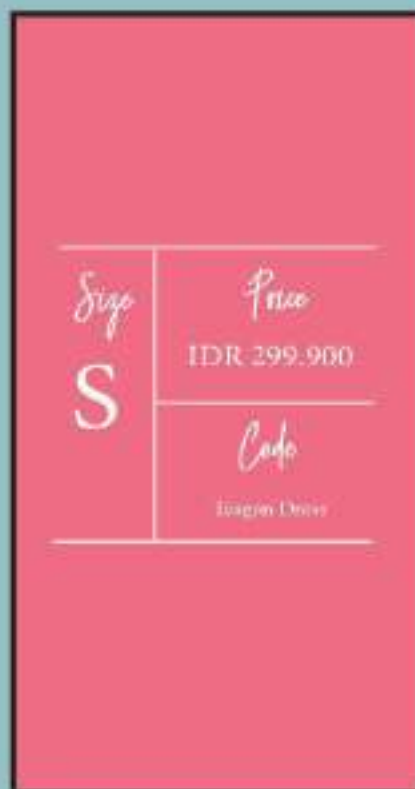


Nitty-Gritty uses the standard size of business card, 8.9 x 5.1 cm. The front side contains of Nitty-Gritty's pattern and logo. Meanwhile, there are several information such as LINE QR code, Instagram account, Whatsapp number, and email on the back side.

Love It



## Price Tag.



*Size*

**S**

*Price*

IDR 299.900

*Code*

Isagen Drive



The price tag contains of the size, price, as well as code name. The material of the price tag is a 260 gsm art paper with doff finishing. The measurement of the price tag is 5.5 x 11 cm.

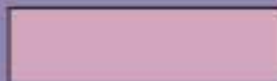


## Clothing Tag.

**nitty-gritty.**



Nitty-Gritty's clothing tag is made of ribbon in baby pink color. The ribbon size is 2 inch with sateen material.



# Packaging.



## g Design

*search.....*

Nitty-Gritty's packaging is made of 260 gr art paper with a sticker on it. The paper bag is full of Nitty-Gritty's logo with its iconic pattern on the front side. It is written "warning: the content is incredibly awesome." on the back side to create a unique expression as the consumers unbox the packaging.

**Love It**





## **Sticker.**

"xoxo, (Nitty-Gritty's logo)" for Nitty-Gritty's sticker to make it look more appealing. Xoxo means love and hug, advertently to give a warm greeting for the receiver. The sticker size is in diameter of 5 cm. It is made of vinyl paper with doff lamination.

## Greeting Card.



Nitty-Gritty provides a Greeting Card as well, in size of 8,5x15 cm. It is printed in 260 gsm art paper, with doff laminated. It is written "Thank you for purchasing me, I'm Yours!" as a grateful expression from the brand because customers have purchased their product.



# Invoice & Order Form.



## invoice.

ORDER NUMBER:  
#0001234

INVOICE DATE  
May 31st 2020

Items Descriptions	Qty	Price	Total
Items Name	1	IDR 199.000	IDR 199.000

SUBTOTAL: IDR 199.000

TAX 10%: IDR 218.900

SHIPPING: IDR. 0

**TOTAL DUE: IDR 218.900**

### PAYMENT TO

Account Name: Nifty-GriBy  
Bank Detail: BCA  
Account Number: 12345678

# D order S form.

ORDER: #001234

DATE: May 5th 2020

## CUSTOMER DETAILS

Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_

LINE/Whatsapp: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## SHIPPING DETAILS

Receiver Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone: \_\_\_\_\_

LINE/Whatsapp: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## ORDER DETAILS

