

INTERNATIONAL MARKETING CAMPAIGN

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GENERAL DESCRIPTION OF TOTON

TOTON is a retelling of Indonesia's inherent stories through fresh eyes and a new vision. It is a contemporary womenswear brand that explores the nation's natural beauty and diverse culture with modern reinterpretations, celebrating heritage while deconstructing traditions for a new approach in women's ready-to-wear fashion. TOTON was founded in 2012 with Haryo Balitar, out of their mutual interest in exploring Indonesia's through fashion. Based in Jakarta, TOTON offers a unique take by projecting new ideas on women's ready-to-wear. Techniques that are traditionally used for folk and ceremonial costumes are rethought and reworked. Classics are infused with reinterpretations of ethnic cloths and garments. Juxtaposing those elements with menswear-inspired cuts and silhouettes. The brand aspires to highlight on exotic twists of artistry and wearability.



TOTON'S PRODUCTS

UNIQUE & WEARABLE



UNISEX



OUTSTANDING DESIGN



TOTON STOCKIST

Al Ostoura Kuwait

ARA Jakarta - Indonesia

Blank Riyadh - Saudi Arabia

Lane Crawford Hong Kong - China

Lane Crawford Shanghai - China

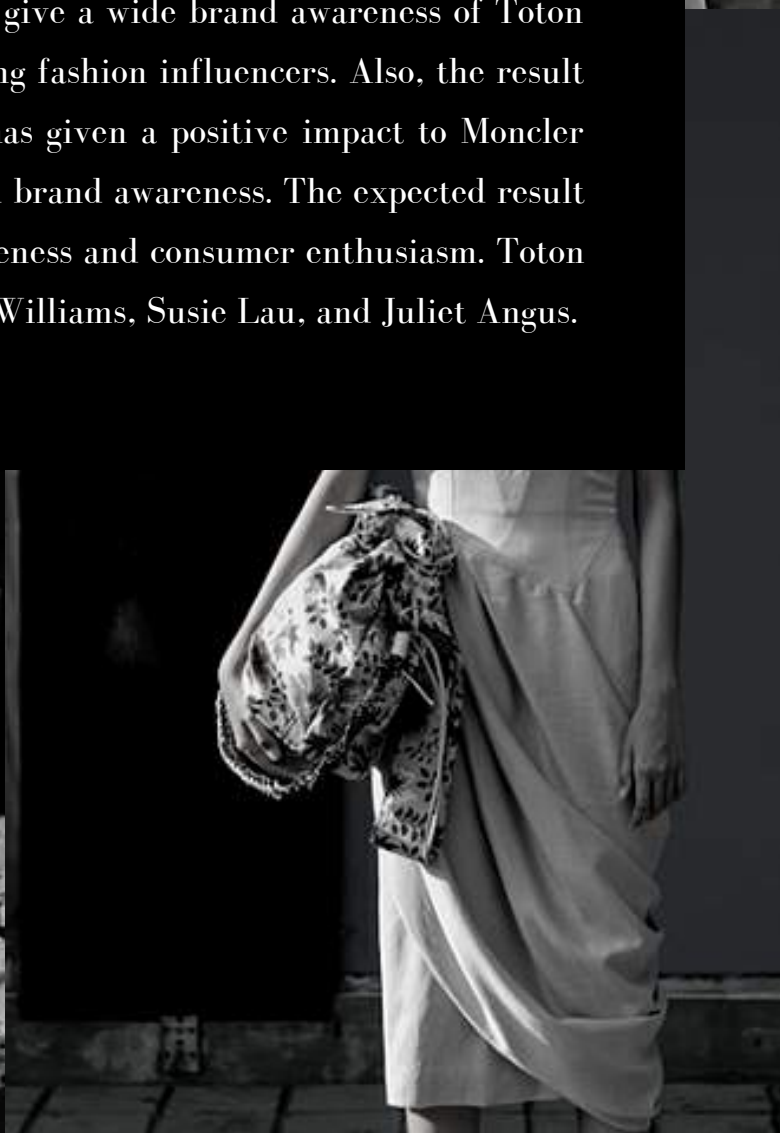
S'uce Dubai - United Arab Emirates

Le Charme de Fifi et Fafa Tokyo - Japan



CREATIVE STRATEGY

Inspired by "Moncler Genius", a collaboration between Moncler and 8 strong creative figures, Toton will be doing a collaboration with some local influencers from United Kingdom in order to make a grand debut into the United Kingdom. The main reason is to give a wide brand awareness of Toton to the UK Consumer through some strong fashion influencers. Also, the result of the "Moncler Genius" collaboration has given a positive impact to Moncler as a brand in terms of increase sales and brand awareness. The expected result of this collaboration is wide brand awareness and consumer enthusiasm. Toton will be doing a collaboration with Lucy Williams, Susie Lau, and Juliet Angus.



BIG IDEA

FASHION INFLUENCERS

It is an individual who creates mainly fashion content and has the power to affect purchase decisions of others, because of his/hers authority and a relationship with audience, whether it is through a blog or social media platform such as Instagram. London has the busiest fashion scene in the UK and many people who matter in fashion industry visit the capital at least once a year to discover new collections and high street scene during London Fashion Week in February.



The Top London
Fashion
Influencers to
Follow in 2019

Benefits of Partnering with Fashion Influencers

Building trust and authority for your brand

Customers are more likely to believe an influencer than the brand itself, so it is worth beginning a partnership with an influencer and leaving brand advertising behind.

Excellent return on investment

Working with influencers is proven to be great value for money, especially when compared to other advertising activity. In fact, according to Tap Influence, influencer marketing content delivers 11 times higher ROI than traditional forms of digital marketing.

