

by: danila nathania darlene

# Profile Review



## STORY

To create a fashion brand where we can spread joy and give affirmation to our customers, that they're a symbol of joy in today's world.

Alongside that, we also want to create a special bond with our customers through our social media page with sharing motivational contents.

# Profile Review

No : buy & sell  
Date : \_\_\_\_\_



## MISSION

To be Indonesia's most well known fashion brand and to serve consumers clothing products that are aligned with today's trend

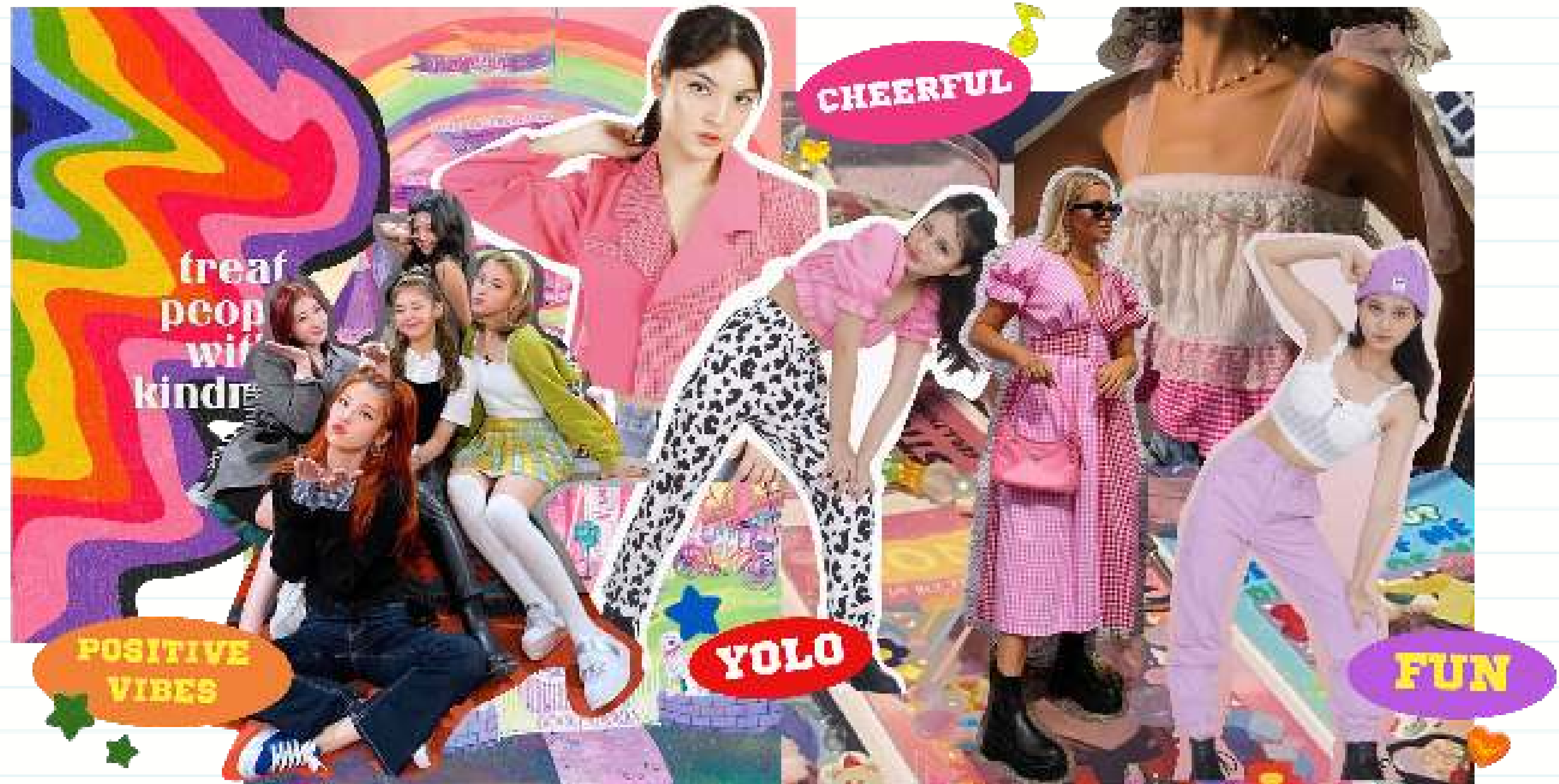


## VISSION

To be viewed as a brand that spreads joy and give positive affirmation to our customers through our products & relationship

# Profile Review

No : buy & sell  
Date : \_\_\_\_\_



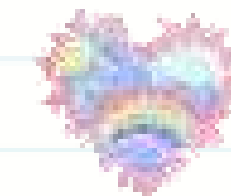
C  
o  
m  
c  
e  
p  
t

# Logo Construction

brand name iamjoy  
 (no restrictions and stories)  
 no caps  
 bubbly  
 cute

colors on mind.

iamjoy iamjoy iamjoy iamjoy iamjoy



things that sparks joy:




iamjoy iamjoy iamjoy iamjoy



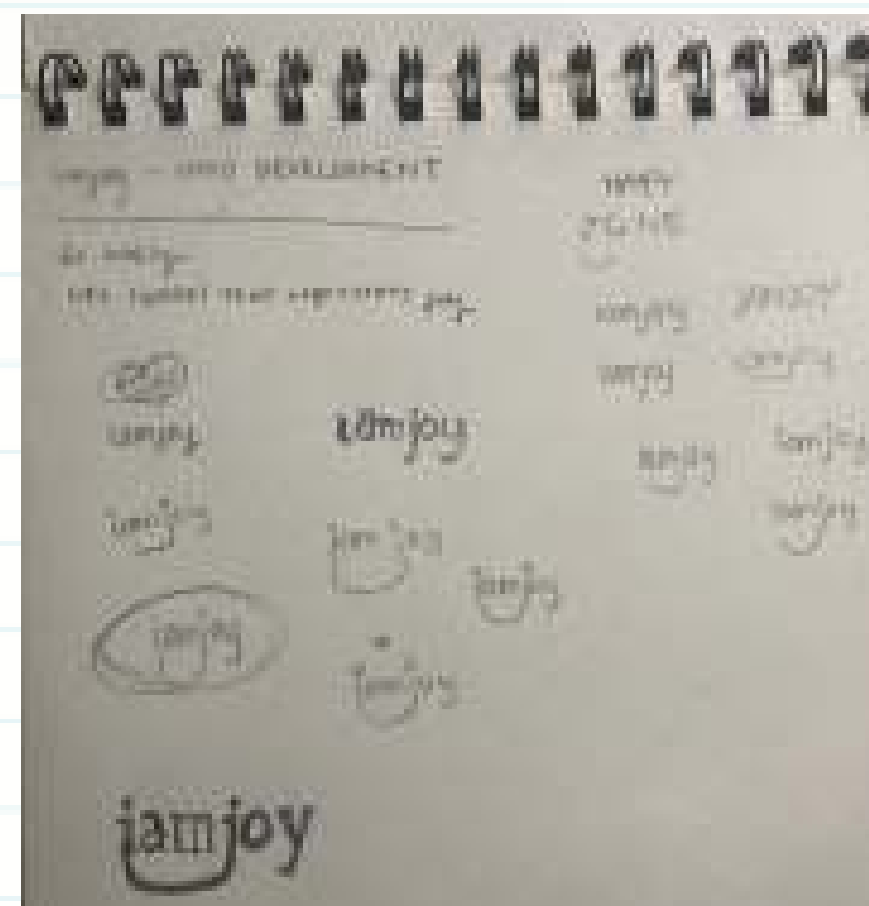
#1  iamjoy

#2 iamjoy 

 iamjoy

#3

#4



iamjoy  
iamjoy

iamjoy

iamjoy

iamjoy

iamjoy

iamjoy

iamjoy

iamjoy

iamjoy

iamjoy

iamjoy

iamjoy

iamjoy

# Process

No : buy & sell  
Date : \_\_\_\_\_

VISUAL IDENTITY

**final logo**



# Logo Construction

VISUAL IDENTITY

**typefaces**

TITLE

**veshion**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

SUBTITLE

**gill sans - semi bold**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

BODY TEXT

**gill sans - light**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

# Hang Tags

No : buy & sell  
Date : \_\_\_\_\_



Front

Back

## Information:

5cm x 9cm

Carton Craft 260gr

Hole + eyelet + rope



# Care Tags

No : buy & sell  
Date : \_\_\_\_\_



Front



Back

## Information:

5cm x 9cm

Carton Craft 260gr

Hole + eyelet + rope



**size:**

30 x 25 x 6 cm



**exterior:**

- purple colored kraft box
- iamjoy logo in upper side
- sticker graphic prints in the upper side