Items Descriptions	Qty	Price	Total

SUBTOTAL: IDR

TAX 10%: IDR

SHIPPING: IDR

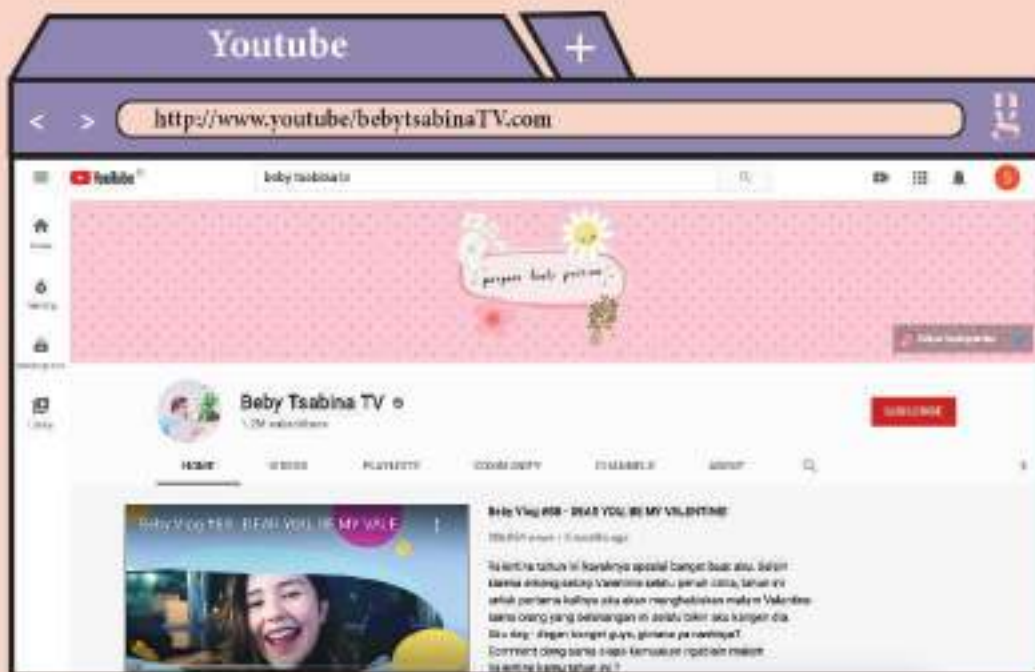
**TOTAL DUE: IDR**



# PROMOTIONY TOOLS.

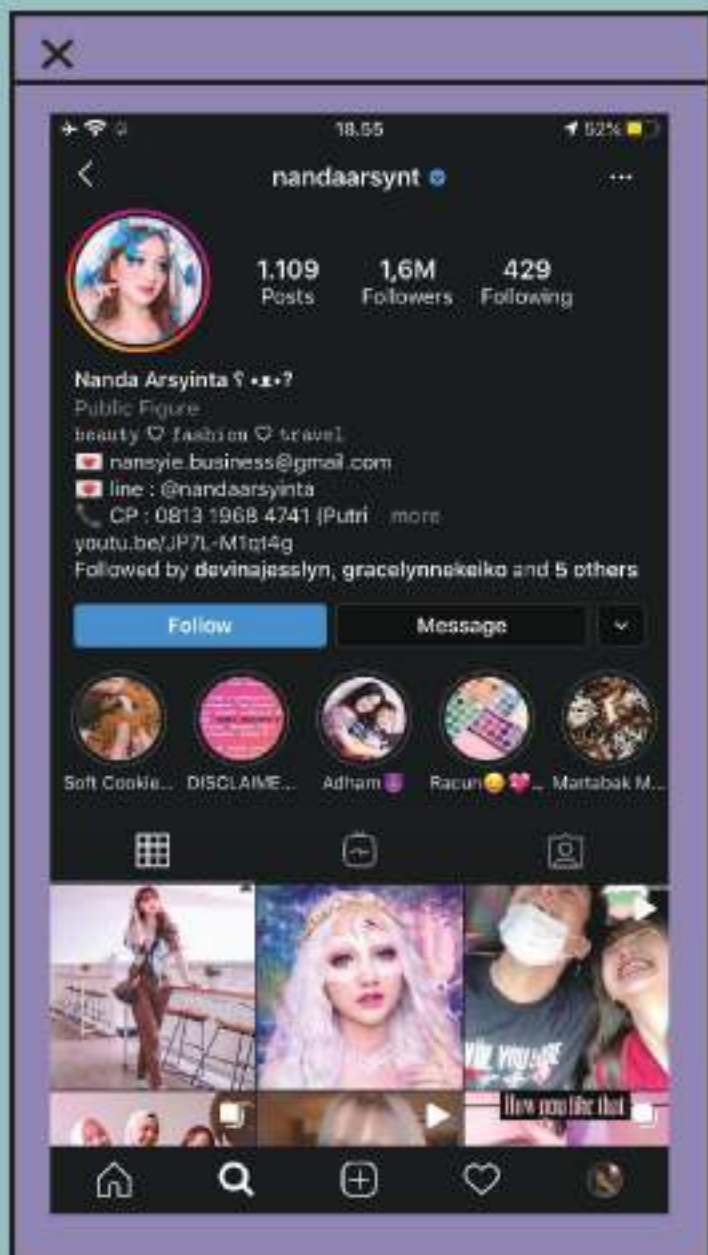


# Youtube: Haul & Styling Session with Beby Tsabina.



Endorsement is usually for Instagram, this time, Beby Tsabina is also a prominent Youtube vlogger thus Nitty-Gritty wants to participate in one of her videos. Beby Tsabina will make a Youtube video contains of styling session and a mini haul from Nitty-Gritty. She is required to create a mix and match wearing Nitty-Gritty's pieces

# Influencer Endorsement.



Nanda Arsyinta was initially a beauty vlogger, but now she has become a fashion influencer as well. Her Korean and feminine look are suitable for Nitty-Gritty's brand image and collection. Nitty-Gritty chooses Nanda Arsyinta as the endorser for their Fall/Winter Collection, 1 Instagram feeds and 1 Instagram story.

## Instagram Ads.

Instagram Ads aims to retain and entice more customers through online media platform, Instagram. The ads will be spread on May, for Spring/Summer Collection and on October, for Fall/Winter Collection.

The picture will pop out on their target customers' Instagram story, for them to swipe up if they interest to see the brand's profile. This feature helps the brand to improve their brand awareness as well as to generate sales.





# Giveaway.



search.....

To celebrate Christmas, Nitty-Gritty plans on holding a Giveaway and OOTD Contest. Customers can join by following some terms and conditions, such as, follow Nitty-Gritty's official Instagram Account and like the picture. Moreover, they should post a picture wearing minimum one of Nitty-Gritty's product as their outfit of the day, tag @nittygrittyofficial\_, give hashtag #iam-NittyGritty, and mention 5 friends.

Can't Wait! ▶

Fun

What to Do?

