

ABOUT US WWW.HUMA-LABEL.COM

A ready-to-wear label based in Jakarta, Indonesia. The brand was born out of the aspiration of 4 visionaries to challenge preconceptions of gender norms and identity.

The brand signature is its *gender-fluid* pieces with *clean minimalistic* silhouettes, dark monochromatic palette, and hints of Asian heritage.

Created with passion and great attention to detail.



MISSION

Our mission is to be a brand that values everybody's desire to express themself freely without any burden of social norms, no matter what their gender. And we want our customers to be able to embrace and celebrate who they are.

VISION

To expand the normality of gender fluidity in garment, as garment has no gender.

VALUE

We believe in the value of everybody's uniqueness and desire to express themself by celebrating who they are no matter their gender.

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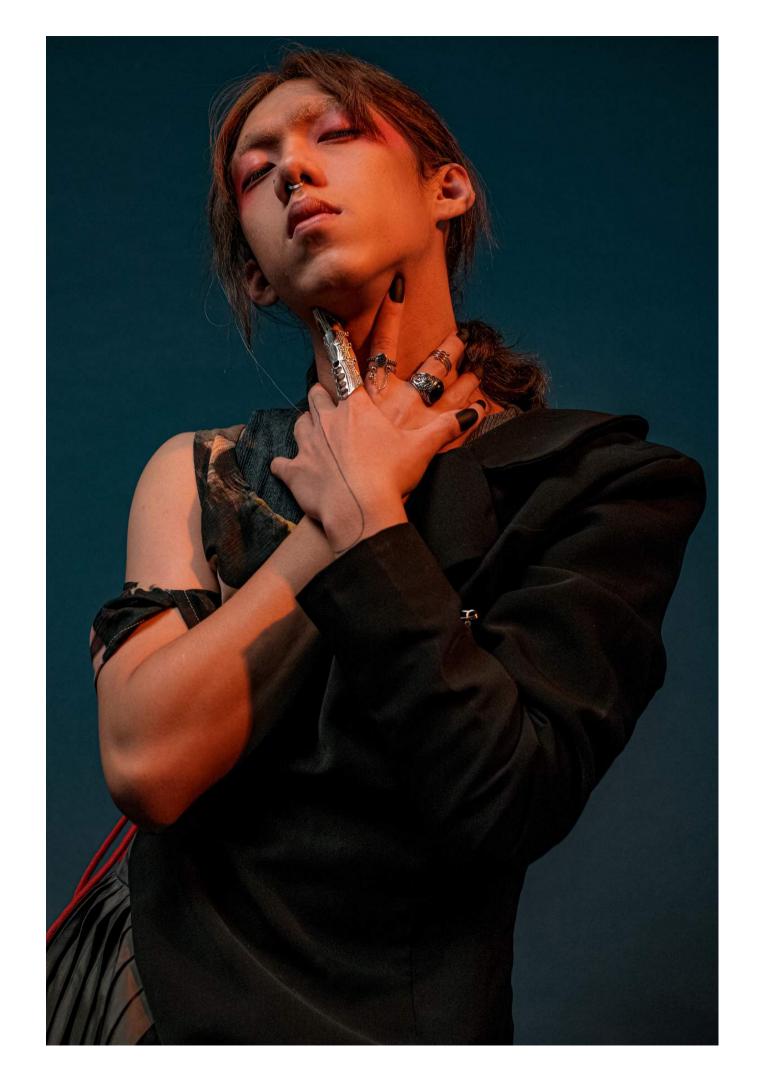


Product

Huma is a ready-to-wear label. We produce gender-fluid garments to challenge preconceptions of gender norms and identity. With clean minimalistic silhouettes, a dark monochromatic palette, and hints of Asian heritage.

