

ELLOISE

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INTRODUCTION

Everyone has different hobbies and tastes and can be channeled by many aspects, one of them is fashion.

The characteristics of a person can be seen from how their fashion is, everyone has a different character which means they have different fashion tastes and they have the same right to show it.

Elloise was made to expressing the characteristics of the designer and wants to make everyone who uses Elloise feel like "oh, this is me" and give them more confident.

ABOUT US

Elloise is a couture brand that makes luxurious and elegant work based in Surabaya, Indonesia. In Old French Elloise itself means "sun" which is the center of the solar system. This is what we want to give to our customers, so they can look out standing and be the center of everyone's attention.

Like the meaning of Elloise that makes women the center of attention on her special day, we provide tops, pants, dresses, etc that are sure to have characteristics in each piece.

Elegant, glamorous, rich, and confident are things we want to convey to our customers. Not only that, high quality, good service, right sizing, comfortable is our priority too. We want our customers to feel satisfied and feel right to trust us on their special day.

Vision

build a globally recognized brand, make women want to use our collections and give them confidence, elegance, glamour and the center of everyone's attention.

Mission

- Create works that are innovative, creative, and have character.
- Improve production quality to expand sales

VALUE



ELEGANT

FEMININE

LUXURY

BOLD

DRAMATIC

T A R G E T

Market

Demographic:

- women
- age 16- 35 year olds
- income : middle until upper class

Psychographic

Women who like Feminine look, elegant, luxury, chic, shopaholic, like something extravagant, and want to look beautiful anywhere

Geographic

- Big city, metropolitan city, etc

Behavior

A socialite woman with high mobility and also a high lifestyle.
Often attend important events or formal events and are more concerned with appearances to stand out

COMPETITORS



AZZI & OSTA

Product: Dress, Top, Pants, Evening dress, Outer Cape, etc

Style: Feminine, Elegant, Luxury, Dramatic

Based: Beirut, Lebanon

Price Range: 665 Euro- 7150 Euro

Offline Store: Beirut, Lebanon

Online Store:

www.Azziandosta.com

www.milanstyle.com

www.bysymphony.com, etc



Diana
COUTURE

Product: Top, Pants, Evening dress, Outer Mask, etc

Style: Luxury, Dramatic, Elegant and Bold

Based: Surabaya, Indonesia

Price Range: 295k - 100million rupiah

Offline Store: Surabaya (Jl. Dharmahusada)

Online Store: Shopee, Tokopedia, Whatsapp,
www.diana-couture.com

Promotion: New York Fashion Week, Instagram, Fashion Cam-
paign, Sponsor Collaboration, Etc





RINALDY YUNARDI

Product: Bride Robes, Brides Dress, Top, Pants, Evening dress, Outer Mask, Bag, Shoes, Face Shield Headpiece, etc

Style: Feminine, Bold, Elegant, Dramatic

Based: Jakarta, Indonesia

Price Range: 500k - 100million rupiah

Offline Store: Jakarta (Jl. Gedong Panjang)

Online Store: instagram

Promotion: Jakarta Fashion Week, Instagram, Fashion Campaign, Sponsor Collaboration, Etc



Melia Wijaya
FASHION DESIGNER

Product: Top, Brides Gown Evening dress, Outer Mask, ready to wear etc

Stle: Fashion Haritage, Exclusive, Elegant, Feminine

Based: Surabaya, Indonesia

Price Range: 500k- 10million rupiah

Offline Store: Surabaya (WaterPlace)