### **interior:**

- purple colored
- iamjoy logo in upper side
- sticker graphic prints in the upper side
- tagging mentions

pink wrapping paper

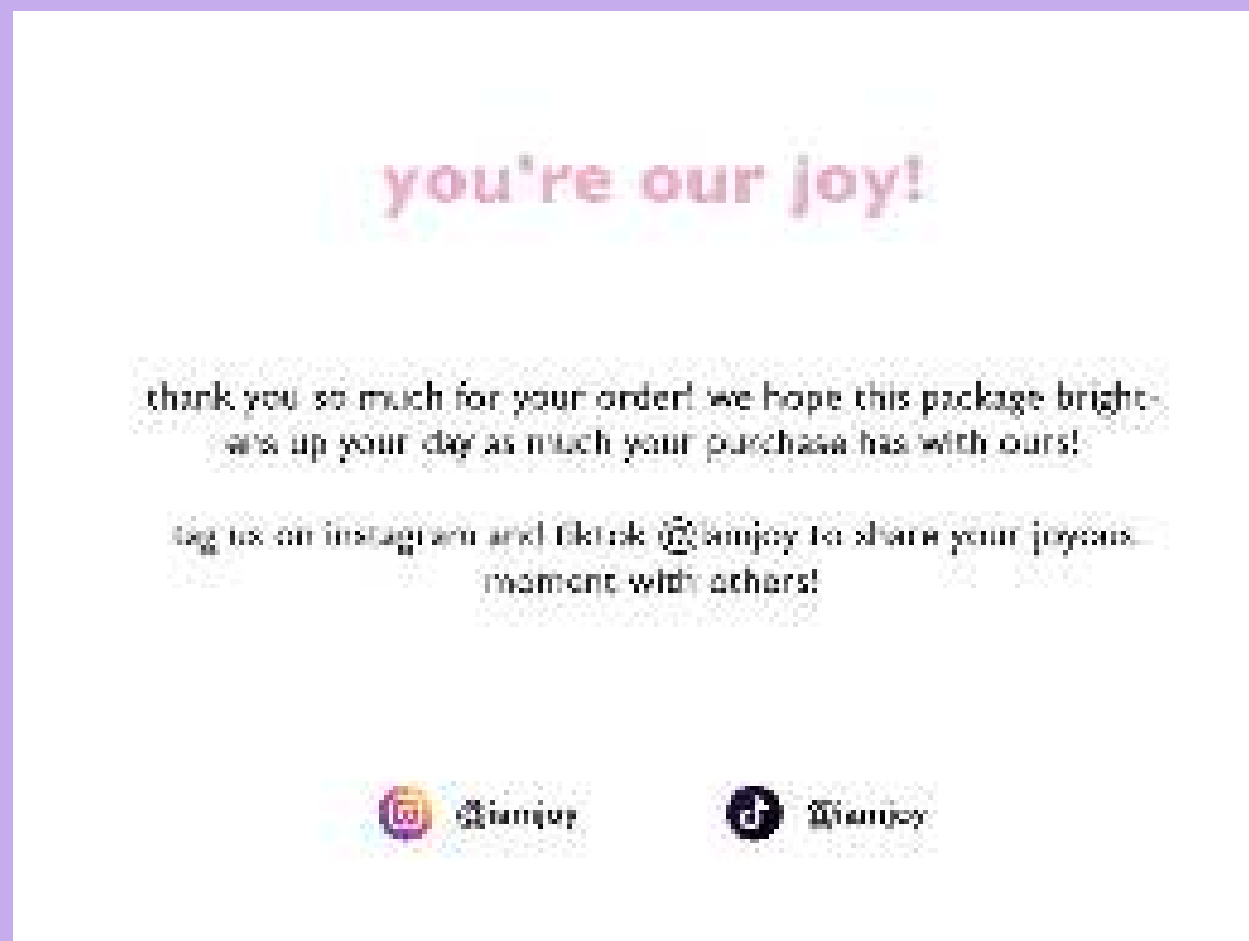
logo sticker



thank you card:  
front



thank you card:  
back

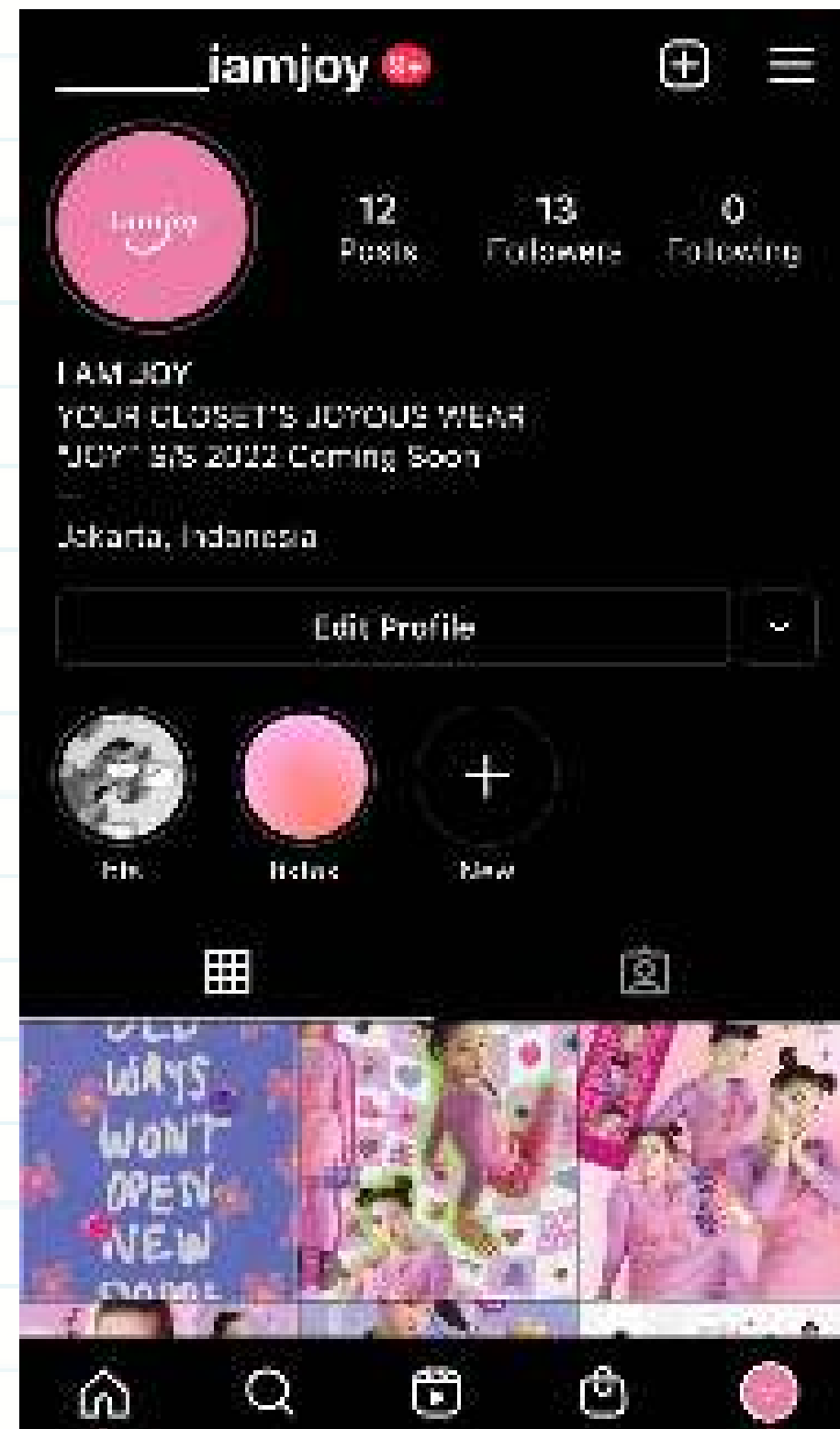


sticker  
freebies

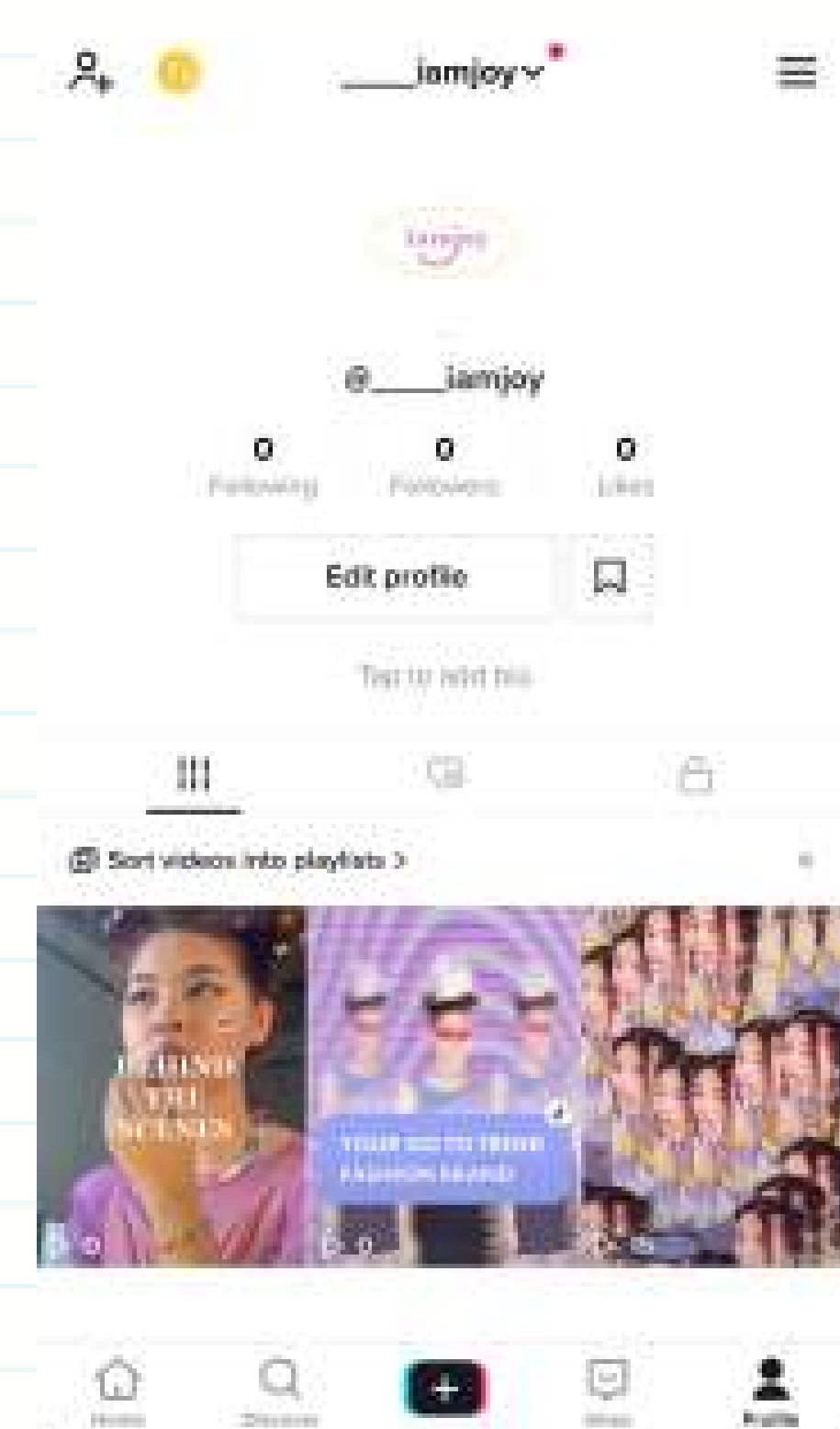
# Visual Review

No : buy & sell  
Date : \_\_\_\_\_

## INSTAGRAM



## TIKTOK



# Visual Review

No : buy & sell  
Date : \_\_\_\_\_



[Home](#) [Shop](#) [Instagram](#) [Cart](#)

## YOUR CLOSET'S JOYOUS WEARS

BE JOY. WEAR JOY  
"JOY" S/S 2022 RTW





# Visual Review

No : buy & sell  
Date : \_\_\_\_\_



Provide product description. This is a great place to add more details about your product such as sizing, material, care instructions and cleaning instructions.