Let's Do it

Follow Us

Like

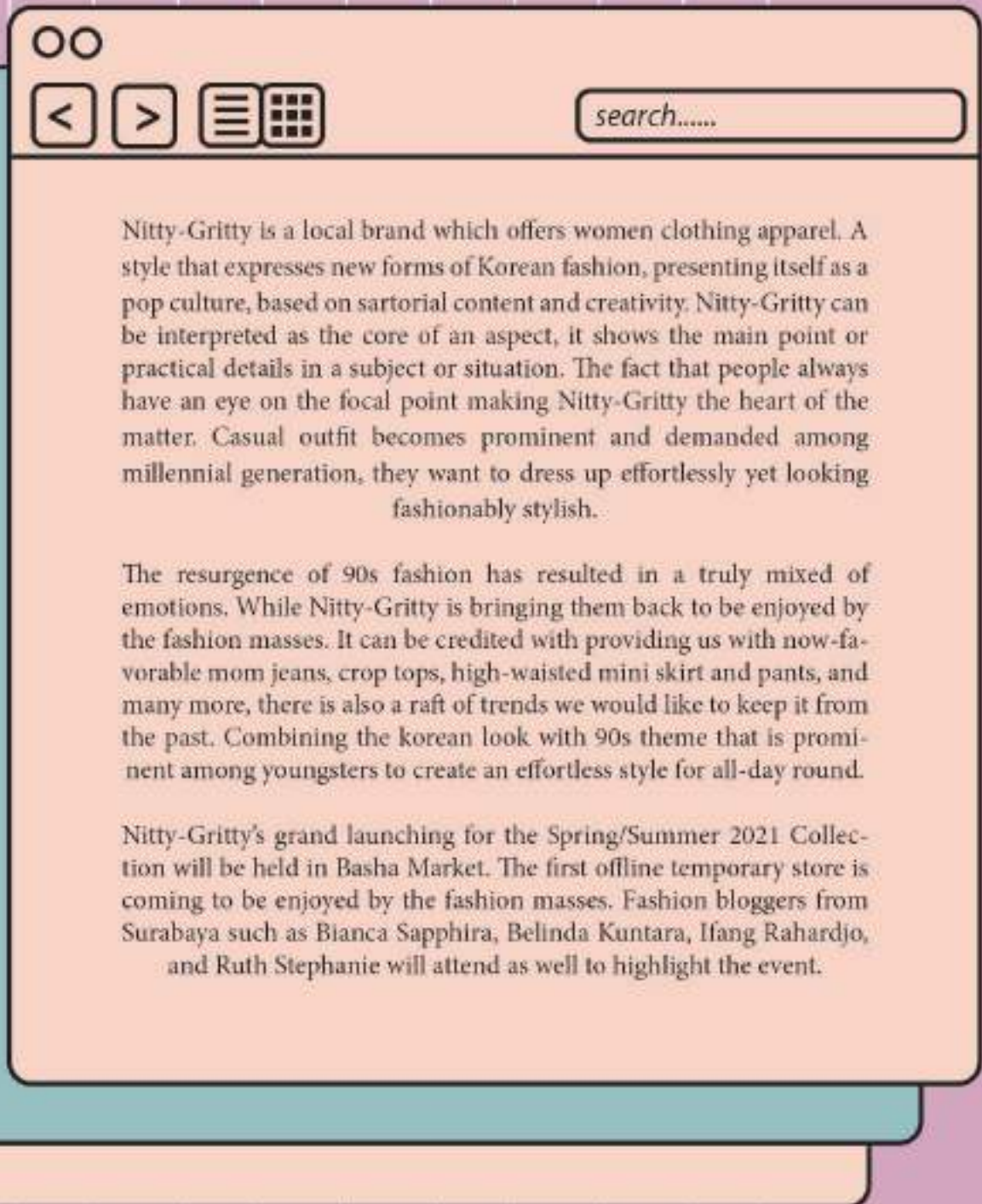
Share

Upload!



## Packaging.

Nitty-Gritty uses a box for the packaging, the size is 24 x 30 cm and the height is 20 cm. The box is wrapped with the Nitty-Gritty's iconic pattern sticker to embellish the look. When you open the box, there will be a 3D pattern that pops up with the gift, a hand mirror. It contains of 2 compartments, the top compartment is for the company profile and the press release, while the bottom compartment is for catalogue and invitation. Nitty-Gritty also leaves a space for the CD that consists of video campaign, it is slid at the bottom of the box.





Can't Wait! ▶

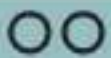
Wow

What is it?