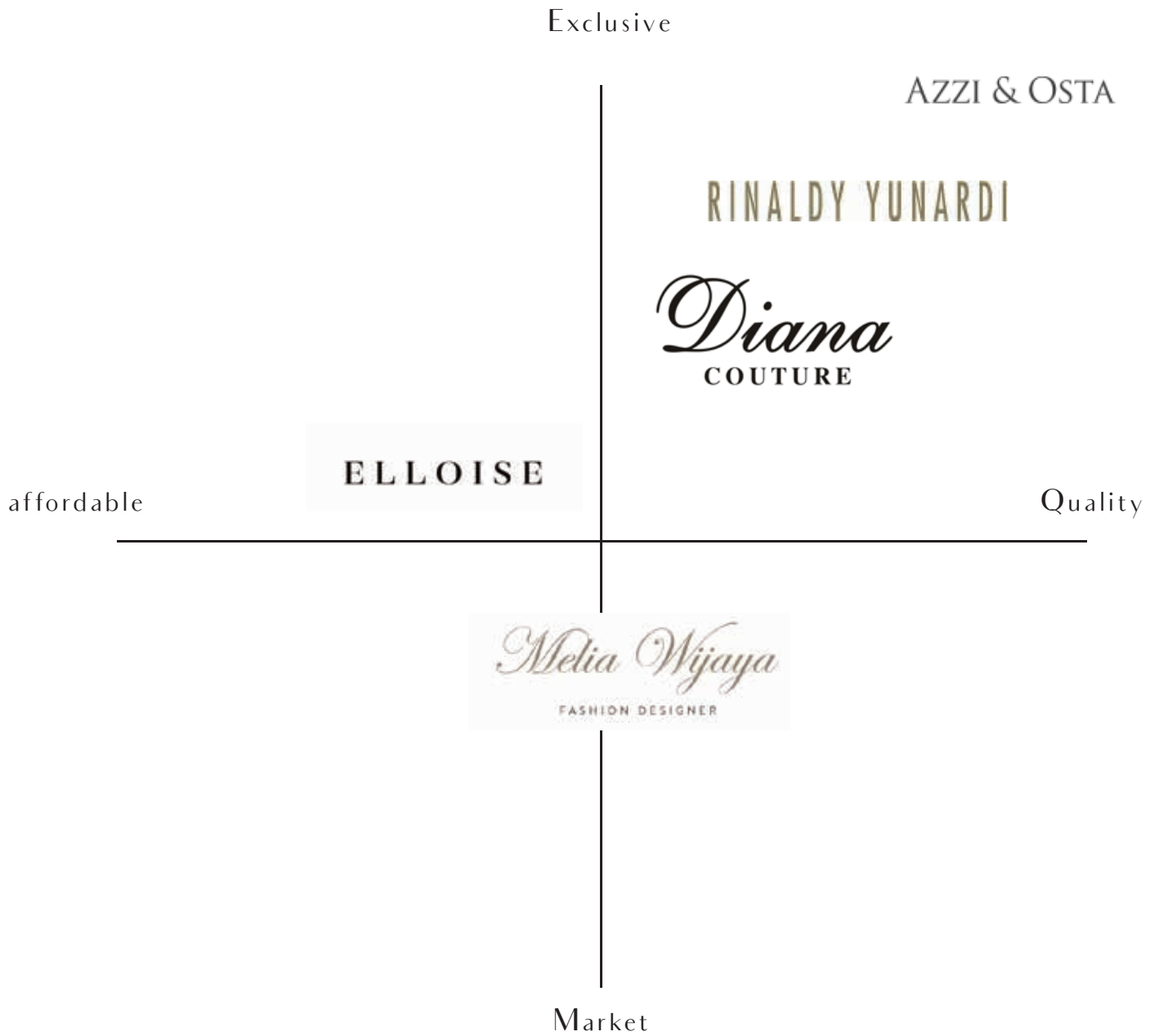
Online Store: Email, Tokopedia, Shopee, Whatsapp

Promotion: Paris Fashion Week, New York Fashion Week, Collaboration, Sponsor, etc

INDONESIAN
DIVERSITY



Brand
POSITIONING



SWOT

Strength

- High Quality
- Luxury
- Elegant
- Handmade
- Detail
- Characteristic
- Available for custom

Weakness

Because we are haute couture who need to do every thing with detail and perfect, the time needed will definitely be more longer and more expensive than a normal dress.

Opportunity

In Indonesia, doing sweet seventeen is a common thing and craved by all teenage girls, not a few parents are willing to spend large amounts of money to celebrate Sweetseventeen. As well as the parties that were held, many people who want to always look luxurious and dramatic so they can steal a lot of people's attention.

