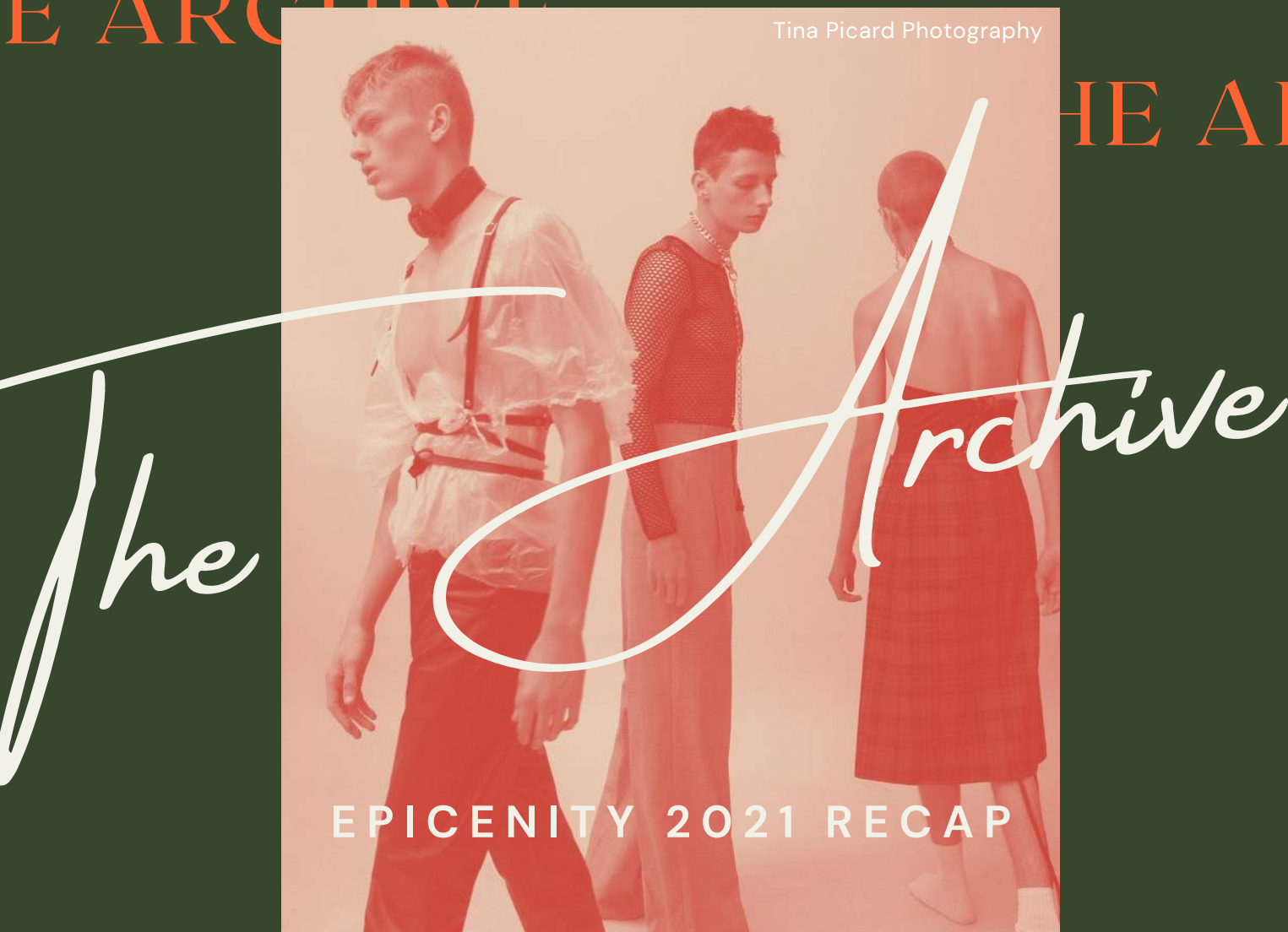


THE ARCHIVE

THE ARCHIVE

THE ARCHIVE

THE AR



In a journey to share through the new perspective.
A collective footages of a big dream with small why.

