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Lookbook

INTRODUCTION

Fashion is an Art. Fashion also one of our priority because everyday people express themself by wear clothes, makeup, acessories, etc. It also satisfied our endorphin and serotonin hormonal that helps peolpe to cure their mental health.
For this book, i will introduce my brand named JKWN. JKWN is a semi-couture brand that offers products to promote Inclusivity, Body Positivity, and Empowerment.

JKWN

BRAND NAME

JKWN is the abbreviation of Jessica Kwan. It is pronunce by each character The "J" sound jy /dZaI The "K" sound keI The "W" sound dub-uh-you": / 'dAb e yu The "N" sound en/ n It also could be pronounce "Jy-KWaN"

BRAND SUMMARY

JKWN is a semi-couture brand that offers products for all shape, sizes and colors. We prioritize to made more confident with own body type and self-love for people that consider them as a women who express themselves through their activities and fashion. JKWN Is created garment for formal or semi formal with Vibrant colors and typical cuts that made to compliment their physique.





RANDVISIO

To empower, encourage and inspire people that consider themselves as women around the world with style that reflects who she is to feel more confident, sexy, and self-love with their body types.

BRANDMISSION

1. Help women find styles that cater to all their unique personalities and moods. 2. To provide curvy women that offers fashionable clothes to meet their fashion needs.

BRAND **KEYWORDS** EXUBERANT, SEXY, BOLD



Analysis



- Has a various size ranae
- Designed for plus size women
- High quality
- Body positivity
- Empowerment
- Semi-couture



- Limited category of products
- Need to communicate with customers. Example: through website



- The exsistence of plus size (curvy) designers in Indonesia is small. So it's a great opportunity. - There is still a lot of plus size (curvy) women need to be more stylish and not insecure about their bodies - Not all plus size (curvy) women are confident with their bodies

HREATS

- There are local brand competitors like my size, X to X, saiznya, pofeleve, iwearalice - Rising cost of raw materials, commodity prices







BRAND TARGET MARKET

Lives in a Big and Metropolitan city Women or Transwoman age 20 - 30 years old Middle-upper class income Confident Stylish

BRAND COMPETITORS





MELISSA MERCEDES

Product:

Suit Bodysuit Loungewear Dress Mask

Price Range:

Mask: \$5 - \$20 Apparel: \$95 - \$1,500

Place: Los Angeles, California

STRENGTH

- Has a wide size range from 8-28
- Well known for red carpet
- High quality
- Well known for plus size line

WFAKNFSS

- The product range just for women's apparel
- There is no information about offline store

OPPORTUNITY

- LAFW 2018
- NYFW 2018
- Melissa Mercedes online presence is good.

THREATS

- Most high end and mega brands (couturiers)
- already there

STRFNGTH

- Adrianna Papell is distributed to all leading retailers in the United States; it has expanded its business across 27 countries

- Has a wide size range from 0-30
- Has a long experience on designing evening dresses
- Has a plus size line and petite lines
- Designed accessories (footwears, jewelry, etc.) - Has their own blog to help their customers on finding the perfect dress

WFAKNESS

- Some of the quality not so good
- The sizing is bigger than the standart size

OPPORTUNITY

- Adrianna Papell has already reached some of the biggest countries in the world such as Australia. Europe.

- Most of Adrianna's customers reach them by online stores on their website and retailers.

THREATS

- Fashion nova, april cornell, Sara Campbell, Ericdress, Mon Cheri Bridals and Asos are some of the biggest competitors of Adrianna Papell



Product:

Dresses lewelry Footwear Shapewear, Accessories

Price Range:

Dresses: \$25 - \$399 Wedding dress: \$995 - \$2,800 Footwear: \$50 - \$119 Shapewear: \$18 - \$68 Accessories: \$25 - \$69

Place: NYC

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KIYONNA EST. 1996

Product:

Women Apparels Mask Wedding Dress Loungewear Accessories.

Price Range:

Apparels: \$28 - \$388 Mask: \$9.99 - \$37.99 Wedding dress: \$108 - \$388 Loungewear: \$38 - \$78 Accessories: \$10 - \$44

Place: USA

STRENGTH

- Size range from 10-32

- Has a very good customer service

- Good quality

WFAKNESS

- Many people think that Kiyonna does not that stylish and fashionable. - The company is made for mature woman and for woman ages 17-20 a little bit look more older when they wear kiyonna products.