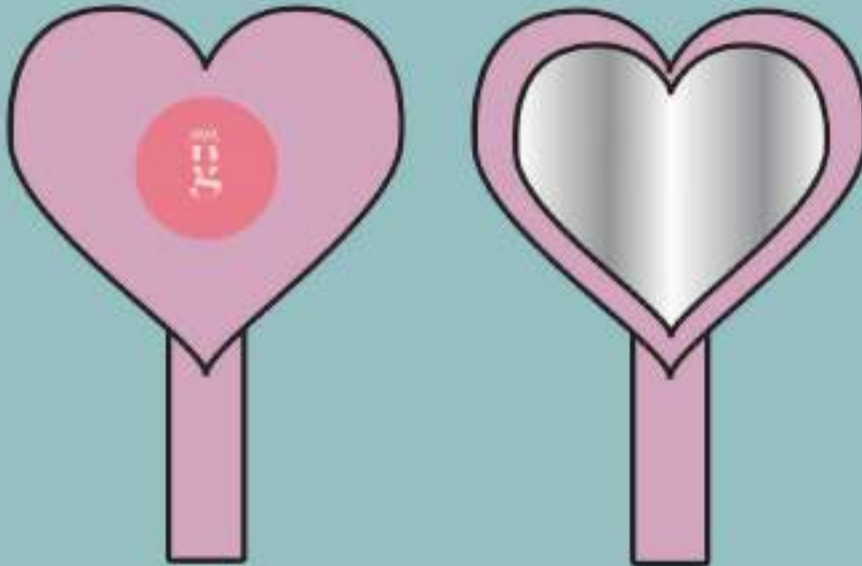
Let's Do it

## Press Release.

This is Nitty-Gritty' Press Release that will be included in the press kit. The press photograph will be printed out in A4 paper size using a 150 gsm art paper, finished in gloss laminated.