## Snazzy Top

SKU: #5/A321

Rp 134.000,00

Quantity

Add to cart

## PRODUCT INFO

A purple and blue knitted crop top.  
Reversed seam for decorations.

RETURN AND REFUND POLICY

—

Let's chat

# Market Segmentation

No : buy & sell

Date : \_\_\_\_\_



# Primary Target Market

No : buy & sell  
Date : \_\_\_\_\_

Gender	: Female
Age	: Generation Z (1999 - 2008)
Education	: Primarily junior - high school graduate, university student
Occupation	: <i>'Celebgram'</i> , genuinfluencer, mostly undergraduates
Living	: Metropolitan City (Jakarta, Bogor, Depok, Tangerang, Bekasi)
Character	: - Cheerful      - Loves rainbow colors - Fun      - Bold - Optimistic      -Online social media 24/7 - Still relies on parents income to spend money - Likes to spend money
Family Life Cycle	: Single!!!!
Social Class	: Middle to upper class

# Market Segmentation

No : buy & sell  
Date : \_\_\_\_\_



# Market Segmentation

No : buy & sell  
Date : \_\_\_\_\_



# Secondary Target Market

No : buy & sell  
Date : \_\_\_\_\_

Gender	: Female
Age	: End of Generation Y (1994 - 1997)
Education	: University diploma
Occupation	: <i>'Celebgram'</i> , social media influencer, works in the creative industry
Living	: Metropolitan City (Jakarta, Bogor, Depok, Tangerang, Bekasi)
Character	: <ul style="list-style-type: none"><li>- Cheerful</li><li>- Loves rainbow colors</li><li>- Fun</li><li>- Bold</li><li>- Optimistic</li><li>- Online social media 24/7</li><li>- Likes to spend money</li></ul>
Family Life Cycle	: Single - married
Social Class	: Middle to upper class

# Market Segmentation

No : buy & sell  
Date : \_\_\_\_\_



# Future Target Market

No : buy & sell  
Date : \_\_\_\_\_

Gender	: Female & Male
Age	: End of Generation Y - Generation Z (1994 - 2010)
Education	: Primarily junior - high graduate, university diploma
Occupation	: <i>'Celebgram'</i> , social media influencer, undergraduates
Living	: Metropolitan City (Jakarta, Bogor, Depok, Tangerang, Bekasi)
Character	: - Cheerful - Loves rainbow colors - Fun - Bold - Optimistic -Online social media 24/7 - Likes to spend money
Family Life Cycle	: Single - married
Social Class	: Middle to upper class