OPPORTUNITY

- Participate on local charity

- Kiyonna online presence is good

THREATS

- Fashion nova, april cornell, Sara Campbell, Ericdress, Mon Cheri Bridals and Asos are some of the biggest competitors of Kiyonna

CHRISTIAN SIRIANO

STRFNGTH

- Well known for red carpet
- Desian aesthetic well suited for market
- Designed shoes and bags
- Size range from 0-28

WFAKNESS

- Only one store in NYC, rest sold in third party retailers
- Only RTW line success
- Predominantly gown designer

OPPORTUNITY

- D3 distric
- Expand on hijab option
- Strenghten RTW lines
- A lot of royalty to dress and black tie events
- World expo 2020

THREATS

- Most high end and mega brands (couturiers) already there
- Has Makeup lines but made for Victoria's Secrets, may not be able to sell independently



Product:

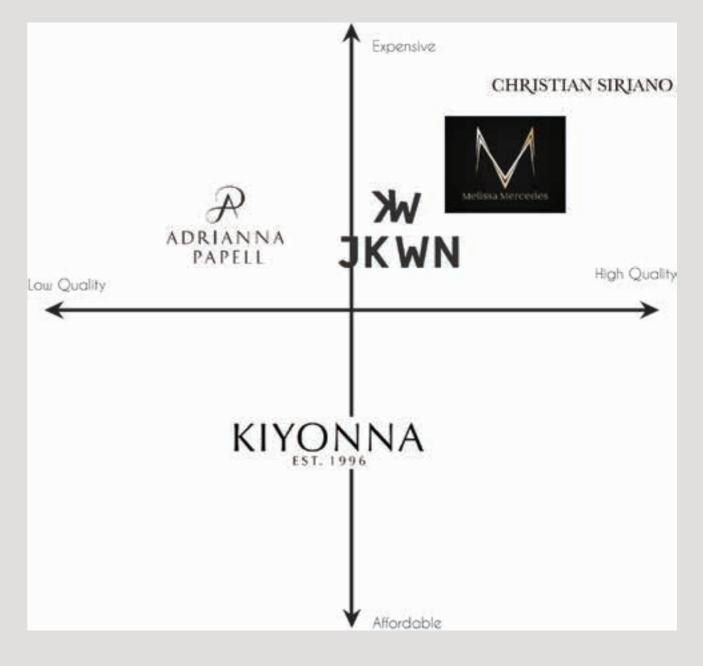
Women Apparels Mask Handbaas Accessories Footwear

Price Range:

Apparels: \$35 - \$17,000 Mask: \$16 - \$595 Accessories: \$100 - \$200

Place: NYC





From the scheme above, it shows that Christian Siriano is the most expensive one with very high quality, then in a second place is Melissa Mercedes. The price quite high and the quality still very good. Then there is Adrianna Papell and JKWN in a same position but different quality. Adrianna Papell offers medium to high price range but the quality not so good. While JKWN offers medium to high price range with better quality. And the last brand competitors are Kiyonna. Kiyonna offers product with quite affordable price with so-so quality.

BRAND POSI TION ING

BRAND LOGO

JKWN have their brand logo into two which is logogram and logotype. Both logogram and logotype use the same font, Leixo. Leixo is a fancy stencil with a lots of features to use.

The logogram is from the letter "K" and "W". it explain that the letter "K" stand out KWAN while because this brand for womenswear so the letter "W" stand out for Women. The logotype is explain the brand name which is JKWN.

KWN logo available in two colors which is coal black and golden putty. We choose coal black because it looks more netral for any items / products while the golden putty is choosen to bring the luxury sense.



BRAND FONT

font: Champange & Limousines

Aa jkwn Aa Bb Cc Dd Ee Ff Gg Hh Ii Ji Kk Ll Mm Nn Oo Pp Qa Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890(!?@#%^&*(+=

font: Winter Sans

AO

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk H Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xv Yv Zz 1254567890(!?@#%^&*(+=)

FONT: LEIXO

AA JKWN AF 3B CC DD EE TF HH GG 11 33 KK LL MM NN UO PP RR CQ SS TT UU VV WW XX YY ZZ 1234567890(!?@#%^&*(+=)

Font that will be worn for this brand is Champange & Limousines, Winter sans, and Leixo. Each of them has their own usability.