## Gift.



## Invitation.



## Catalogue.

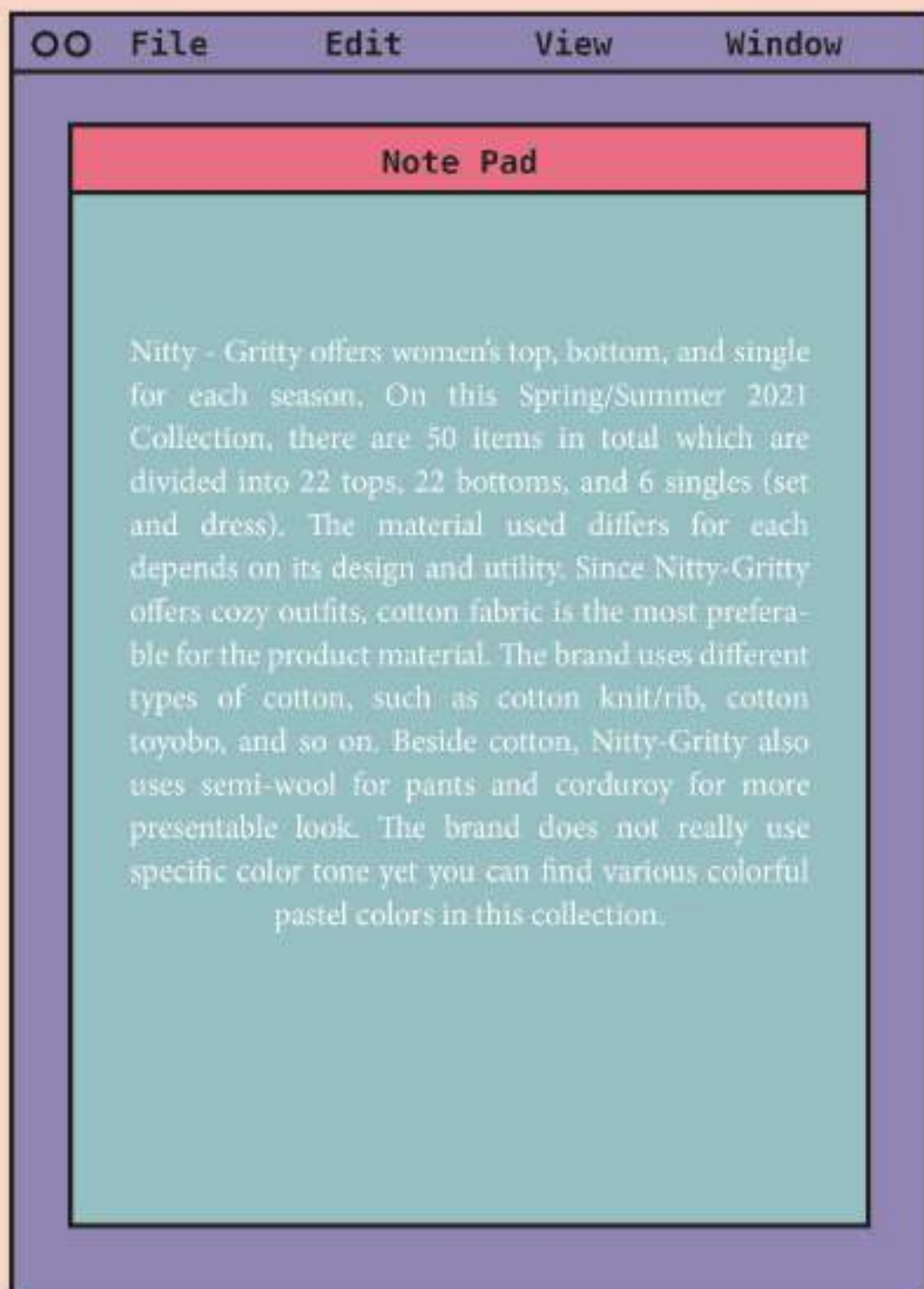


## CD (Video Campaign).





# **Chapter 5: Fashion Stylist**



Nitty - Gritty offers women's top, bottom, and single for each season. On this Spring/Summer 2021 Collection, there are 50 items in total which are divided into 22 tops, 22 bottoms, and 6 singles (set and dress). The material used differs for each depends on its design and utility. Since Nitty-Gritty offers cozy outfits, cotton fabric is the most preferable for the product material. The brand uses different types of cotton, such as cotton knit/rib, cotton toyobo, and so on. Beside cotton, Nitty-Gritty also uses semi-wool for pants and corduroy for more presentable look. The brand does not really use specific color tone yet you can find various colorful pastel colors in this collection.

Instagram





## MESSAGES

Fashion in the 1990s was defined by a return to minimalist fashion, in the contrast to the more elaborate and flashy trends of the 1980s. The anti-conformist approach to fashion led to the popularization of the casual chic look including crop top, T-shirt, baggy pants, and mini skirt.

Nitty-Gritty's Spring/Summer 2021 Collection brings forth a youth movement and offers carefree styles that will be cozy yet voguish for dailywear. Minimalism was the main trend of the decade while sexy schoolgirl style was also trending.

*Reply...*