# Demographic

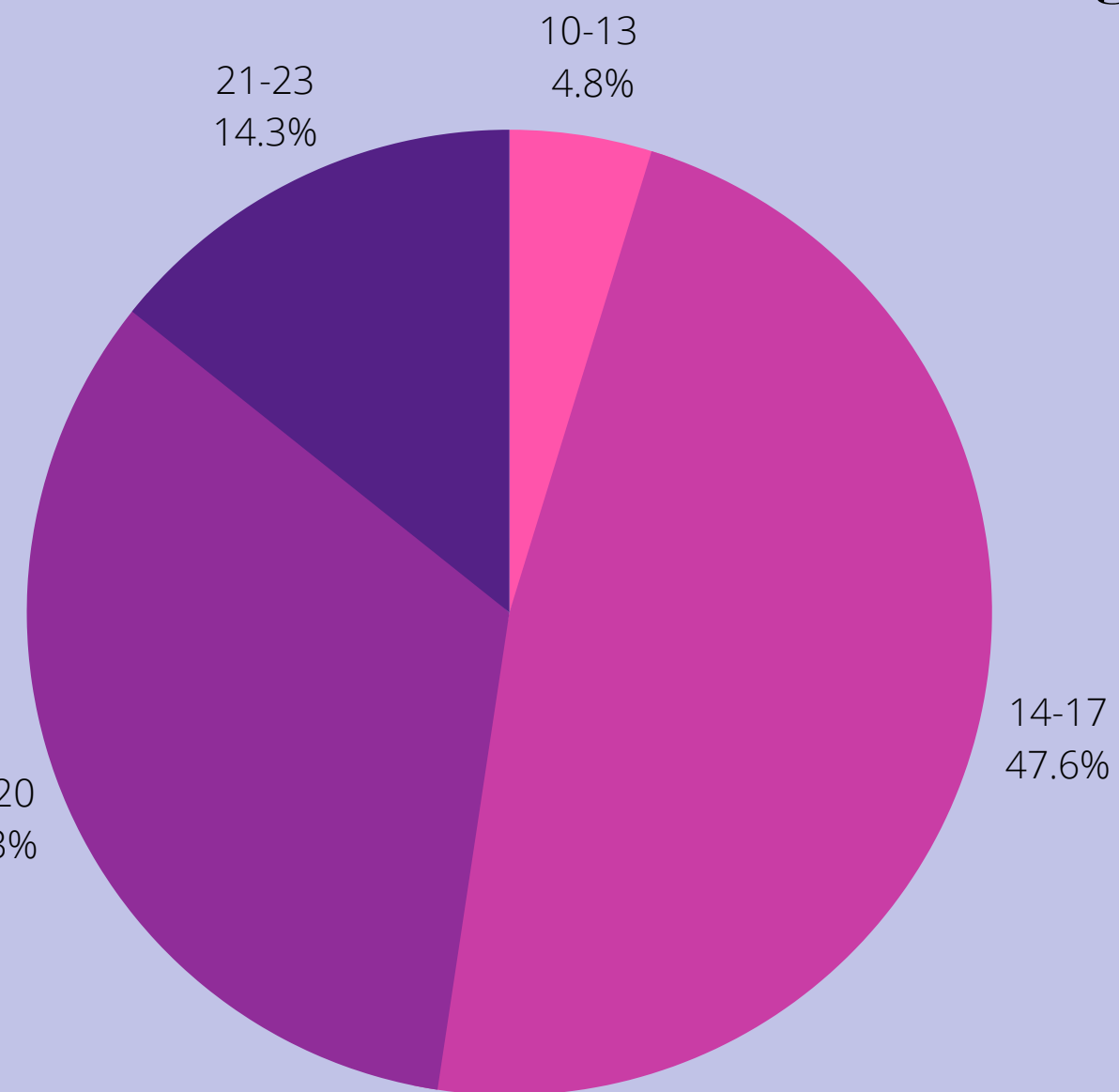
No : buy & sell  
Date : \_\_\_\_\_

**Gender**



Female  
100%

**Age**



18-20  
33.3%

21-23  
14.3%

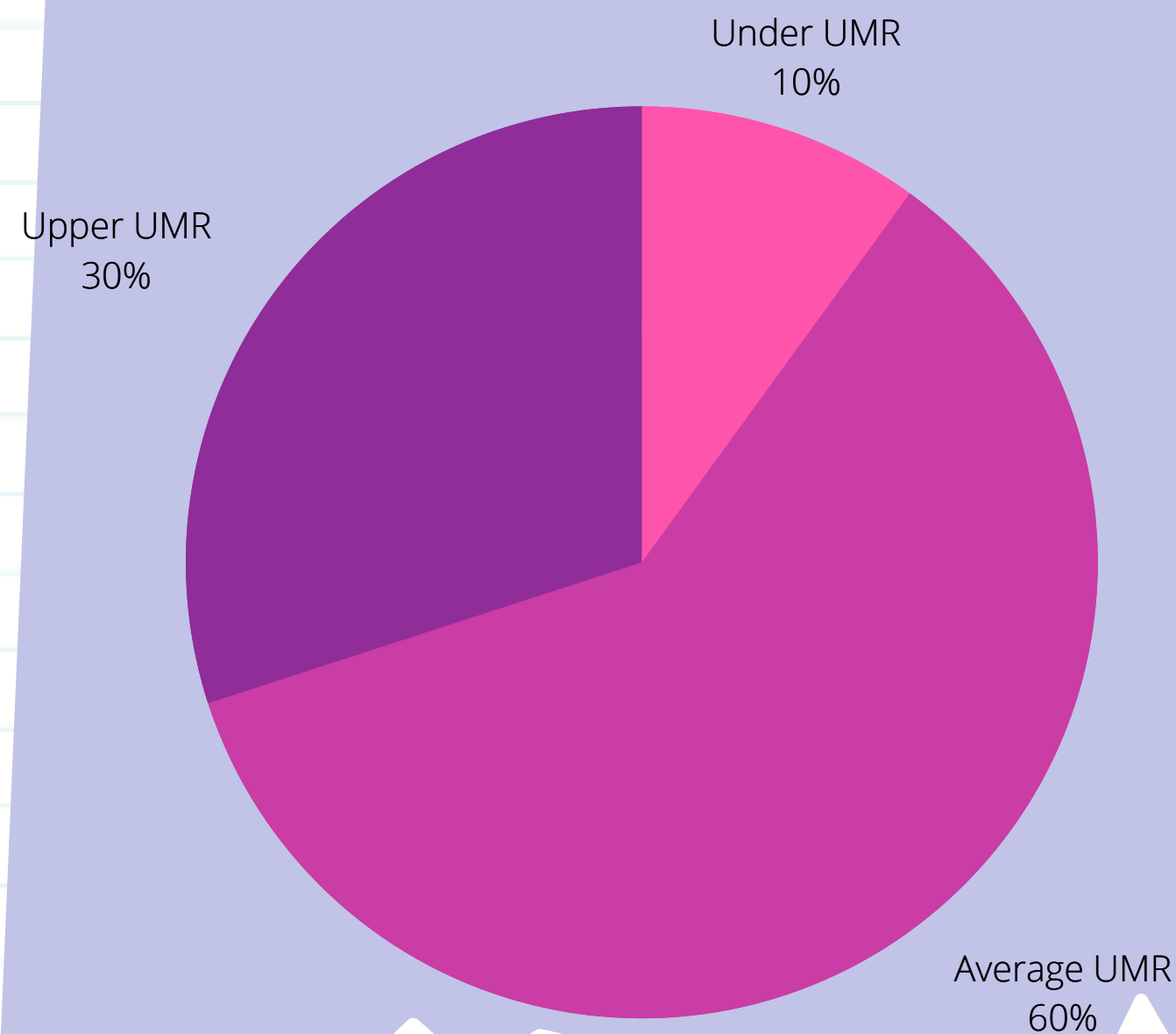
10-13  
4.8%

14-17  
47.6%

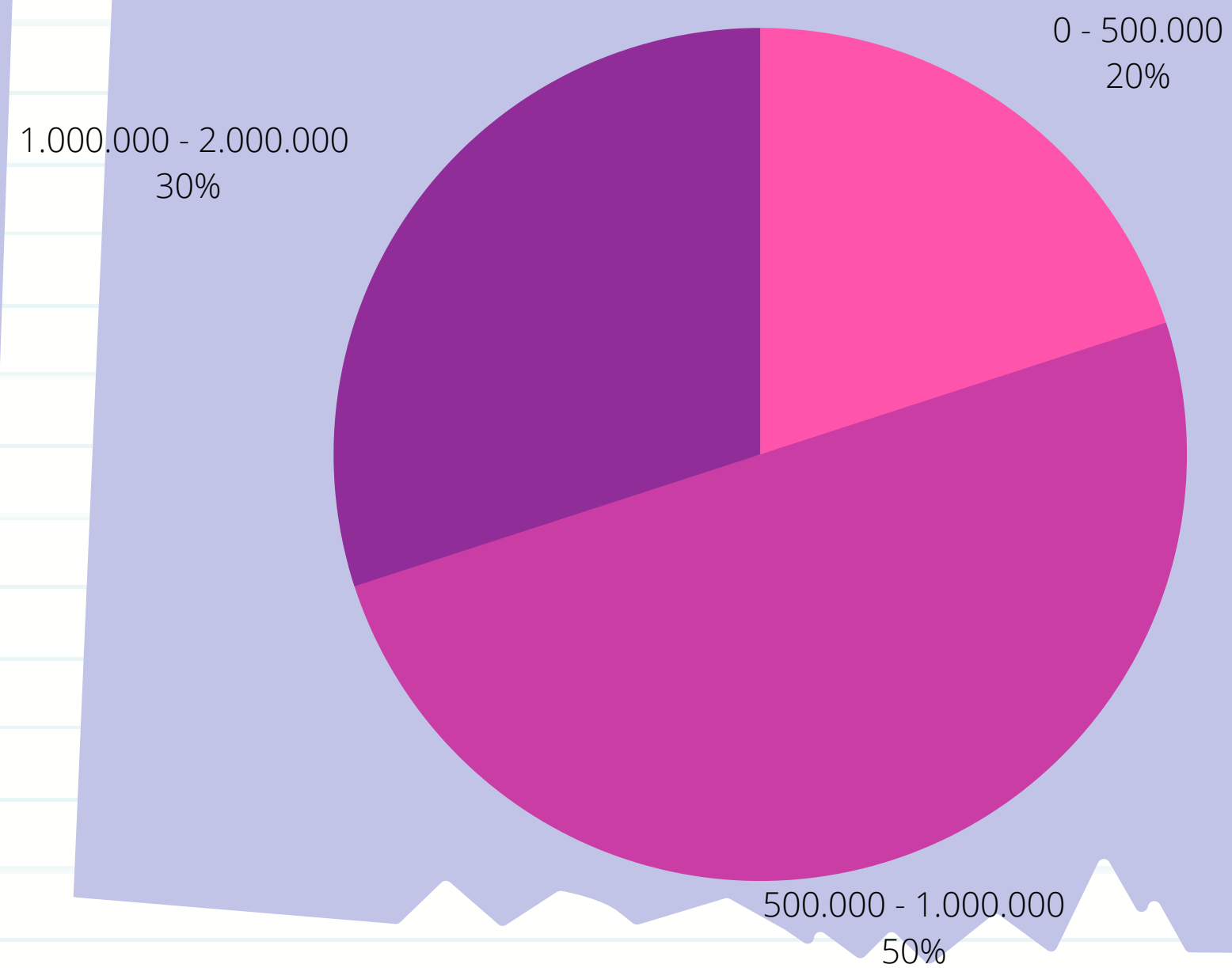
# Demographic

No : buy & sell  
Date : \_\_\_\_\_

## Employed



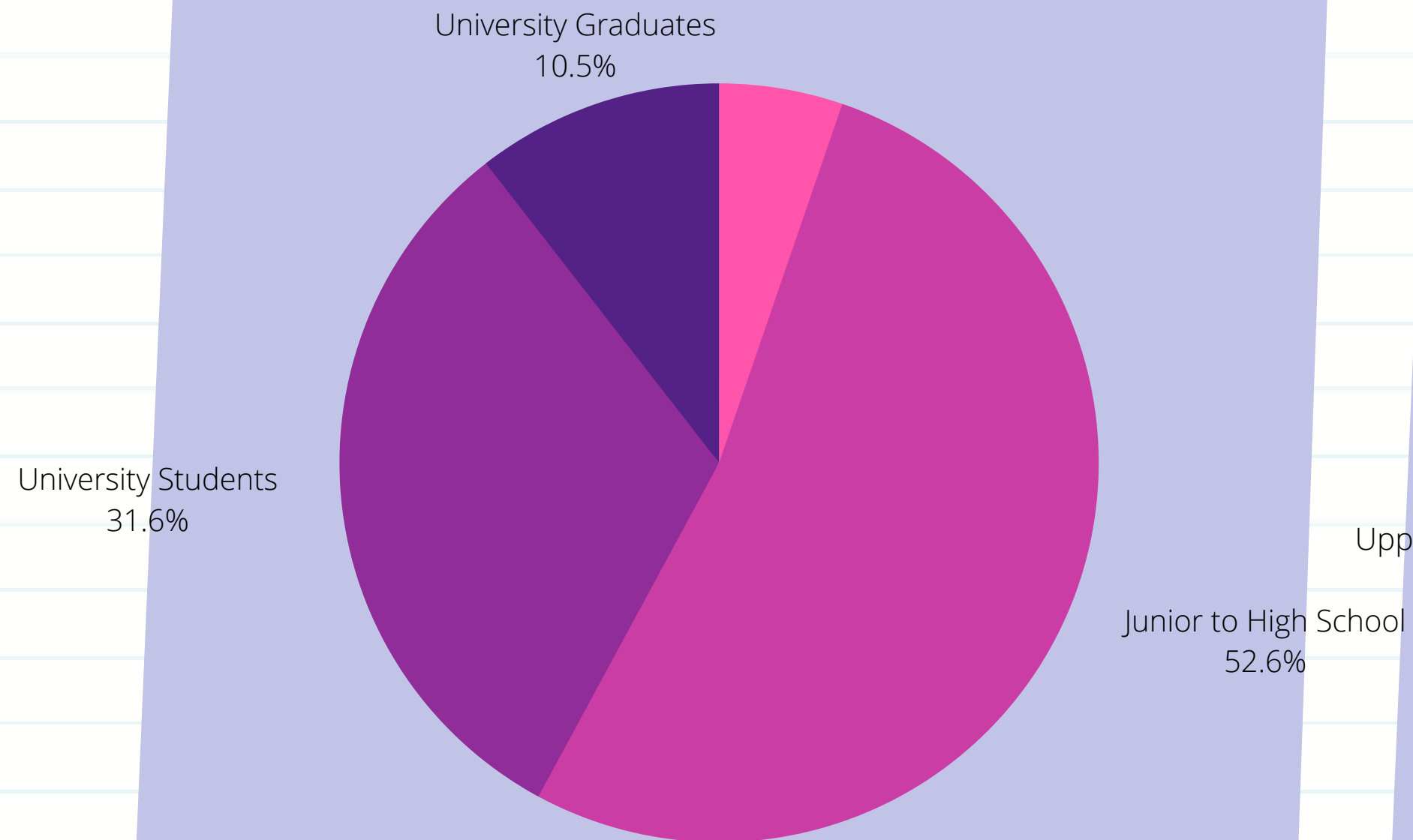
## Unemployed (Mostly Students)