Threats

Ellois's collections aren't much if we compared to the competitors such as Diana Couture, Rinaldi Yunardi, etc which have long been established, so customers don't have a large selection of dresses and find it difficult to attract their attention.

BRAND VISUAL

Logotype

E L L O I S E

Font: Made Coachella

Using "Made Coachella" font that makes
"Elloise" look firm, high end, expensive
and elegant.

Logogram



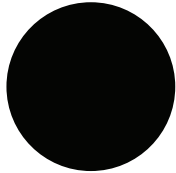
Font: Made Coachella

This Logogram means Elloise by Evania

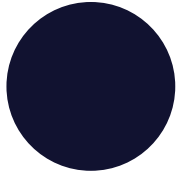


Brand Moodboard

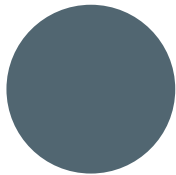
COLOR BOARD



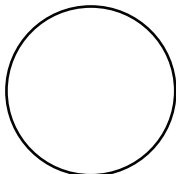
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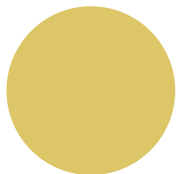
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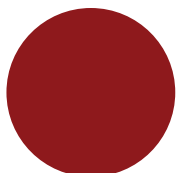
Black Coral Pearl
code: #526671



White
code: #ffffff



Gold
code: #dec769



Flame Red
code: #8e191c

FONT

Made Coachella

Shows Elloisé's side as a brand that has a firm, elegant, expensive, and exclusive character

Silence Rocken

Silence Rocken shows a feminine and beautiful side and the script symbolizes Elloisé's hope to always be connected and live a long life.

Swiss721

Swiss 721 shows a simple side and is suitable to be combined with other fonts

Audrey

Audrey font looks simple but has a combination of 2 strokes (thick and thin) that makes this font look attractive