# Chapter 2





## Messages

I am very fascinated with the way in which the industry of fashion business has established a very strong leverage over the society's selection of style. Fashion retail is the industry that I have decided to pursue and I am determined to make it happen. I am currently in the halfway of my college life, composing the elements I have been learning in the past 2 years as a Fashion Business student such as Fashion Marketing, Textile, Finance, Visual Merchandising, and so on. Each of the module studied has contributed towards the overall enhancement of my skill to put them together into one final project, Enterprise.

I view fashion as a meaning to express desire and personality. Subsequently, I distribute it to my retail brand, called Nitty-Gritty which I have put all of my passion and love into it. The idea of creating a platform for Korean fashion intrigues me to produce this brand. Since starting the course, I have discovered that I am particularly drawn to fashion buying and marketing that also gives me an encouragement to push myself into this retail industry. I am also passionate in designing, Nitty-Gritty's product designs are initially the result of my masterpiece.

I want to pursue a career where I can travel and work in a fashion environment. My hobbies and interests are art, music, and psychology. I reckon university has given me drive and confidence to learn more about fashion as a whole. In time out between studying formally I have gained much life experience and have been able to mature personally to a point where I am ready to take on the great responsibility that comes with working life. I will also develop new skills and I will grow as a person.

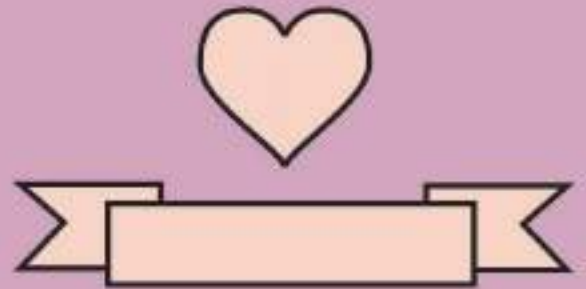
*Reply...*

Skills

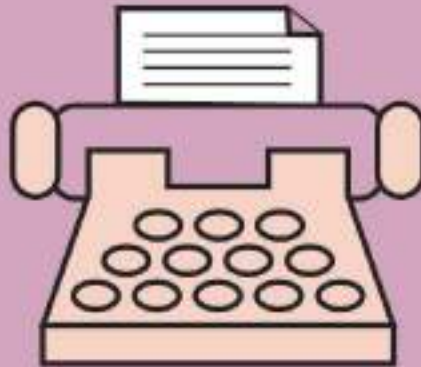
search.....



