

BRAND BOOK



BRAND BOOK





Table of Contents

Cover	01
Table of Contents	02
Introduction	04
About us	05
Target Market	10
Competitors	11

table of contents



table of contents



Positioning

16

Visuals

20

Stationery

24

Media

31

Lookbook

33

Introduction

To me personally, fashion is a way of speaking what is can not be said and a way to show what is can not be shown. Fashion comes in with many varieties with different colors, shapes, characteristics, meanings and purposes.

Back in mid 1970s, there is a fashion style arose that enables women to establish their authority in a professional and political environmental that is traditionally dominated by men called "power dressing". Today, the world has made incredible progress in shattering the glass ceiling and empowering women.

But there is still a long way to go considering the double standards women have to face. The double standards can be known through the forms such as male privilege, patriarchy, gender discrimination, sexual harassment, belittling women, violence against women and sexual objectification.

With this issues still exists and might happen to anyone, I wanted to help all of the women out there to stands on their ground. I wanted to make women to feel powerful, confident and knows that they are worth it through my collection.



About Us

ESPADA in British means sword, not an ordinary sword but a thrusting and striking sword that is usually used or worn for formal or ceremonial occasion. ESPADA describes our brands well where there are thrust between the brand and customer, and the products are striking for formal or any special occasion.





Summary

ESPADA is a lifestyle brand, associated with adjective expensive, exclusive, high quality, elegant and creative.

We provide our customer with a smart clothing suitable for formal and semi-formal occasion, our collection are very distinctive because we combined classic with modernity and lastly finished with a twist.

Through our collection we wanted to celebrate women's success together and we believe that every woman can be successful.



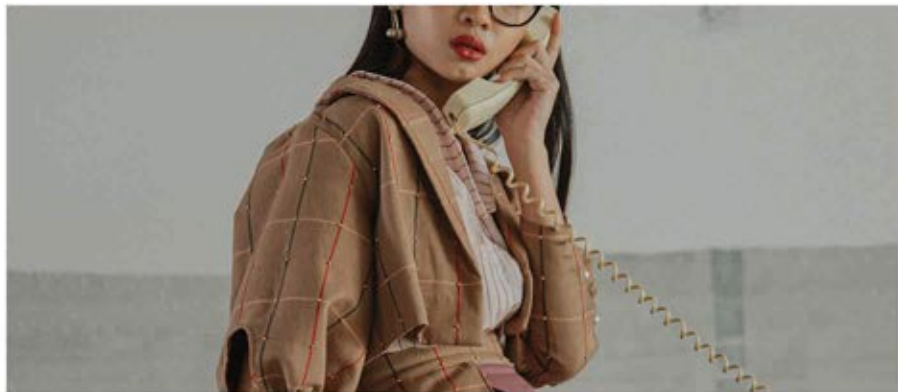
Vision

Provide women with smart, good quality garments that gives them confidence and courage in their daily life to achieve their success.

Mission

To become the ultimate house at world-wide level, provides smart casual ready-to-wear garment.





Keywords

friendly, classic and modern, smart, formal and casual.

Target Market

ESPADA aims for professionals and an assertive women aged between 24 to 35 years old that has access to disposable income.

A women who lives in a big busy city and loves to go out with classic and smart outfit to socialize. An elegant, charismatic and charming women who is always passionate and confident in themselves.

10 Competitor



NAMELAZZ



LICHI



CEDELAR

NAMELAZZ

NAMELAZZ is a Russian brand of women's clothes founded by Kristina Khasyanzhina in 2017. The name 'NAMELAZZ' takes root from the word 'nameless', originally they did not want the clothes they produced to be associated with the name of the founder because the clothes must speak for themselves.

The concept of NAMELAZZ has been based of the image of their target market which is elegant, feminine and sophisticated girls. NAMELAZZ main pieces of clothes are corset dresses which can be easily called the DNA of the brand, neat and practical suits, perfectly fitted tapered trousers and dresses. Their prices ranged from Rp. 287.038,00 - Rp. 2.277.171,00.



Lichi

Lichi is a fashion brand based in Germany which explores, inspires and operates worldwide. They aims to combine everyday practicality with stylish essentials. All of the products are designed in-house and delivered online and in-store.