Price

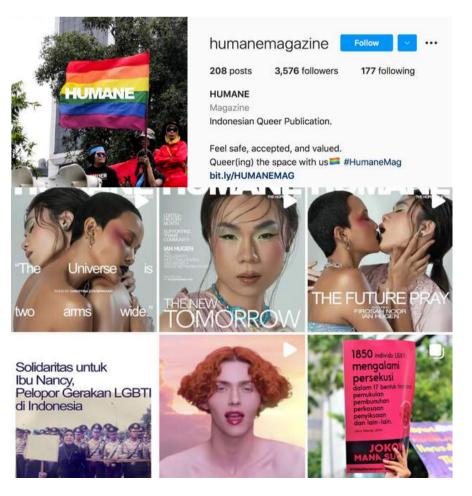
Our price point is ranging from IDR 500.000 - 3.000.000. And targetted toward the middle to upper class.





Promotion

- Social media (Instagram and Youtube) both organic and ads post
- Influencer marketing
- Collaboration with fashion stylist and photographer
- Collaboration with Humane Magazine

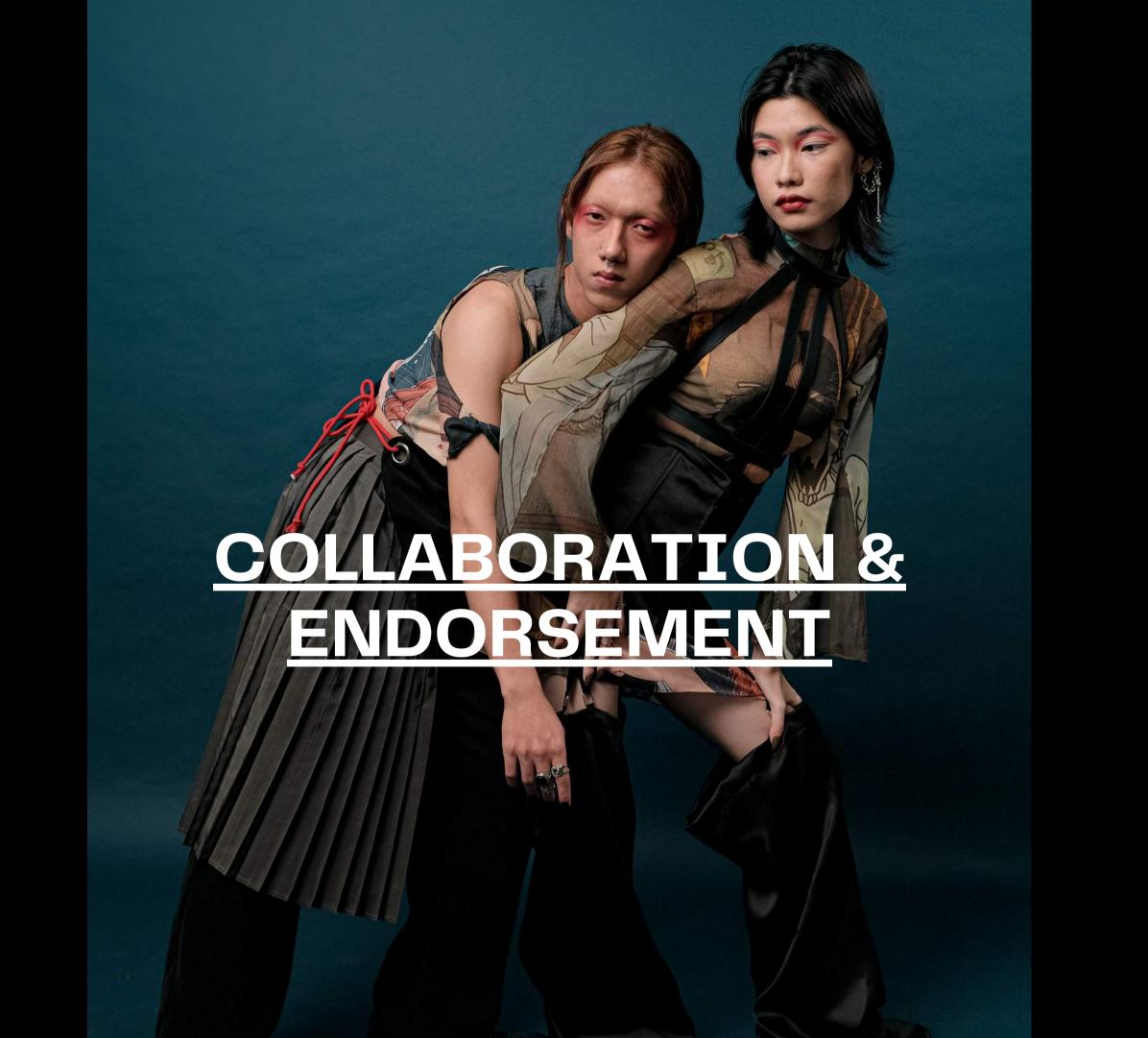


HUMANEMAGAZINE

Humane is an Indonesian progressive media that presents and celebrates diverse stories from sexual minorities. Specifically, we define and articulate the contribution of Indonesian queers to the culture.

Collaboration between HUMA & HUMANE Magazine.

Create an editorial campaign and get features on their platforms.



jonathandytan



727 Posts

7,835 Followers

2,434 Following

Jonathan Andy Tan Artist visual artist stylist • photographer www.jonathandytan.com/

Follow

Message

Email addr...

VISIT



stylin



BTS



 \blacksquare