BEGINNING OF THE JOURNEY
BEGINNING OF THE JOURNEY
BEGINNING OF THE JOURNEY

ANDY YANATA
GUEST STAR

ROCKING THE GENDERLESS CONCEPT IN FASHION BUSINESS

FREE REGISTRATION
LINK ON BIO/ SCAN THE BARCODE OR CONTACT
LINE : VINKA9 (JOVINKA)
WA : 087874521117 (REGINA)
DM: EPICENITY20
THERE WILL BE SURPRISE GIFTS FOR 2 LUCKY PEOPLE

MODERATOR

ANGELA RACHEL
GUEST STAR

ICHWAN THOHA
HOST & MC

EPICENITY

PRESENTED BY
COSTUME HISTORY II
FASHION BUSINESS
LASALLE COLLEGE JAKARTA

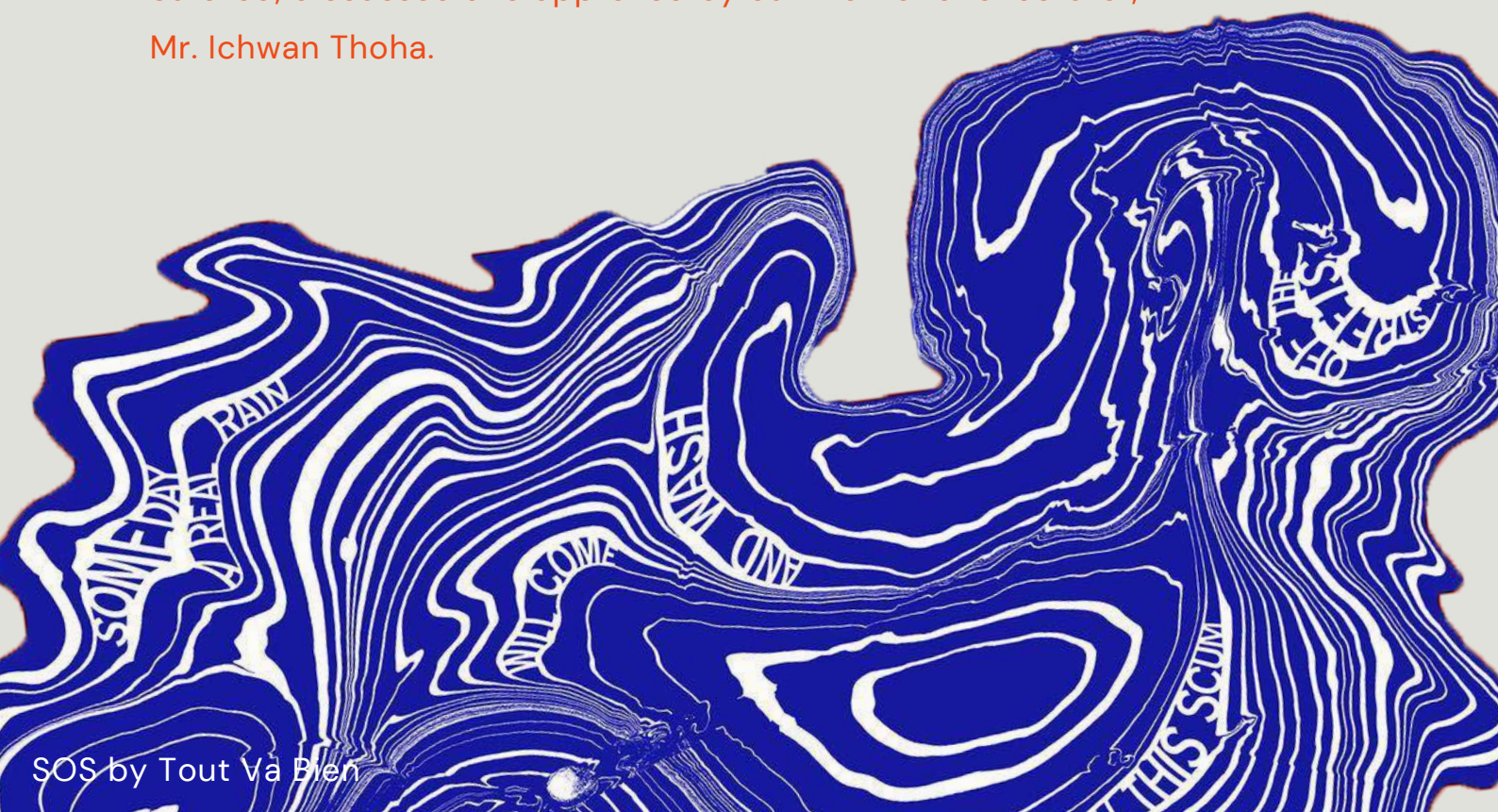
APRIL 10 2020
13:00 WIB VIA MICROSOFT TEAM