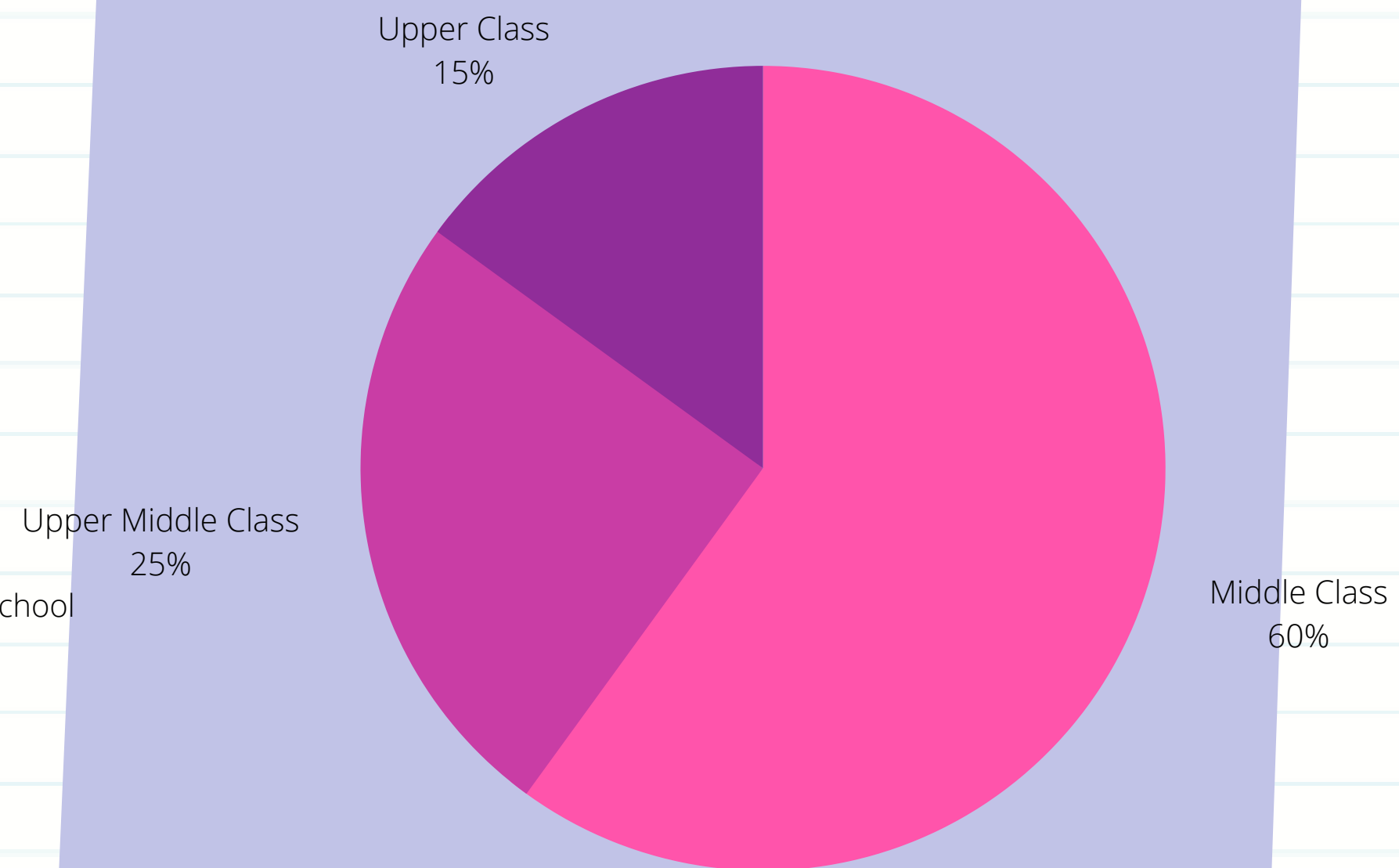
# Demographic

No : buy & sell  
Date : \_\_\_\_\_

## Educational Level

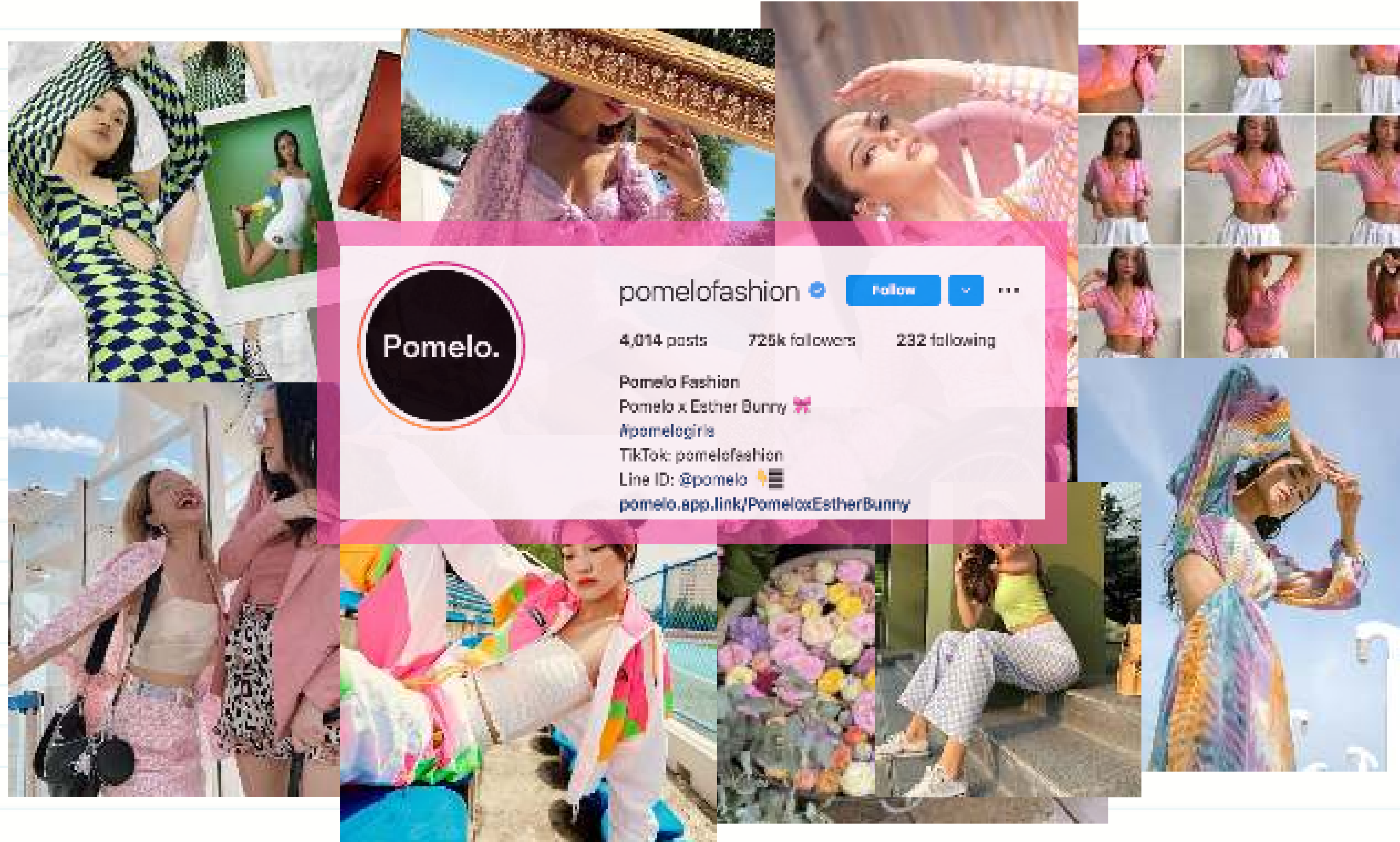


## Social Status



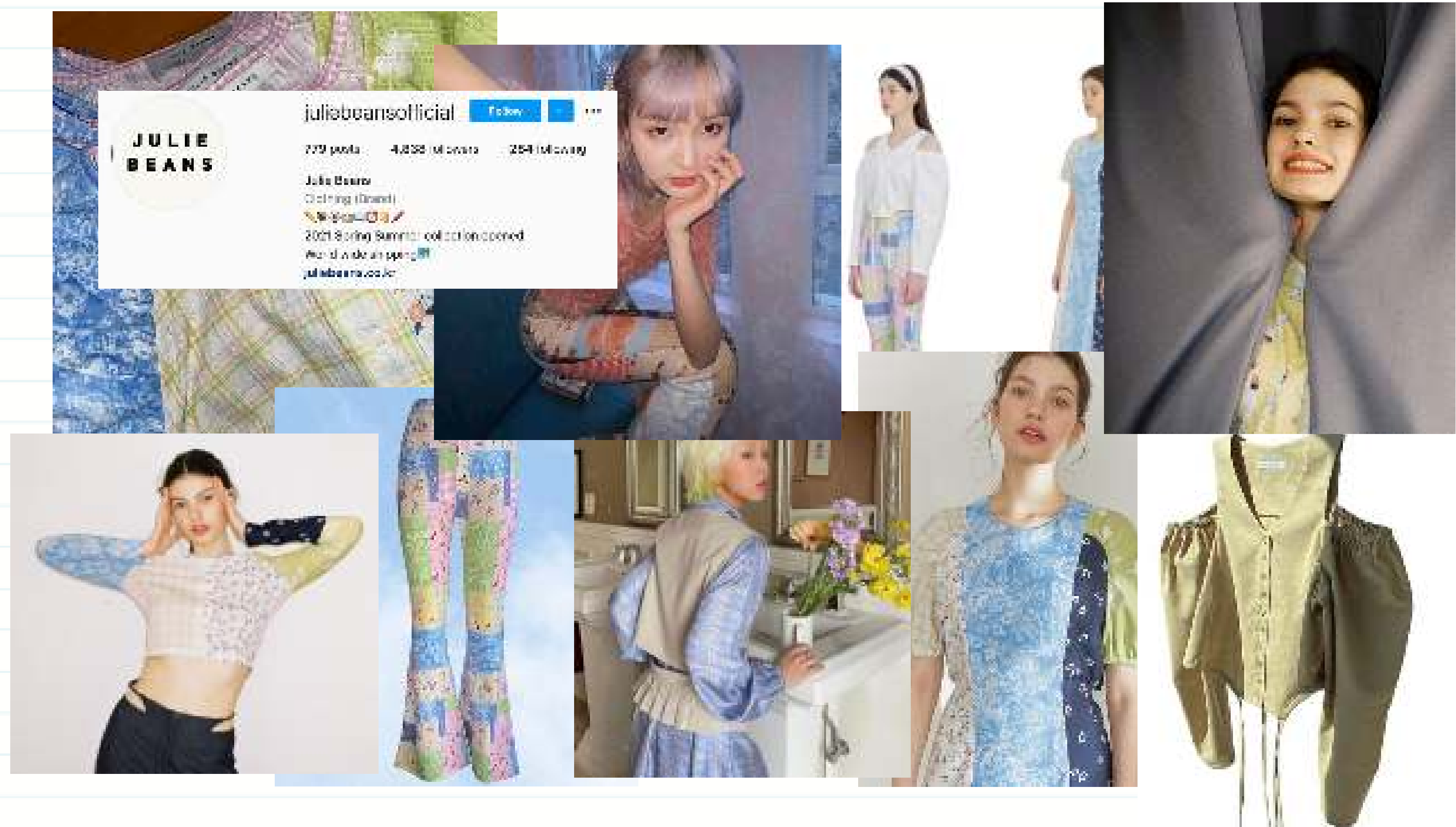
# Brand Refs

No : buy & sell  
Date : \_\_\_\_\_



# Brand Refs

No : buy & sell  
Date : \_\_\_\_\_



# Brand Refs

No : buy & sell  
Date : \_\_\_\_\_



# Brand Refs

No : buy & sell  
Date : \_\_\_\_\_



# Product Categories

No : buy & sell  
Date : \_\_\_\_\_

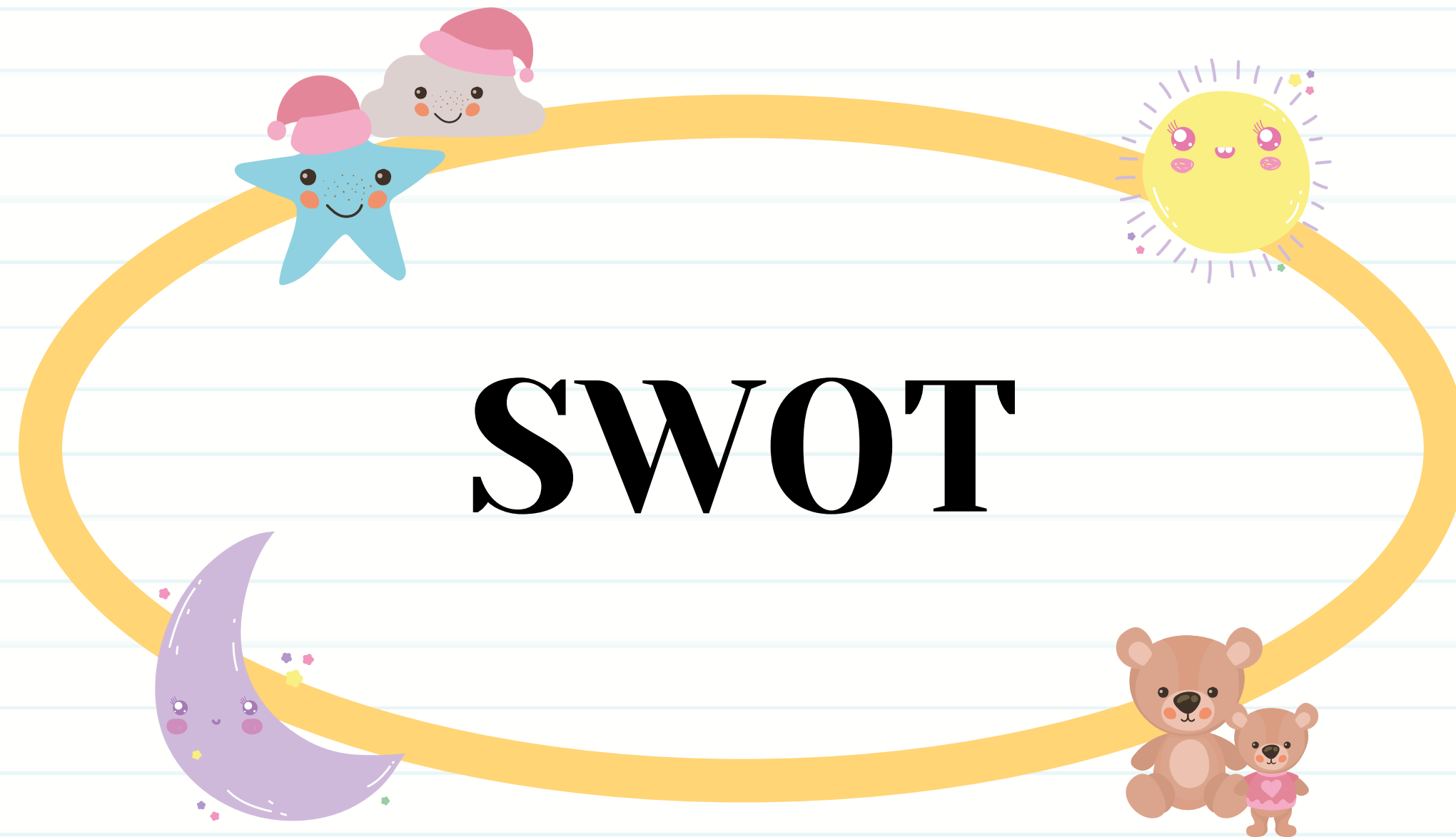
iamjoy will focus on products that are fun & youthful, wearable, and colorful.

iamjoy is a brand new clothing brand in Indonesia thus will provide a new sense of style, making iamjoy different than any other brands here.

the range of products that will be launched on the first collection will consist of:

- tops
- trousers
- skirts
- outerwear
- dress
- sets





# SWOT: Strengths

Not many clothing brands in Indonesia that provides the same style

Follows today's trends

Easy to grab customers eyes since the target markets are the ones with mindset "*cannot wear the same clothes as yesterday*"

Vibrant range of colors

Youthful designs

Affordable price range



## SWOT: Weaknesses

May leave an impression of a “too trendy” brand

Colorwise may be too colorful, no neutral colors are provided.

Specific target market with specific style. May not be acceptable to other customers.

Since iamjoy is a new clothing brand, iamjoy is only based in Jakarta



# SWOT: Oppurtunities

To collaborate with influencers, *celebgrams*, or designers to widen range of customers

To open a new product range, such as for menswear, accessories, etc.

To share more in depth of the behind-the-scenes process & the story of the brand.

To create more fun & creative contents through social media sites.

To make use of today's advance social media apps & its features. (ex: creating new style of video, create filter, and joining new trends in each platform)

Growing a community of iamjoy



## SWOT: Threats

COVID-19. Since iamjoy is a new brand, it'll be hard to put our name in the market.

Strong competition within existing brands

The decline of the trend, which may lead to less customers