pemikiran















FASHION STYLIST & PHOTOGRAPHER





Engagement Rate ②



Like Rate ②



0.03%

Comment Rate ②

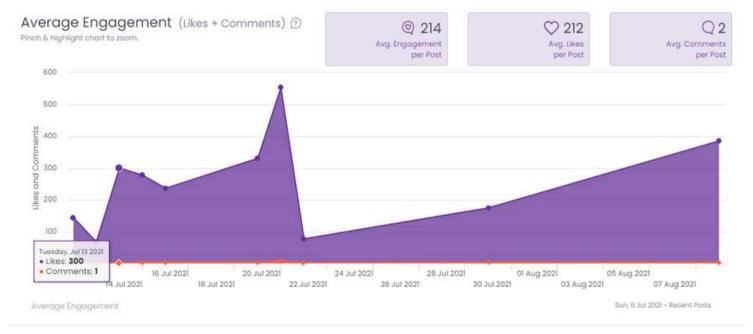
Jonathan Andy Tan

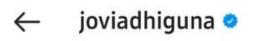
visual artist stylist • photographer

& 2,440

Following

88 7,841 Followers (2)







1,285 Posts

759K Followers

1,974 Following

Jovi Adhiguna Hunter 🦄

Digital Creator

Content creator, best selling author, and part time unicorn @streetboba @gildak.id @theescapadestory

Business inquiries :... more

m.youtube.com/joviadhigunahunter

JUMPSCARES 2 COVID PART 3 COVID PART 2

Follow

Message

Email addr...



















SOCIAL MEDIA INFLUENCER



2.25%

Engagement Rate ②

2.23%

Like Rate (?)

0.02%

Comment Rate (?)

Jovi Adhiguna Hunter 👸



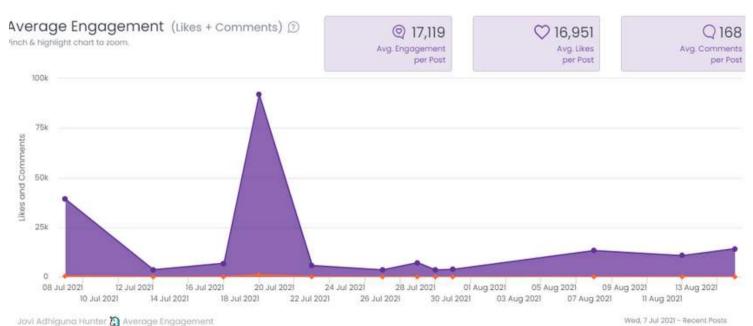
Content creator, best selling author, and part time unicorn 🛠 @streetboba @gildak.id @theescapadestory Business inquiries: Info@sociallyfe.management