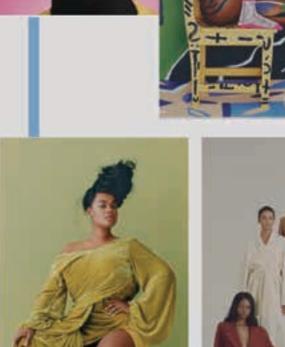
Champnge & Limousines is a high quality sans serif that looks simple and elegant. This font will be used for paragraph. The simple and elegant shape is made the readers feel more interest to the writing. Also the design is very easy to read. It also has a variety of thickness and style.

Winter sans is a sans serif font that look elegant. It combines thick and thin stroke in one fonts. This fonts will be used for the Heading / Title. The combination of the tick and thin line mde this fonts looks more exclusive.

Leixo is a fancy stencil with a lot of features to use. The lower and upper case could be used to create a mixture of a stencil touched multifunctional headline. Leixo includes in sans serif family. This font is used for the brand logo. The font shape looks more strong, bold and powerful.

BRAND MOODBOARD

"how you love yourself is how you teach others to love you,,







(3





BUSINESS CARD





size: 9cm x 5,5cm











PACKAGING









BOX DIMENSION:

24cm x 19cm x 8cm available in 3 colors with different details on the inside

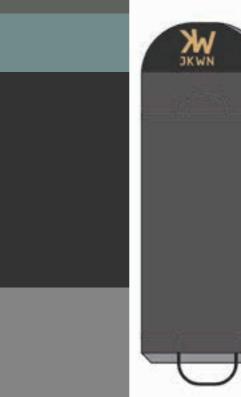




POLYMAILER PLASTIC SIZE :

35cm x 42cm













GARME NT BAGS SIZE : 165cm x 60cm

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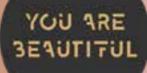
D