illustration



logo & branding



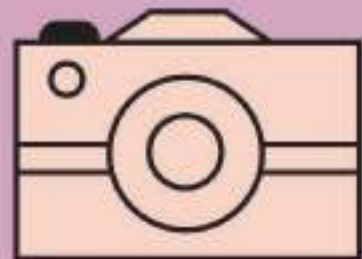
copywriting



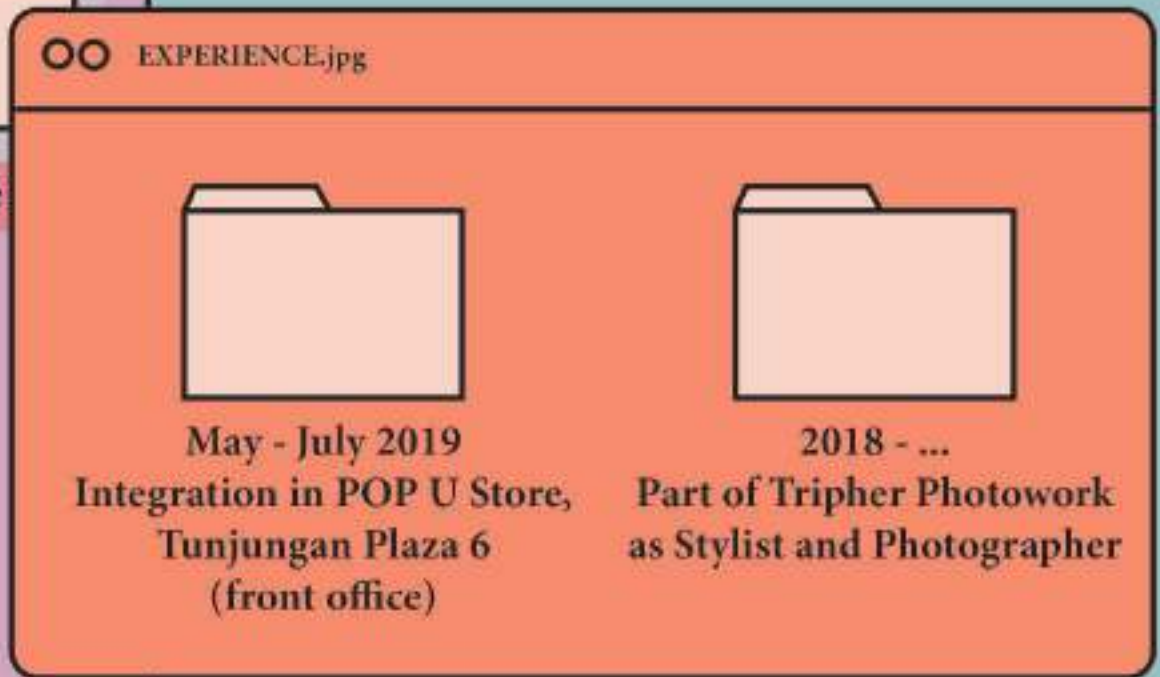
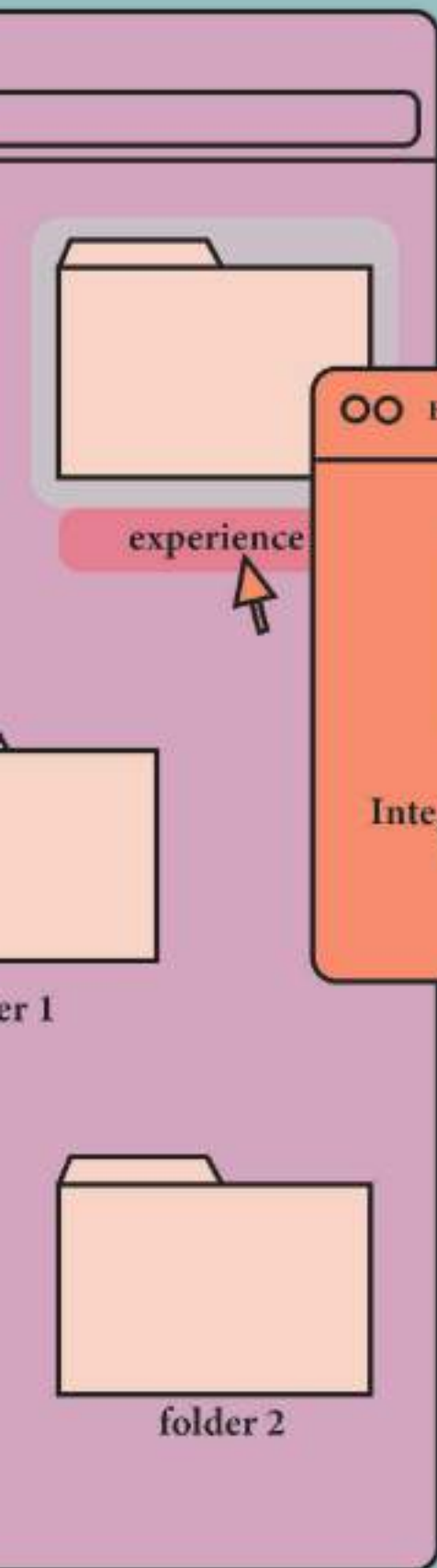
fold