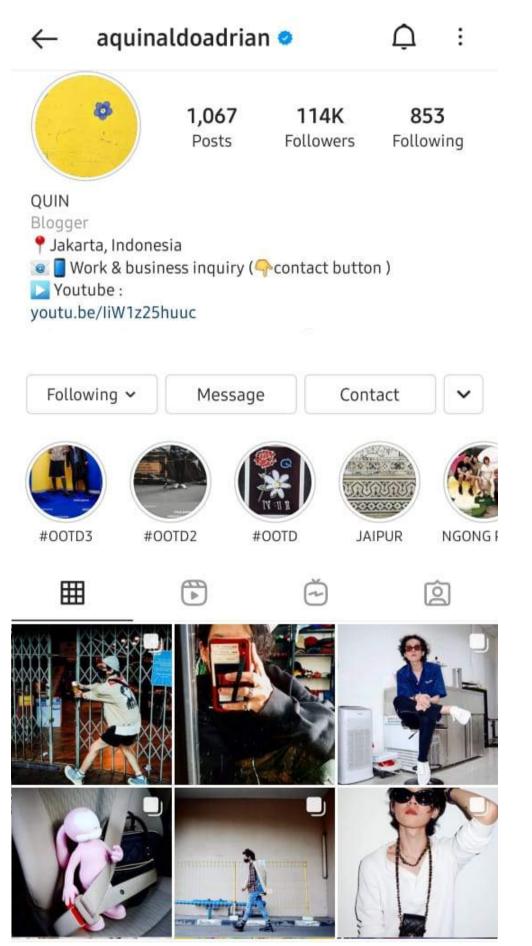
86 760,141

& 1,960

Followers (?)