Since there's a growth in the beauty-fashion business, it may be hard to grab a fast attention from the customers to purchase our products.





lolica.id

Follow

...

556 posts

197k followers

3 following

Clothing (Brand)

@shoplolica

reach us at:

line: @lolica.id (use @) / WhatsApp: 081385828166

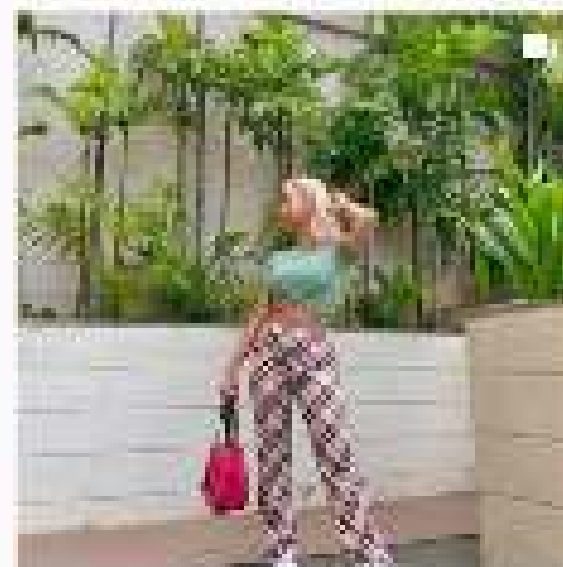
🐛 Shopee : lolica.id

📍 Store : Ruko Dalton Utara No.15

#standoutwithlolica

msha.ke/lolica

Followed by skilyana\_ and sepotekier



## SWOT: Strengths

Available on e-commerce, such as, shopee

Wide range of product & sizes

Using a hashtag as a way to communicate with customers  
#standoutwithlolica

Have an offline store located in banten

Follows today's trends

Vibrant range of colors

Youthful designs

Affordable price range

Standout, since no other local brands provides the same style

LOLICA

## SWOT: Weaknesses

Low customer connection and engagement

Specific target market with specific style. May not be acceptable to other customers.

Limited stock, the product usually out of stock (they made approx only 20 pcs per product)

They don't have an official website but they're already open a e-commerce (Shopee) for the Southeast Asia region (example: Thailand )

LOLICA



## SWOT: Oppurtunities

To collaborate more with fashion brands/designer/artists/influencers

Engage more with the customers

Restocking more often on the high demand product

## SWOT: Threats

COVID-19. The offline store needs to have a limit of customers' entries.

Strong competition and demand from the fast fashion industry

The downgrade of the trend, which may lead to less customers

# LOLICA



playwithpattero

Follow

182 posts · 31.4k followers · 237 following

PATTERO  
SHIPPING EVERY MONDAY, WEDNESDAY & FRIDAY  
by @jwmaajuma  
Here are things to complete your day 🌟

Stockists:  
@highhouse  
@sanderlah  
linktr.ee/playwithpattero



# SWOT: Strengths

Provides unique & up to date trend designs

Available in e-commerce tokopedia, and shopee

Available in sonderlab, a shopping retailer who sell stuff worldwide

Provides unique & up to date trend designs

sharing some of the behind-the-scenes process & the story of the brand.