Lichi made a stylish on-trend feminine pieces that elevate everyday woman's wardrobe. By following latest in-vogue prints and features, they designed and produced new elegant garments and simple yet stunning accessories. Their products range from knits, jumpsuits, swimsuits, outers, tops, bottoms and dress. The prices range from Rp. 399.713,52 - Rp. 4.078.431,51.



CEDELAR

CEDELAR is a new concept store based in France. They offer their customers a unique, innovative and sophisticated line of clothing because everyone has their own style of clothing. Innovation is the key and spirit for CEDELAR. Their collections are aimed at hype babes, the elite seeking to combine originality and classicity.

They always offer products that have a unique fashion experience, a chic classic style with a subtle touch of modernity. Their products range from lingerie, shoes, accessories, bags, outers, tops, bottoms and dresses with price between Rp. 427.382,85 - 4.273.828,50.



**I want every girl to know
that her voice can change the world.**

- Malala Fund

15



Strength

- Build good relationship with customer.
- Blending classic and modern so it will not be outdated.
- Adds twist into something basic.

Weakness

- Minimal fabric resources.
- Slow production.

POSITIONING

SWOT

Opportunities

- Fresh and new idea for ready-to-wear in Indonesia.
- Layering is quite the trend because people wanted to look different.
- Shift from local to global market through digital marketing and online sales.

Threats

- Hot weather in Indonesia that some garment could not be worn outdoor.
 - Competitor can erode market share if cannot innovate fast enough.
 - Competition stepping up marketing and advertising rapidly.



ESPADA



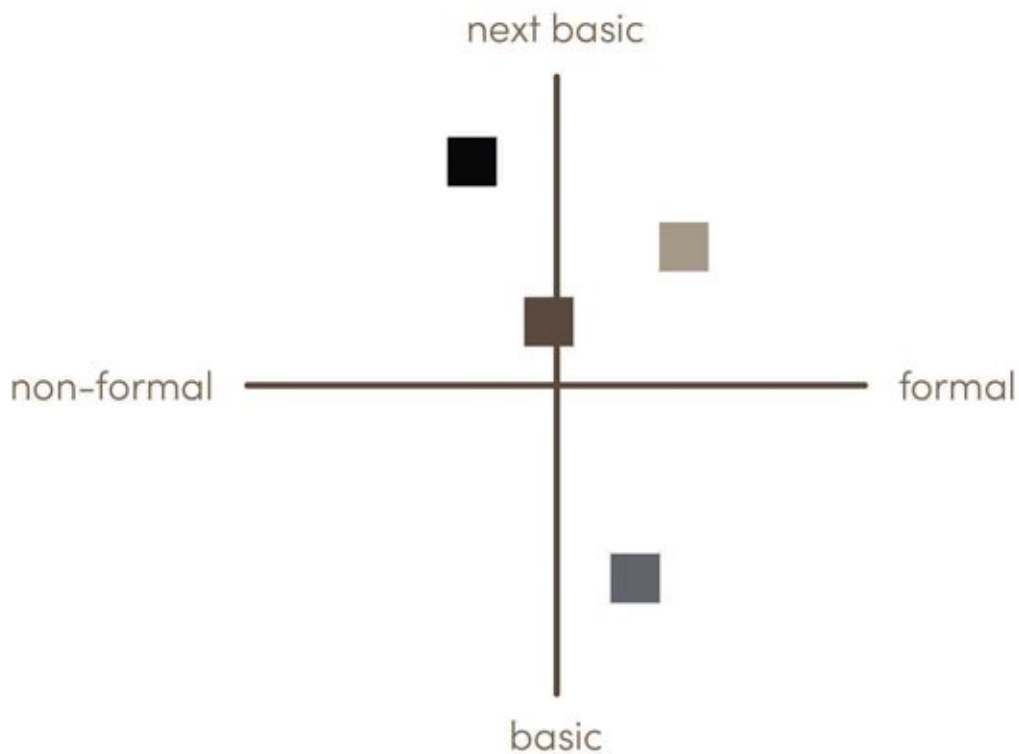
NAMELAZZ



Lichi



CEDELAR





POSITIONING

'ESPADA' name with Regular Sinhala MN font, a straight with thin and thick line to show women's uniqueness where women can be really sharp and strong while being elegant and soft. A simple and straightforward font that stands in between the classic and modern as a way to show the brand's DNA.