Following



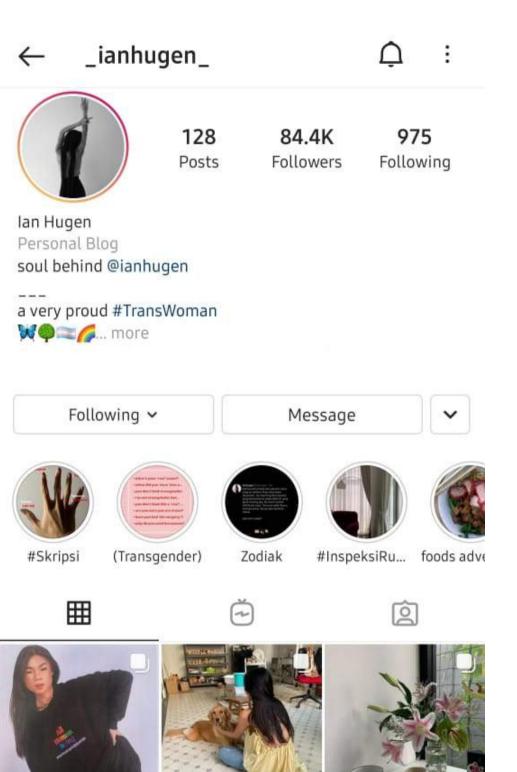


SOCIAL MEDIA INFLUENCER



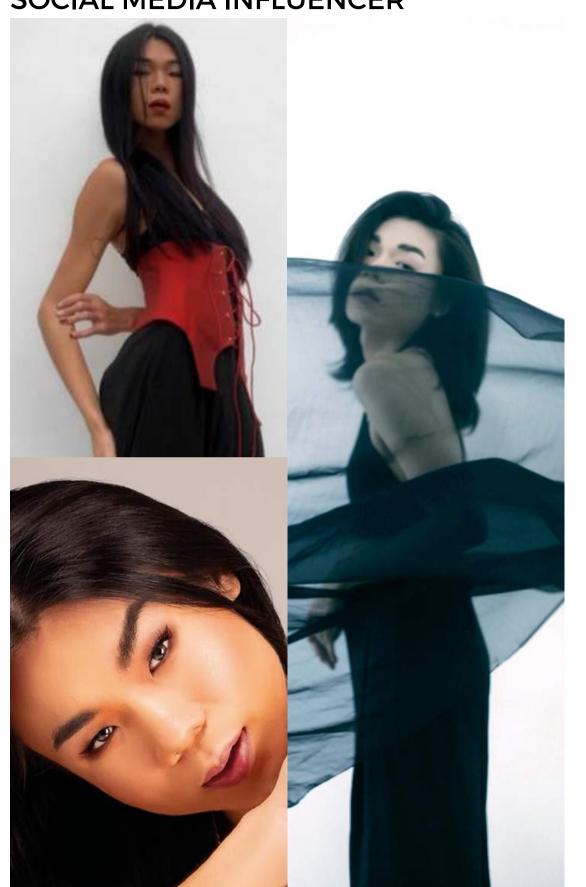






Semua orang memiliki definisi cantik yang berbeda-beda dan jelas,

SOCIAL MEDIA INFLUENCER



Ian Hugen 12.97%

Engagement Rate ②

12.83%

Like Rate ②

0.14%

Comment Rate ②

soul behind @ianhugen #SUNDAYwithlanHugen ___ a very proud #TransWoman ₩ 🎝 🏳 🥰 i

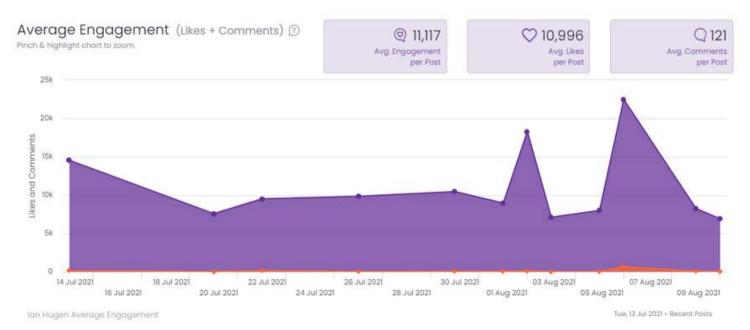
write & i draw sometimes ___

CP(Whatsapp): Chiara - 081355190191

85,678

& 994

Followers 3 Following



luckyoetama

3,208 74.3K 1,336 Followers Following **Posts**

Lucky Oetama Digital Creator Fashion, Travel, & Lifestyle.

Modeling & Inquiries: luckyoetama@gmail.com

**: @connivestudio... more www.connivestudio.com/

Following ~

Message

Email addr...