BEGINNING OF THE JOURNEY
BEGINNING OF THE JOURNEY
BEGINNING OF THE JOURNEY

ALL & ABOUT

Epicenity is a genderless fashion themed online webinar prepared by Costume History II Class of Winter 2021 student for our final project. For over two months, the team has worked on the preparation of the webinar, starting from the general discussion about the topic, guest star, rundown, and several contents for the big day. I'm beyond grateful to contribute in this project as the Head of Committee, who lead and manage every division as well as taking part in every step and progress of the event's preparation.

After countless discussions, meetings, practices, and rehearsals, the whole team setted the date of **10 April 2021** to be the big day of our dream. Fast forward to the preparation, every division worked real hard to create a memorable event. Not only for our final project purpose, we have always wanted the event itself to become an educative and insightful 3 hours long talk. Every content presented by the representatives are curated, discussed and approved by our mentor and lecturer, Mr. Ichwan Thoha.



THE FUN RIDE

FIELD 01

—
T.F.R



THE BIG DAY

3 hours long,

insightful talks.

THE FUN RIDE

EXPLAINED
EXPLAINED
EXPLAINED

During the day of our webinar, we managed to do our final rehearsal with the team to make sure that everything goes on plan. The event is welcomed by the speech of Mr. Richard Kaunang as the head of Fashion Business Program, with Mr. Dino Augusto as the moderator. The speech was inspirational and delightful, it was the moment that we realize how blessed we are to be fully supported by Lasalle's Fashion Business family. After the welcoming speech, we have Ms. Shinta as the representative of the admission department to introduce Fashion Business Program to the audiences.

Mr. Ichwan Thoha, as our lecturer and mentor also express his thoughts on our webinar event through the brief talk of him with the moderator. It was a fun and full of expression moment as the opening of our event. Everything was explained by Mr. Ichwan,

starting from the background of our event itself until his vision and expectation on the event. He also explained a brief description of our class, Costume History II. He shared his inspirational and insightful perspective to the audience with his bubbly and cheerful personality.

To tone up the event, we invited two guest stars from a different field : Angela Rachel and Andy Yanata. It was a fun yet insightful sessions with our guest stars. Moreover, we have group presentations coming right after the guest stars chit-chat session. Wrapped in an interesting presentation layout, the 4 groups elaborate the contents into a lively session.

The wonderful event was closed with a Q&A session led by our moderator, Mr. Dino and it was so fun to hear from our mentor's perspective, Mr. Ichwan Thoha.

COMMERCIALIZING GENDERLESS FASHION

LESS TREND IN RETAIL
INTEREST IN THE MARKET
TS TO HIGHLIGHT

CAMPAIGNS & PROMOTIONS
ACTIVITIES
BRANDS SUCCESS
GLIMPSE OF THE TARGET

The Royal Fashion Week 2023

LESS TREND IN RETAIL
INTEREST IN THE MARKET
TS TO HIGHLIGHT

CAMPAIGNS & PROMOTIONS
ACTIVATION
BRANDS SUCCESS STORY
GLIMPSE OF THE TARGET

HOW DOES IT GOING?