Provides special prices or discount



## SWOT: Weaknesses

colorfull color and pattern- no neutral color

No collaboration with fashion brands/designer/artists

limited size and stock

Not restocking fast enough- leaving a very limited goods to be purchased

No offline store



## SWOT: Oppurtunities

Opening up a offline store

To collaborate more with fashion  
brands/designer/artists

More special price offers

Restocking more often on the high  
demand product

Having it's own website

## SWOT: Threats

COVID 19 : Not opening up a offline  
store & it'll be hard to form an offline  
event

No collaboration with fashion  
brands/designer/artists or influencer  
making the brand less popular than the  
competitor





withlovethebrand

Follow



1,189 posts

90.2k followers

498 following

WITH LOVE

Apparel & Clothing

Sworn to fun, loyal to none

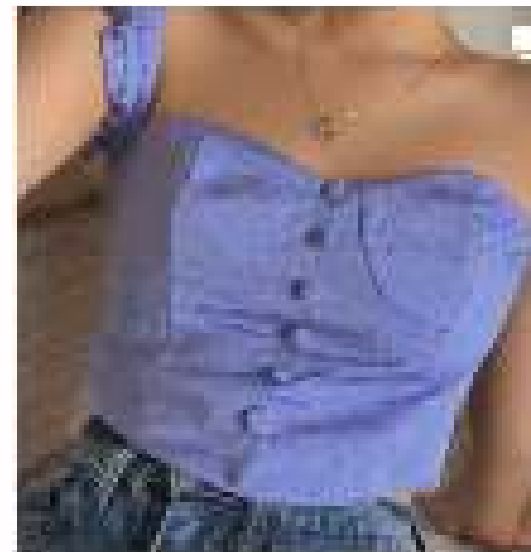
Made in Indonesia

We ship worldwide 🌐 🌍

WhatsApp +6281343055144

LINE @withlovethebrand

[linktr.ee/withlovethebrand](https://linktr.ee/withlovethebrand)



## SWOT: Strengths

Ship worldwide

Follows today's trends

Romantic and vibrant brand image

Youthful designs

using '*Celebgram*', social media  
influencer to promote the brand

Collaborate with different brand (to sell together in one website)  
example: accessories by yuku hama, bag by vorti, swimwear and  
intimates by lace and glitters

Collaboration with social media  
influencer( example : titantyra ) to  
create a collection

special coupon and promotion for customers who buys from their  
website

WITH LOVE

## SWOT: Weaknesses

May leave an impression of a “too much exposing skin” on certain people, since the majority of Indonesian people are still conventional.

Specific target market with specific style. May not be acceptable to other customers.

Posting unorganized Instagram story. The style is quite unique, yet there's just too many words and styles in a single post, which may be a bit confusing

No offline stores

The products are not convenient to wear at a raining season, since most of its products are summer based themed

WITH LOVE



# SWOT: Oppurtunities

To open a new product range, such as, trousers & accessories.

To collaborate more with influencers, artists, etc.

To open an offline store

To try different styles of design in its clothing

To hire a graphic designer that could perfectly layout it's Instagram story.

WITH LOVE

## SWOT: Threats

Emerging competitors with similar style

COVID-19 - not being able to open up a public event

Decreasing market demand

Since most of the products are suitable for the summer season, people may not purchase or not grow any interest in its products in the raining season.

There are many brands that imported same-like product design & they offer in a much more cheaper price

WITH LOVE



pomelofashion

Follow



4,031 posts

727k followers

232 following

Pomelo Fashion

Check our 🔥 New Arrivals 🔥

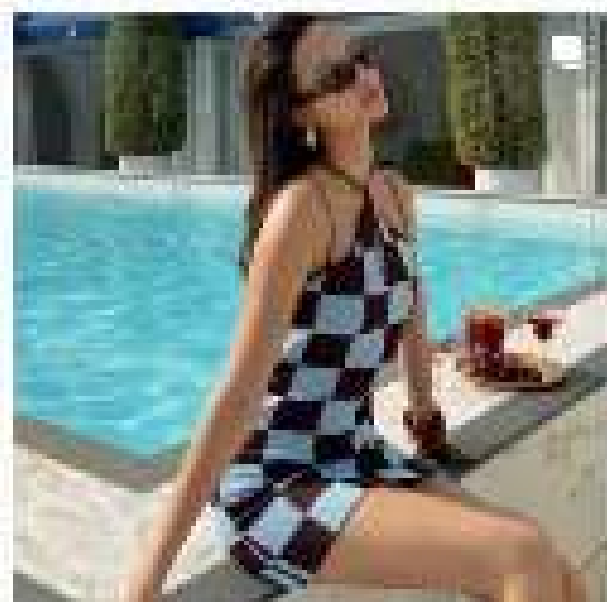
#pomelogirls

TikTok: pomelofashion

Line ID: @pomelo 📱🛒

[pomelo.app.link/NewArrivals](https://pomelo.app.link/NewArrivals)

Followed by ghrillegatha, clarynthelabel, shopaeholic +1 more



## SWOT: Strengths

Provides a product range of sustainability, which may attract customers, since business marketing nowadays focusses on 'sustainability'

Has a application & website of its own

Provides unique & up to date trend designs

Wide range of product and sizes with many stocks

Provides special prices at some period of time

Globally known fashion brand, specifically in the South East Asia

Done it's promotion with the help of fashion influencers in the country

# Pomelo.

## SWOT: Weaknesses

Too dependent on new fashion trends

Not many customers participated in the  
#PomeloGirls community

Not opening up a offline store, so it'll be  
hard for customers to try on size  
references or picturing how the  
products will look like

Since Pomelo runs online, the cost of  
shipment could affect the purchase act  
of the customers

# Pomelo.

## SWOT: Oppurtunities

Opening up a offline store

To collaborate more with fashion  
brands/designer/artists

More special price offers

To engage more with their customers  
with the #PomeloGirls hashtag

## SWOT: Threats

COVID 19 : Not opening up a offline  
store & it'll be hard to form an offline  
event

The Indonesia market started to create  
the same product designs in a much  
more cheaper price

# Pomelo.



jartebeauty

Follow

...

...

691 posts

51.4k followers

0 following

Jarte Beauty

Beauty, Cosmetics & Personal Care

[read: jar-te] beauty

You Deserve Beauty. Travel Friendly. <>

Crucially here

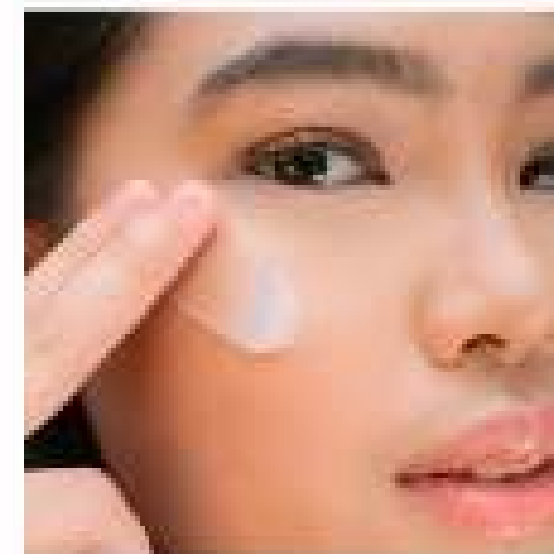
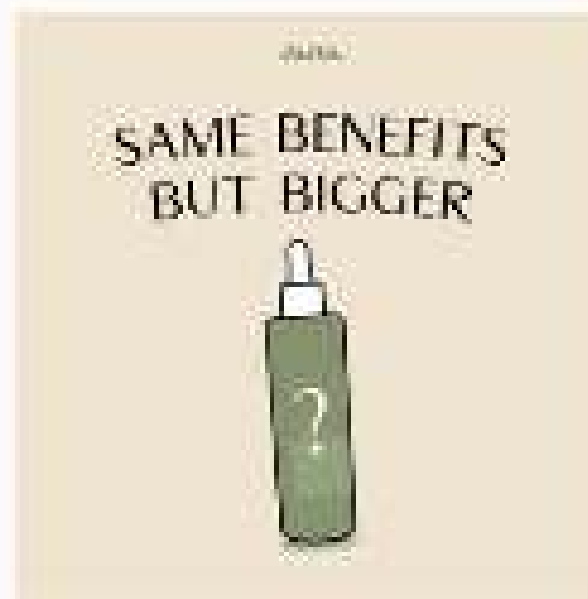
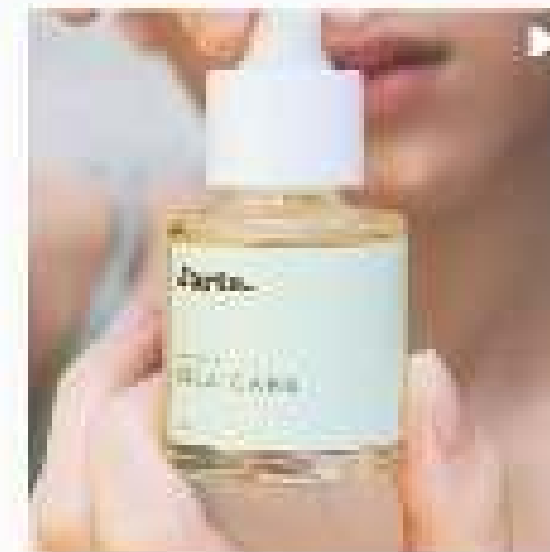
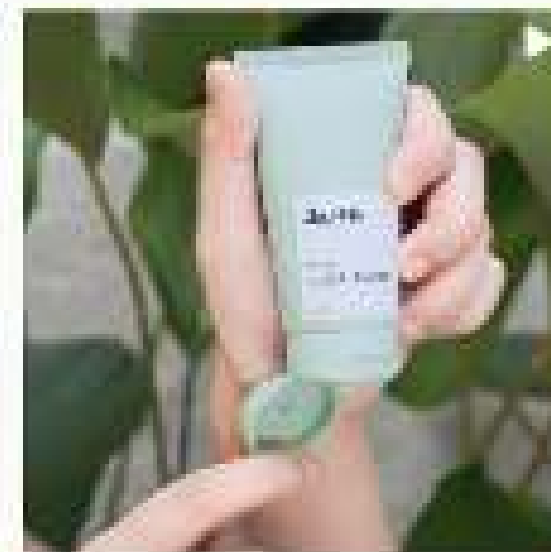
Shopee | Tokopedia

Instagram | Facebook

...

shop here

daily page/jartebeauty



## SWOT: Strengths

Provides range of make-up & skincare products

Provides special prices & bundles

More people are into skincare since the pandemic, so Jarte has an advantage in terms of recognition

Opens up a online store in Indonesia's 2 largest e-commerce, Shopee & Tokopedia

The rise of beauty influencers could help them grow

Has its own website, so customers can see all range of products & sometimes provide special prices

Builds a strong relationship between customers through their social media page

Also opens up at Sociolla, Indonesia's most well known beauty shop

**JARTE.**  
B E A U T Y



## SWOT: Weaknesses

Not too much promotion & publicity

Have a similar pronounce with Dr. Jart (a well-known Korean skincare brand with a much higher price), which may affect the customers psychology view, in terms of thinking that Jarte has a expensive price range

Not producing new range of products compare to other local beauty brands



**JARTE.**  
B E A U T Y

## SWOT: Oppurtunities

To open its own offline store

To collaborate more with influencers, artists, public figures, etc

To provide more special prices for customers

## SWOT: Threats

COVID 19 : Not opening up a offline store & it'll be hard to form an offline event

More people in Indonesia are starting to open up their skincare line.