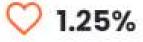


SOCIAL MEDIA INFLUENCER



1.29%

Engagement Rate ②



Like Rate ②

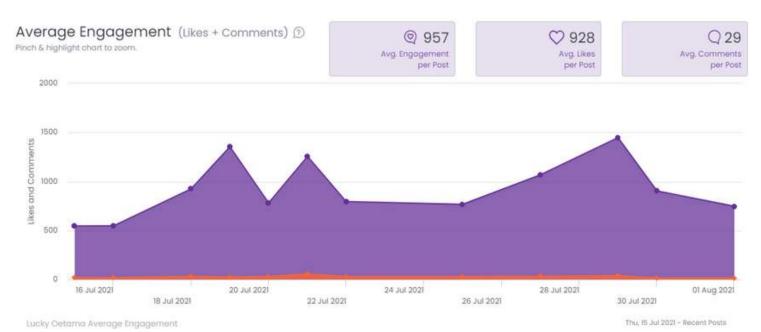
0.04%

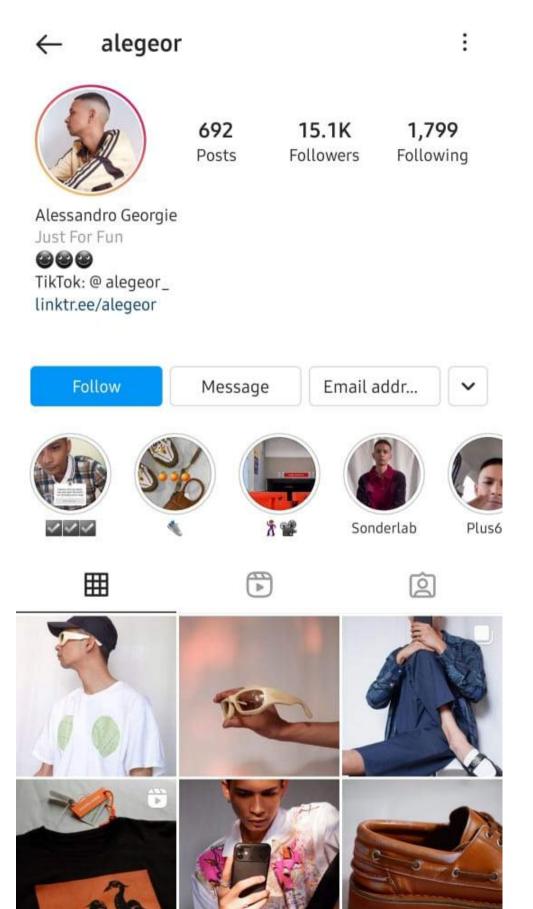
Comment Rate ②

Lucky Oetama

Fashion, Travel, & Lifestyle. Modeling & Inquiries: luckyoetama@gmail.com 🖀: @connivestudio An #ESFP # #whywhiteworks creator ♡