THANK YOU CARD SIZE : 15cm x 10cm

STICKERS 4cm x 4cm





be your own reason to smile

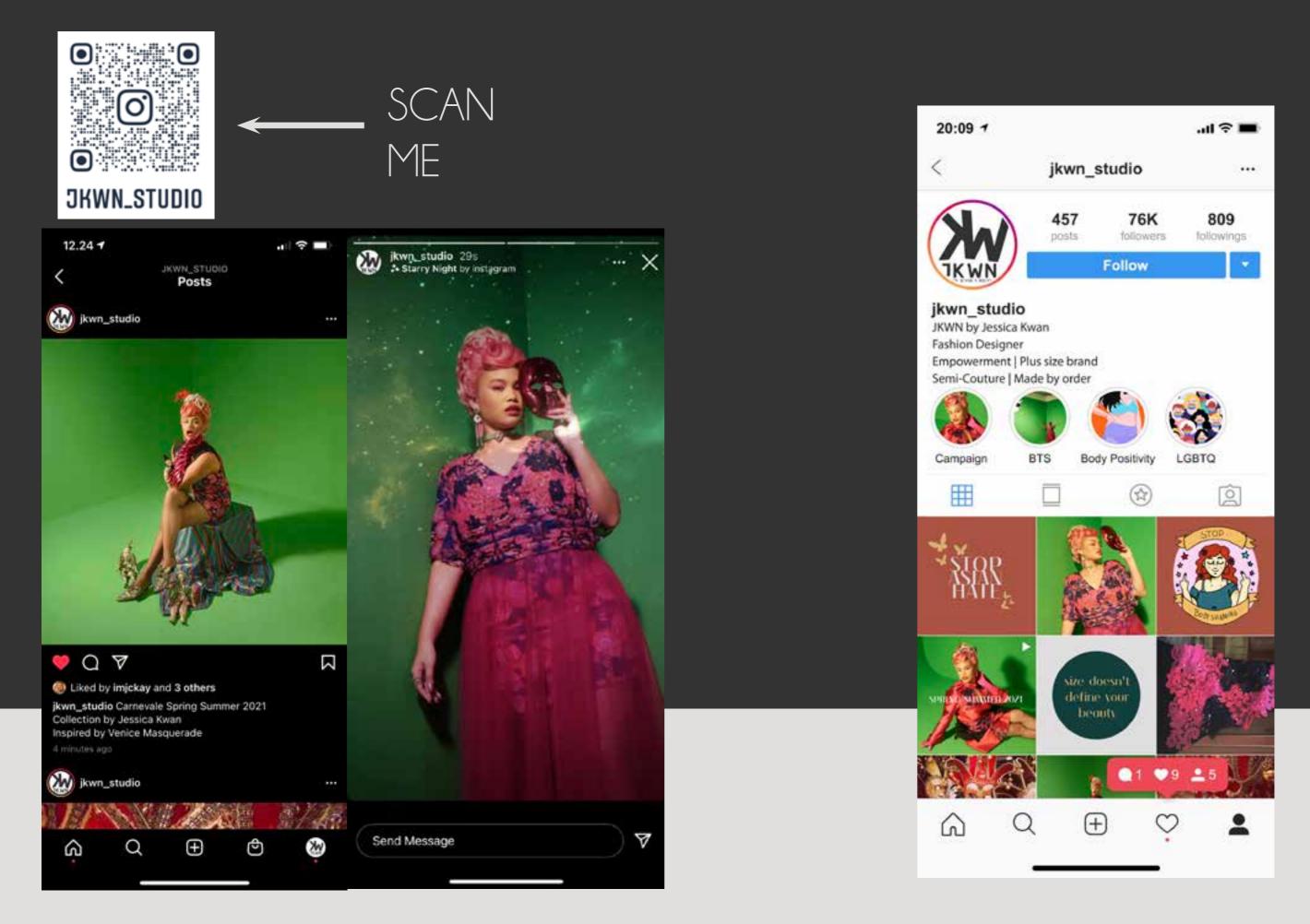


STYLE HAS NO SIZE



size doesn't define your beauty









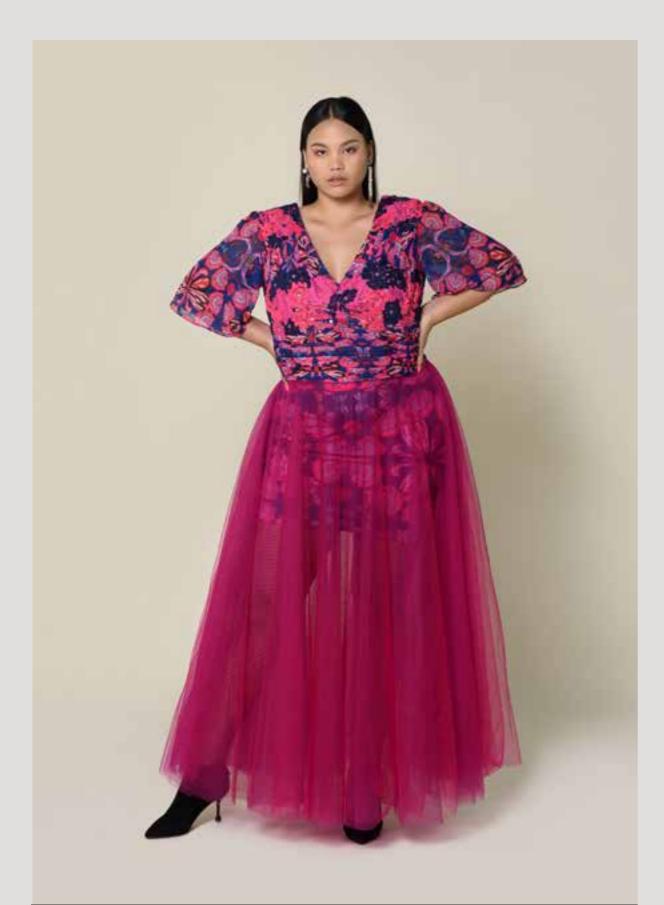


CARNEVALE MINI COLLECTION LOOKBOOK









LOOK 1 SIZE: BUST: 127CM WAIST: 112 CM HIPS: 133 CM



LOOK 1 PRICE DRESS: IDR 999.999 SKIRT: IDR 399.999





LOOK 2 SIZE: BUST: 130CM WAIST: 112 CM HIPS: 133 - 140 CM





LOOK 2 PRICE DRESS: IDR 799.999 SARONG IDR 599.999





WAIST: 112 CM

HIPS: 130 CM







LOOK 3 PRICE TOP: IDR 599.999 OBI IDR 299.999 PANTS: IDR 599.999





LOOK 3 SIZE: BUST: 127 CM WAIST: 112 CM HIPS: 130 CM





OOK 3 PRICE : IDR 799.999 IDR <u>599.999</u>







LOOK 5 PRICE DRESS: IDR 1.199.999



thank you.