Stationery

Stationery

Stationery

LabelTag

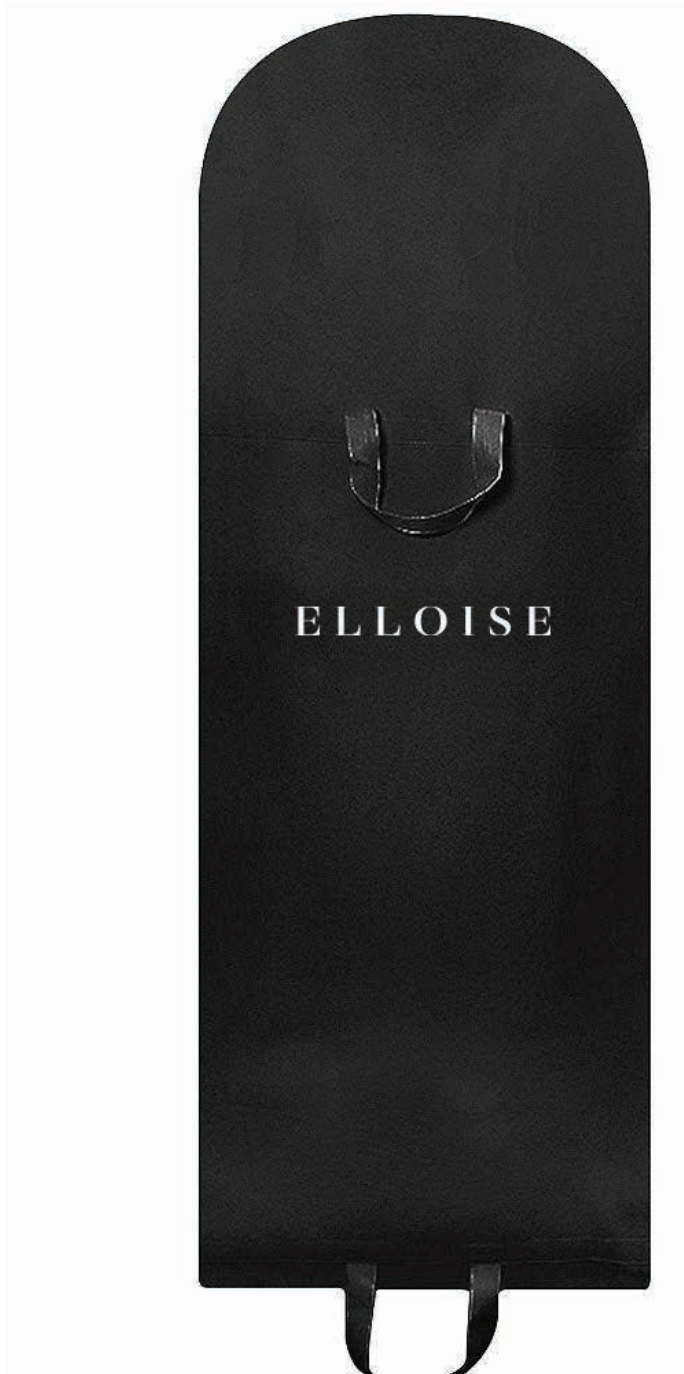


BrandTag



NameCard







9:41 PM



elloise.official



334
Posts

211K
Followers

134
Following

Elloise by Evania
Houte Couture
Surabaya, Indonesia

Edit Profile

Promotion

Contact



New



PreFall 2021



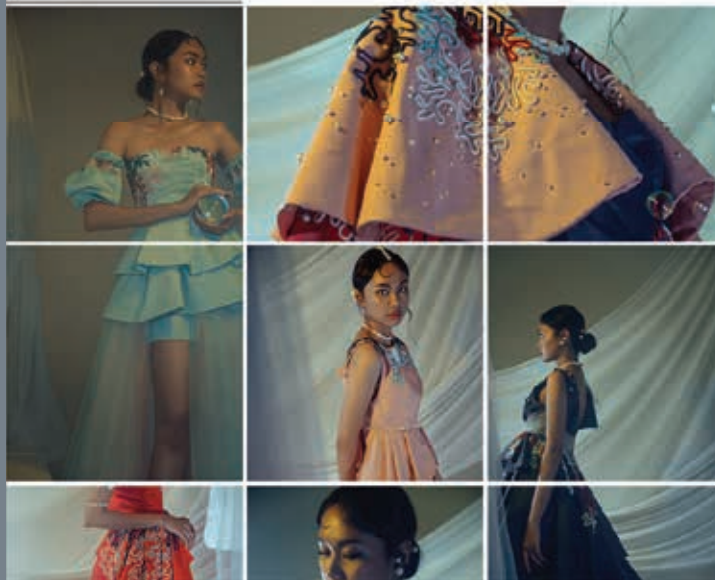
Houte Cout

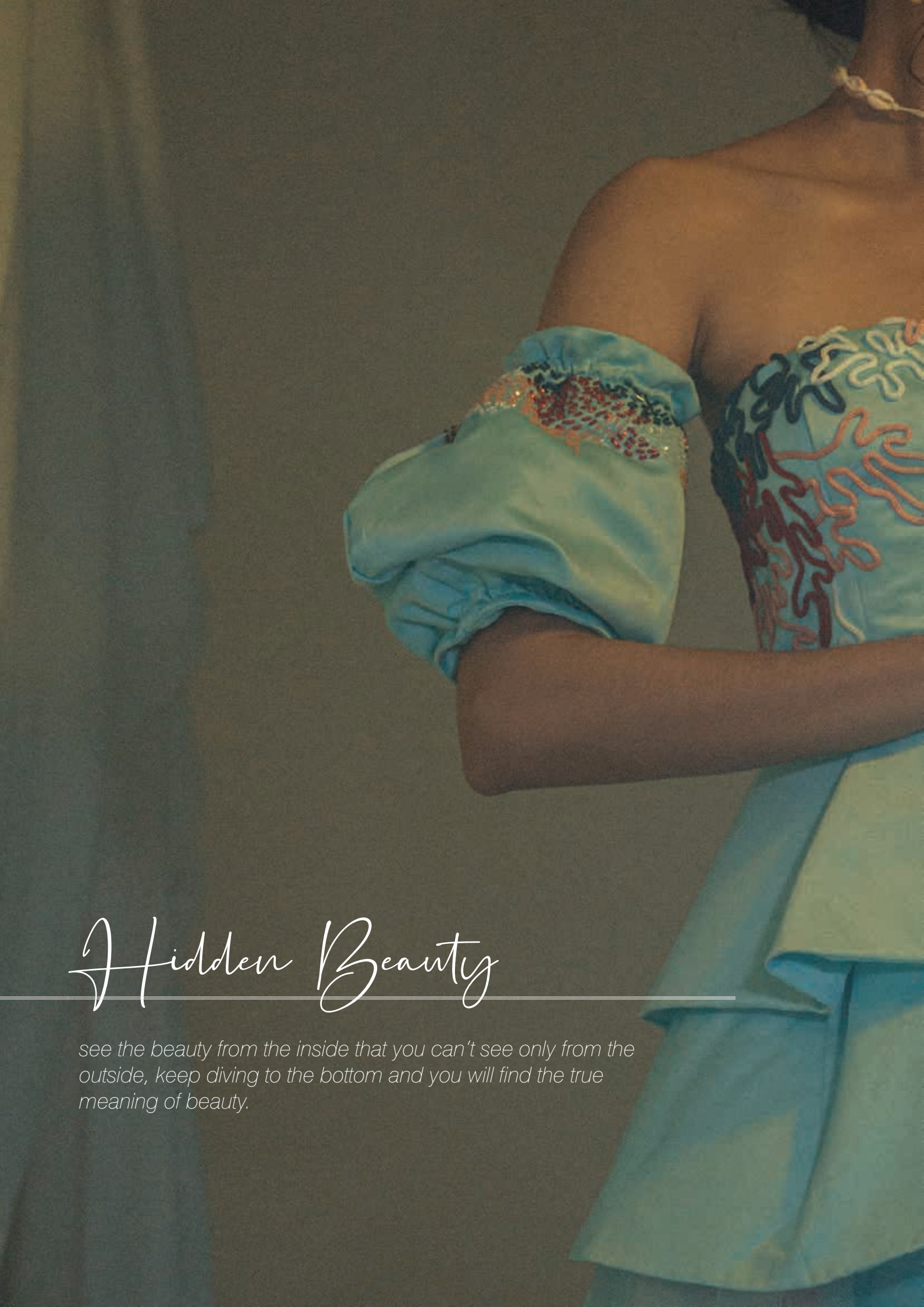


Parfume



Sp





Hidden Beauty

see the beauty from the inside that you can't see only from the outside, keep diving to the bottom and you will find the true meaning of beauty.



—scan me!—





Look 1



The combination of an off-shoulder top with ruffle pants on different sides provides the right balance for this look, added with the wave-shaped beading and coral-stitched straps that make it even more beautiful for anyone who uses it.

Top:
Bust : 78cm
Waist : 84cm

Prize: Rp 8.000.000,00

Pant:
Waist : 62cm
Hip : 90cm

Prize: Rp 14.000.000,00







Look 2

Consists of two pcs, ruffle tops and a simple skirt which are all stitched with coral-shaped straps then filled with sand beading giving this expensive and more exclusive look.

Top:

Bust : 80cm

Waist : 67cm

Prize: 12.000.000,00

Skirt:

Waist : 65cm

Hip : 90cm

Prize: 13.500.000,00

The bustier dress combined with peplum ruffle and layered tulle looks super perfect, plus a separate beaded sleeve that can be used or not depending on the event to be attended.

Size:

Bust : 78cm

Waist : 62cm

Hip : 90cm

Prize: 18.000.000





Look 3

Look 4

A three-colored cape that the each layer stitched with coral-shaped stars that is arranged very luxuriously, and added with a pearl that complements the cape, and a simple dress that is very elegant when worn with a cape or not.





Dress
Bust : 78cm
Waist : 62cm
Hip : 90cm

Prize:
Cape Rp.17.000.000,00
Dress Rp 10.000.000,00



Look 5



*The final look is a dress that will give the impression of "I am the Queen".
A simple long ruffle dress that stitched with coral-shaped straps and sand
beading inside.*

*Prize:
Rp. 24.000.000,00*

*Size:
Bust : 78cm
Waist : 62cm*