Content distribution

Apart from creating content, influencers are known for referring and distributing it on different social media channels. If you have a great story, video or image that you really wished reached more people, it would be worth sharing it with a relevant influencer to widen the audience.

Generating sales

From the moment your product or service is mentioned by an influencer, sales generation starts immediately. New research found that 40% of people say they've purchased an item online after seeing it used by an influencer on Instagram, Twitter or Youtube. For better results reach out to relevant influencers who are active on multiple channels and established in the fashion industry.





LUCY WILLIAMS

Lucy Williams lives in West London and has been working in fashion for six years. Starting out as a fashion assistant at the likes of Sheerluxe.com and InStyle magazine before becoming assistant fashion and beauty editor for trends and innovation advisory Stylus, Lucy is now full-time blogger, freelance writer and brand consultant.



SUSIE LAU

She has launched her Susie Bubble blog in March 2006 and now works as a full-time blogger, sharing her thoughts and observations from fashion industry. She has contributed to publications such as Dazed, The Guardian, Vogue.com, Elle UK, The Independent and The Guardian, and worked with brands and designers such as Coach, Louis Vuitton, Prada or Topshop.



JULIET ANGUS

Chicago-born Juliet is one of the top 200 bloggers in the world. Her blog is full of beauty tips, fashion insights, her travel reviews as well as London guides. This celebrity stylist is always seen on London Fashion Week's front row and is highly recognised in fashion industry. Besides having a busy career, she is a mum of two and a loving wife.

THE COLLABORATION



Toton will be doing a collaboration with Lucy Williams, Susie Lau, and Juliet Angus. They are some of the high-influence fashion influencer in the United Kingdom. The expected result of this collaboration is wide brand awareness and consumer enthusiasm. The collaboration will be done in a form of collection collaboration and exhibition. A collaboration collection of each influencer will be launched at the same time during the time of Toton entering the United Kingdom. The collection will be the mixture of Toton's creativity as a brand and the influencer's creativity.

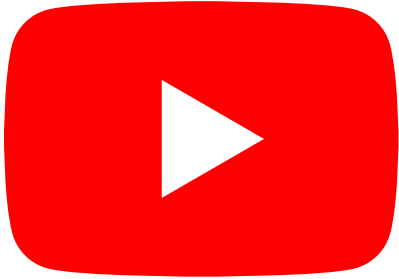
ADVERTISING APPEAL

Toton will use both rational approach and emotional approach. The mixture of the rational approach and emotional approach will make a great result since Toton is capable and suitable for both approaches. For the rational approach, it will be stated on every platform that related to Toton that all of Toton's products are made out of high quality materials and made with passion. For the emotional approach, it will be stated that Toton consider the cultural and sustainable aspect of the brand. Toton consider the needs of conserving Indonesia's culture by always inserting some Indonesia's culture aspect to Toton's designs. Toton also consider the needs of people to consider sustainability in order to reduce the fashion waste in the world.

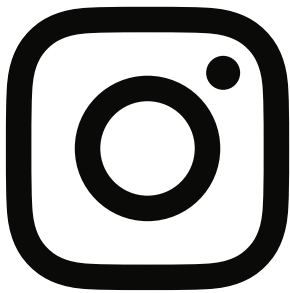
TOTON



PLATFORMS



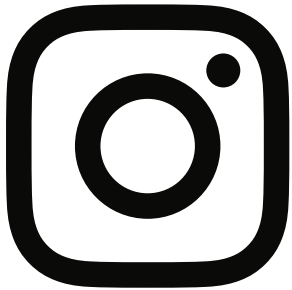
SOCIAL MEDIA



**PRESS
RELEASE**



INSTAGRAM



EXAMPLES :

IGTV to show the process of making the collaboration collection, brain storming process, developing ideas, and the exhibition.



YOUTUBE



EXAMPLES :

Youtube video to show the teaser of the exhibition and the process of developing the collection between Toton and 3 fashion influencers.





CREATIVE EXECUTION



"THE BEGINNING" EXHIBITION

The purpose of this exhibition is to show the collaboration collection between Toton and Lucy Williams, Toton and Susie Lau, and Toton and Juliet Angus. This collection is going to be launched in "The Beginning" Exhibition. The name "The Beginning" inspired by Toton's journey as a brand while entering the United Kingdom. It is a new move for Toton to start their business and spread their wings to the United Kingdom, that is why the name of the exhibition is "The Beginning".

The design of this collaboration is inspired by the mixture of Indonesia's culture and British' cultural approach. The exhibition itself took some inspirations from the collection. All the ornaments inside the exhibition will represents the collaboration, Toton as a brand, or the influencers as themselves.

There will be three different themes inside the exhibition. The themes that we are talking about is in term of decoration of the exhibition. Each decoration will be differentiated from one another based on the collaboration collection. But, all decorations are required to followed the main theme which is simplicity, raw, and serenity.

EXHIBITION

Name of The Exhibition : The Beginning

Place : Magazine London, North Greenwich



EXHIBITION

Concept Idea



TOTON

FOR IMMEDIATE RELEASE

"THE BEGINNING" EXHIBITION

Toton is very happy to announce the launching of the first special collection only for the United Kingdom. The collection is a collaboration between Toton and three high influence fashion influencer in the United Kingdom.

This special collection is in collaboration with Lucy Williams, Susie Lau, and Juliet Angus. This collection is going to be launched in "The Beginning" Exhibition. Inspired by the mixture of Indonesia's culture and British approach.

The location of "The Beginning" Exhibition is at Magazine London, North Greenwich on 8th of January, 2021. We are so excited share our new journey with you in the International fashion industry and expected to meet you soon!

FOR FURTHER INFORMATION, PLEASE CONTACT
TOTON@THELABEL.COM

THANK YOU