& 1,335 8 74,248 Followers (2) Following





SOCIAL MEDIA INFLUENCER

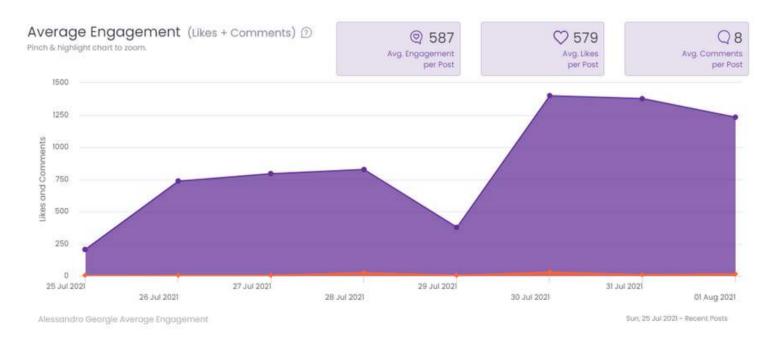




3.76%

Like Rate ②



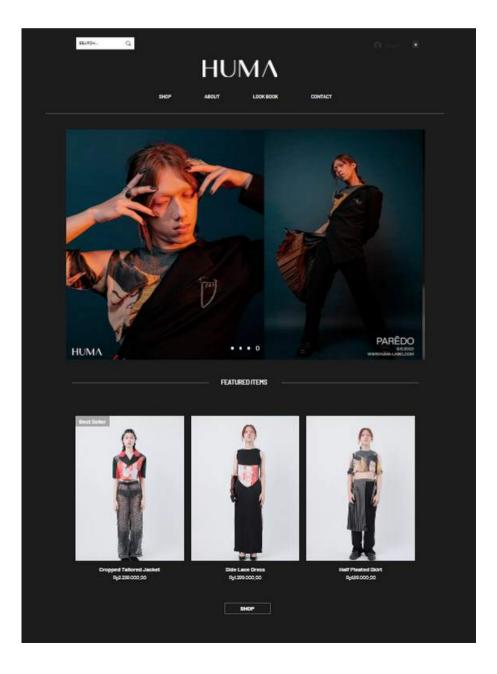


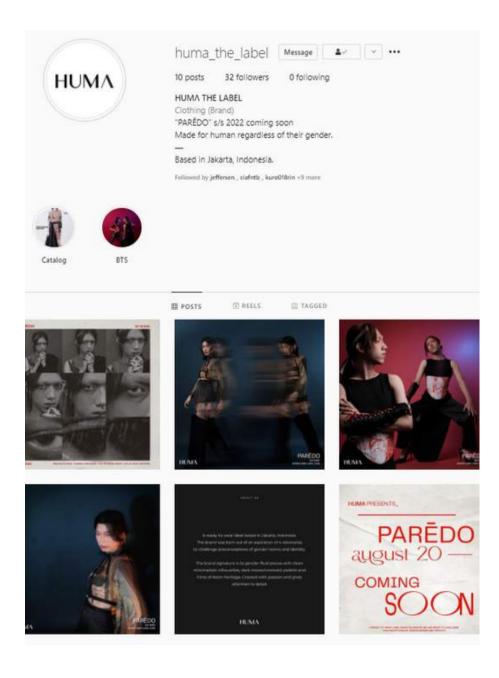


Place

Our selling platform :

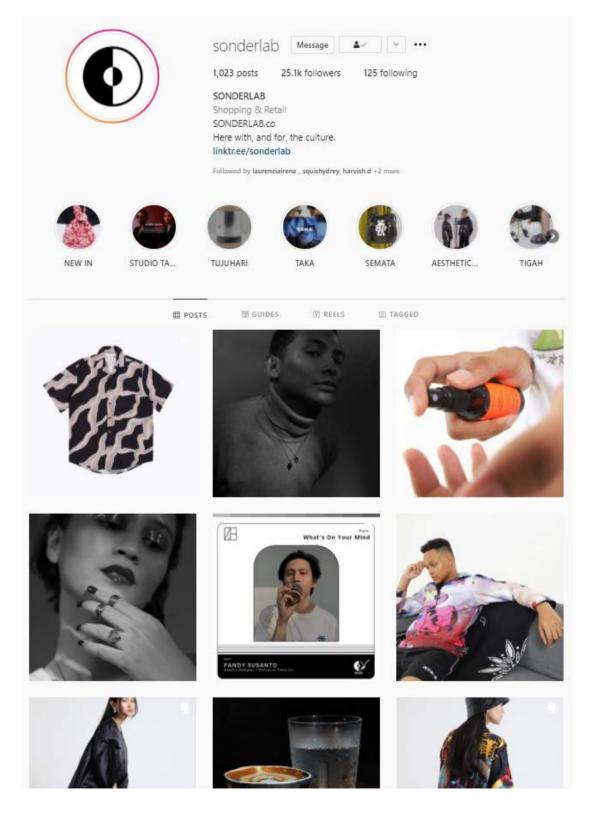
- Our own website www.huma-label.com
- Our stockist collaboration with sonderlab, through their website www. sonderlab.co, and instagram @sonderlab