The Future Of Retail

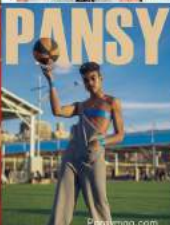
captured by Carmen Torres

The Future Of Retail



is a genderless fashion label based in Bushwick, Brooklynline created in 2005. Founded by Telfar Clemens, he designs with the principle of 'usable sportswear and simplicity'.

'unisex, universal, and democratic'



TELFAR

'not for you – it's for everyone'

Telfar has continued to uniquely pull together looks that transcend boundaries allowing for a full expression of self through styling. The genderless brand was created for the community, promoting inclusivity in what can be a pretentious industry.



STEP ONE

n Klein introduce a genderless collection of outerwear and jeans. The campaign explores and challenges the collective mentality and breaking the status quo.



The campaign features a group of modern hyphenates being the focus of the campaign. It is a strong celebration pushing those boundaries of gender norms and definitions.

SAINT YORK

Saint York is an Indonesia's first ever genderless brand established in 2017. The designs goes against the grain of monotonous Indonesian fashion and aim to dress the new generation of individuals.

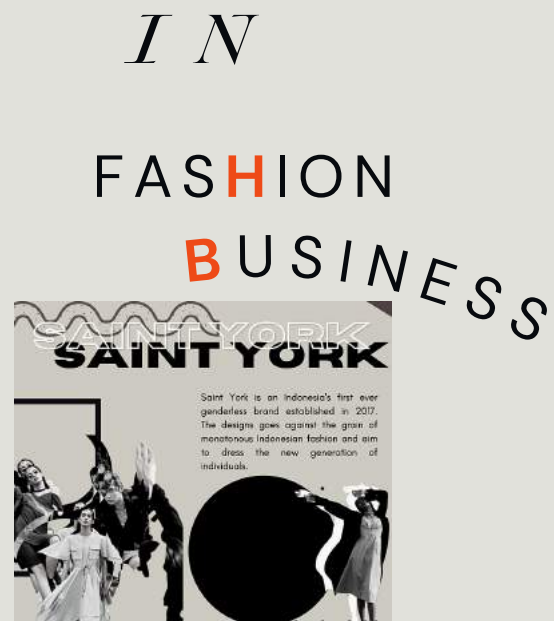
**SAINT YORK**

WALLS BONNER

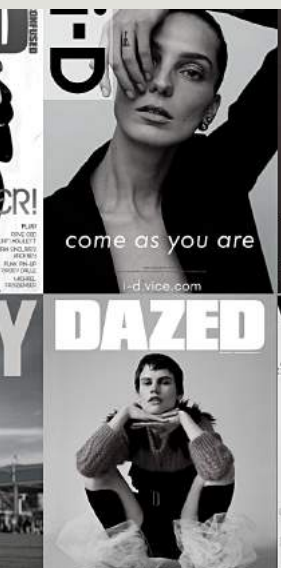


"I think of
collections as
—I wouldn't ne-
break them
men's and wo-

COMMERCIALIZING GENDERLESS CONCEPT



As we are eager to share our perspective and knowledge related to this semester's class, our group chose to discuss the topic of commercializing strategies with Felicia and me, Stevanie, as the presenter. We find that this topic is light yet insightful, a very fun and interesting topic to be discussed due to its fresh and strategic perspectives. Focusing on the strategy initiatives and brand inspiration, the presentation was discussing about target market, aspects that needed to be highlighted by a genderless fashion brand, until the executions from several brand inspirations.



Through this talk, audiences knew that growing a genderless fashion brand has been challenging in several aspects but it also signed a great potential to expand the fashion market in the future. Not only international brands, we managed to research and discussed about local genderless brand that was very inspirational for the audience who interest in developing a genderless collections or brand.

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