With the existence of the beauty community blogs, Jarte's profile may be shadowed by the new range of products from other brands. Since Jarte didn't produce new products in a short period of time

**JARTE.**  
B E A U T Y

# ZEITGEIST

No : buy & sell  
Date : \_\_\_\_\_

**TARGET MARKET:**

Gen Z (1997-2008)

**LOCATION:**

JaBoDeTaBek, specifically in Jakarta

**SOCIOECONOMIC:**

A+ - B

**LIFE STAGE:**

Single

**LIFE STYLE:**

Cheerful, Fun, Optimistic, Bold, Online Social Media 24/7,  
loves rainbow colors, likes to spend money,  
still relies on parents income to spend money

**DOMINATING EVENT**

- COVID-19 pandemic
  - COVID-19 post-vaccinations
  - 'New normal'
  - The rise of TikTok
  - Vacation getaway
- 

**DOMINATING IDEAS**

- Dress-up culture
- Local pride
- The mindset of "needs to have different clothes every single day"
- The mindset of "finding aesthetic places for social media content"

# ZEITGEIST

No : buy & sell  
Date : \_\_\_\_\_

**TARGET MARKET:**

Gen Z (1997-2008)

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**LIFE STAGE:**

Single

**LIFE STYLE:**

Cheerful, Fun, Optimistic, Bold, Online Social Media 24/7,  
loves rainbow colors, likes to spend money,  
still relies on parents income to spend money

**DOMINATING SOCIAL GROUPS**

- Genuinfluencers
  - Students (Junior - High School & University)
  - Influencers (local & influencers)
- 

**DOMINATING ATTITUDE**

- Consumptive
  - Getting something instant and fast ways
  - Connected with social media
  - Technology-internet addiction
- 

**DOMINATING TECHNOLOGY**

- E-commerce
- Cashless paying method
- Social Media

# Fashion Scan

01.

## JOYFUL EXPRESSIONS

- Neon colors
- Colorful prints (quotes or illustrations)
- Checkerboard fabric
- Trendy ( designs or fittings)
- Summer vibes
- Patchwork - craftwork

@shopcider



@shopcider



@fausto.elizade



@zigzag.goods



@chiveskella



@nodress\_online



@marques\_almeida



@gormanclothing

# Fashion Scan

02.

## POWER PASTEL

- Pastel colors
- Soft beachy - summer aesthetics vibe
- Youthful
- Nostalgic mood of the 90's

@bemyoung



@mandarin.blue



@mayyr\_



@mistmondae



@muntheofficial



@klosetdesign



@nakdfashion



@cheristyle

# Fashion Scan

03.

Y2K

- Commercial youth fashion
- Everyday casual wear
- Body- conscious tops, bottoms and minidresses
- A touch of futuristic elements in colors & graphics
- A combination with early-to-mid-2000s graphics

@bemyoung



@nattha.phg



@mulbada



@kidsofbrokenfuture



@avavavfirenze



@nychaa



@fallenaangels\_store



@wgsnstreet



# Fashion Scan

No : buy & sell  
Date : \_\_\_\_\_

04.

## YOUTH ESSENTIAL

- Daily - basic wear
- Mostly T-shirts and denim
- Graphic prints
- Mid-tone brights (playful warm and contemporary cool colors)

@bemyoung



@nattha.phg



@stylist\_shop



@kidsofbrokenfuture



@kaewjarin



@chopleum



@hong\_yada

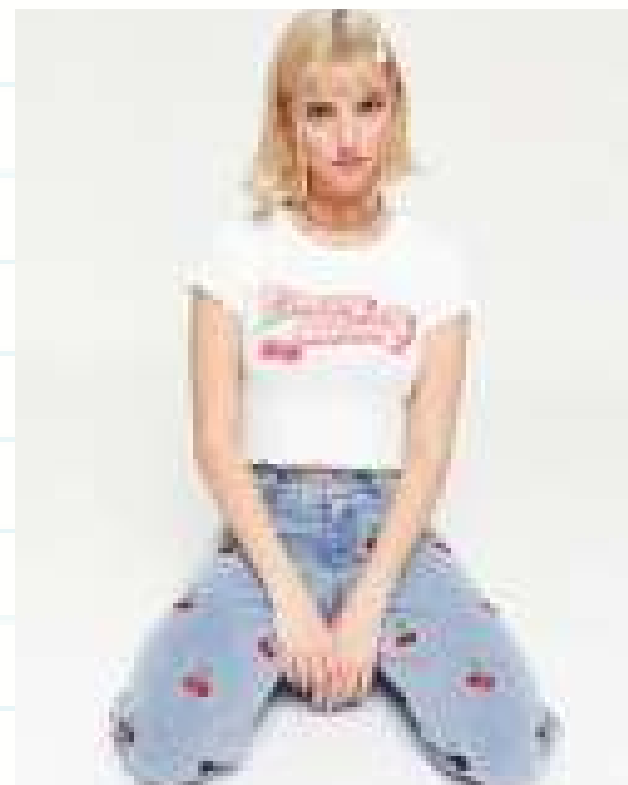


@pomelofashion



Fashion Scan      DETAILS

No : buy & sell  
Date : \_\_\_\_\_



Graphic Fluids

Creative Cuts

Drawstring

Patch-Craft Work

Reversed Seam

Graphic Illustration

# Fashion Scan

No : buy & sell  
Date : \_\_\_\_\_

COLORS -  
JOYFULL  
EXPRESSIONS



COLORS -  
POWER PASTEL



COLORS -  
Y2K



COLORS -  
YOUTH  
ESSENTIALS



# Consumer Scan

## TARGET MARKET : GEN Z

Anyone born between 1999-2008

LOCATION : JAKARTA

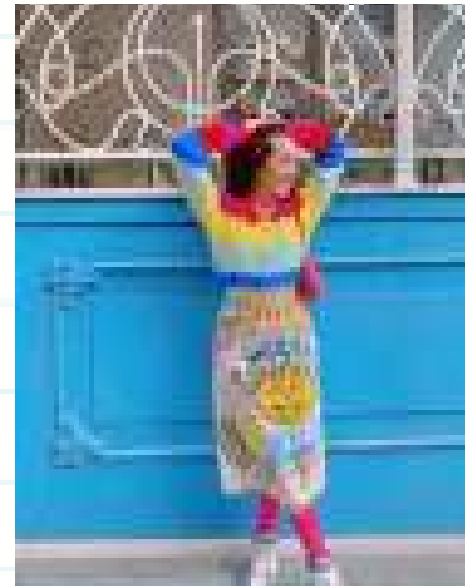
LIFE STAGE : SINGLE

## LIFESTYLE AND ATTITUDE :

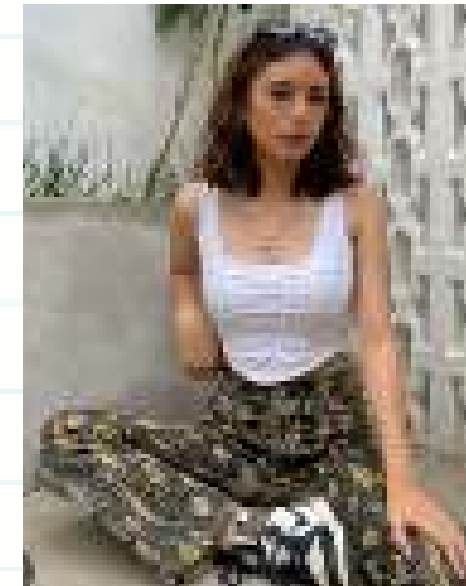
- Cheerful, fun, and optimistic
- Likes to spend money but still relies on parents income
- Bold, love to play with colors
- "Celebgram", mostly undergraduates

Featured : Beby Tsabina, Keshya Valerie, Amanda Reth, and others.

@bebytsabina



@amandareth



@vellaania



@viy4nka



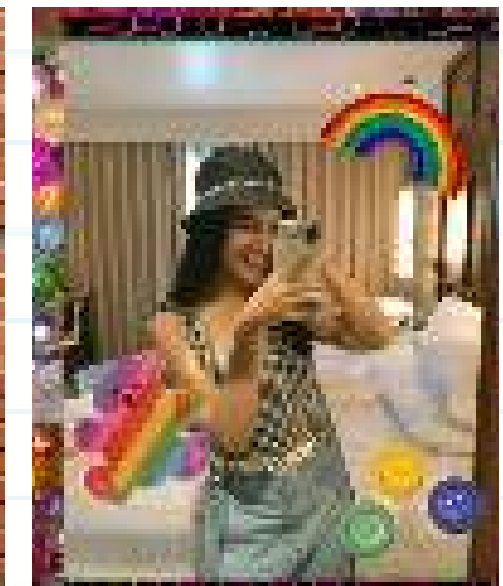
@eliv1a



@mmivia



@anisahadra



@keshyavlr



# Overall Designs