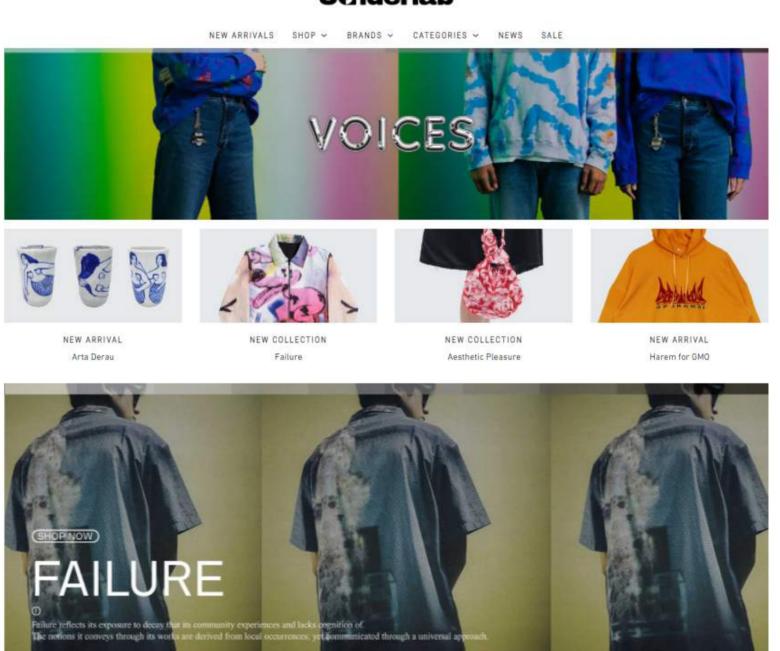


@SONDERLAB

An online platform for many brands to put their stock of products to be sold and promote to other brand target markets. with similar concepts or aesthetics.



Sønderlab



BRANDS AVAILABLE @SONDERLAB

TAKA





Sendental Lecturum
BUGGY NYLON DIVINE SHORT BLACK/BLUE - SONDERLAB X
TAKA
IOR 349,000



Seneurius Entimose
VYLON DIVINE SHIRT BLACK/BLUE - SONDERLAB)
TAKA
IOR 529,000



Senderias Enclaire
BUGGY NYLON DIVINE TROUSER BLACK/BLUE - SONDERLAB
XTAKA
IDR 459,000

$@Gia_thebrand$





GIA.

YASMEEN DRESS PEA
IDR 600,000



GIA.
YASMEEN DRESS BLACK



SAMANTHA SKIRT CHAI IDR 450,000

ONE OFF ONES





One Off Ones

DARK GREY 604 SKIRT DARK GREY

IDR 450 000



One Off Ones

BLUE PURPLE 915 CORSET BLUE

IDR 850,000



One Off Ones

BLACK 701 TROUSERS BLACK

IDR 750,000

Demographics

- All gender
- Majority 17 29 years old
- Live in a big city
- Student, start-up, or working
- Single, in a relationship, or married
- Fashion enthusiast, experimental, and tech-savvy

Goal and Responsibilities

To wear garment that will express who they are, made with a good material and easy to mix and match.

Buyer's Journey

- On learning stage on how to express themself
- identity crisis

Channels

- Social media
- Stockist @sonderlab

Needs Frustrations

- People were too conscious of expressing themselves because of the existing social norm.
- Each gender was socially pressured to look and act in a certain way.

Buying Roles

- Influencer
- Savvy buyer
- Fashion forward

Sources of Information

- Social media (Instagram)
- Brand website



Problem

- People were too conscious expressing themselves because of the existing social norm.
- Each gender were socially pressured to look and act in a certain way.

Solution

- Creating garments for all genders to express themselves freely through fashion.
- Creating a new definition to gender neutral fashion that doesn't always have to be basic garments.

Value Proposition

The liberty to express who they really are.

Existing Alternatives

- Fast fashion brand (local and international)
- Independent brand (local & international)

Key Metrics

- Sales
- Social media engagement

High Level Concept

We design clothes that fit silhouettes of both women and meanwhile complimenting the wearer to express themselves through their clothing.



Unfair Advantage

Our designs are wearable for men and women.

Costumer Segments

- All gender
- Majority 17 29 years old
- Live in a big city
- Student, start-up, or working
- Fashion enthusiast, experimental and techsavvy

Cost Structure

- Production cost
- Operational cost (salary, electricity)
- Digital marketing (Instagram ads)

Channels

- Direct sales via our own ecommerce website
- Stockist @sonderlab
- Social media presence: Instagram, TikTok, Youtube

Early Adopters

Late teens to late 20's of all genders who are living a metropolitan lifestyle and are expressive to the way they dress and are not condoned to social norms.

Revenue Streams

Sales: both direct and wholesale