concept art



photography





# CURRICULUM VITAE.

Spring/Summer 2021 Collection



Spring/Summer 2021 Collection

**back to 90s**



June 5th 2000

contact

home:

Jl. Bendul Merisi selatan 1/90-92, Surabaya, East Java

phone:

082228867722

email:

selma.kertorahardjo@gmail.com

social media

082228867722

selma\_0506

selma\_0506

interest



# Selma Kertorahardjo

about me

My name is Selma Kertorahardjo and I am 20 years old. I am friendly, cheerful, and have a good communication skill. I am passionate in everything about fashion, especially fashion styling. On a personal note, I have a confident in leading a team and I love to deliver my ability to be part of your company. I am also a creative person who is excited to start working. Last but not least, I work with flexibility either as a part of a team or an individual.

education

formal

- 2004 - 2006 TK Santa Maria
- 2006 - 2009 SD Santa Maria
- 2009 - 2012 SD Kr Petra 9
- 2012 - 2015 SMP Kr Petra 5
- 2015 - 2018 SMA Kr Petra 5 (Science Class)
- 2018 - 2021 LaSalle College Surabaya Bachelor in Fashion Business

informal

- 2009 - 2015 Canadian English Course (Advanced Level)
- 2015 - 2017 Sforzando (IELTS and TOEFL)
- 2015 - 2017 Sforzando Piano Course (Pop Music)
- 2005 - 2011 Private Piano Course (Pop Music)

software



*"the heart of the matter."*

χρησ,  
**ES**



## Nitty-Gritty Facts

Serving Size larger than life

Servings Per Container 1

### Amount Per Serving

Calories Unlimited      Calories from Love 100%

% Daily Value\*

### Total Satifcation

Passion	100%
Happiness	100%
Creativity	100%
Wonder	100%
Quality	100%
Integrity	100%
Emphaty	100%
Patience	100%
Relationships	100%
Worth	100%
Value	100%
Loyalty	100%
Taking Action	100%

\* Stay tuned for more exciting things to come and keep up to date with everything we've planned over on our social media channels. Oh, and don't forget to tag us on Instagram so we can see how you style and wear your favorite Nitty-Gritty's pieces.

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