— ESPADA

Logotype



Logogram

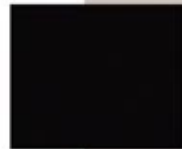
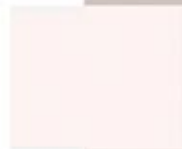
— A combination of a sword put inside of a circle. The sword itself symbolize the brand's name and identity. The circle with continuous line have the similar meanings to 'the circle of life'. The shape also can be interpreted as 'a path that has no end'.



VISUALS



brand color



brand color



Bold Sinhala MN

Light Sofia Pro

Caviar Dreams

**Brand
Fonts**

MOODBOARD



STATIONERY



Namecard

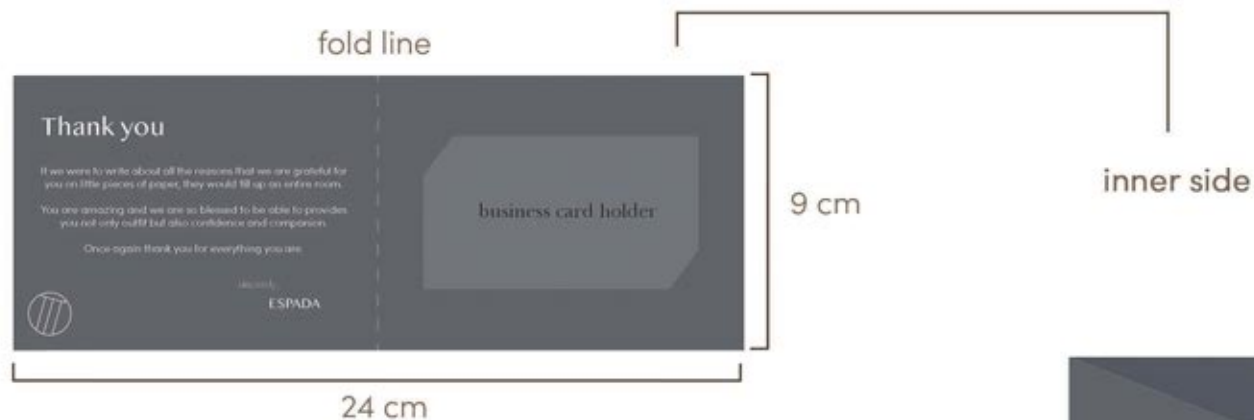
A simple namecard printed with Art Paper 260 by using INDIGO printing machine. 2 different colors on each side, the front is creamy greyish color with brand logo on the center. The back is colored black with zoomed brand logogram and contact person.



Label Tag

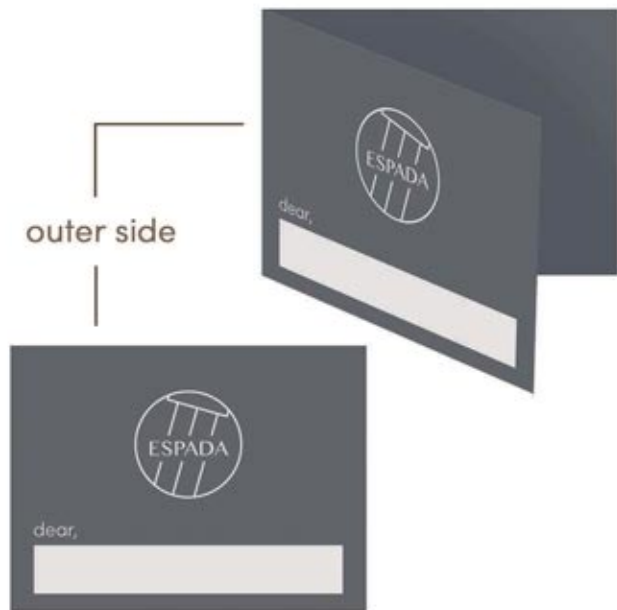
Premium black silk label tag with simple design only with brand logogram on the centre.





Thank You Card

A thank you card that will be given in every purchases as our little way of showing gratitude. Printed into Art Paper 260 with greyish blue color with INDIGO printing machine. Folded type thank you card with the outer side consists of the brand logo and a box to write the customer's name, the inside consists our little love letter to our customers with a namecard holder on the side.



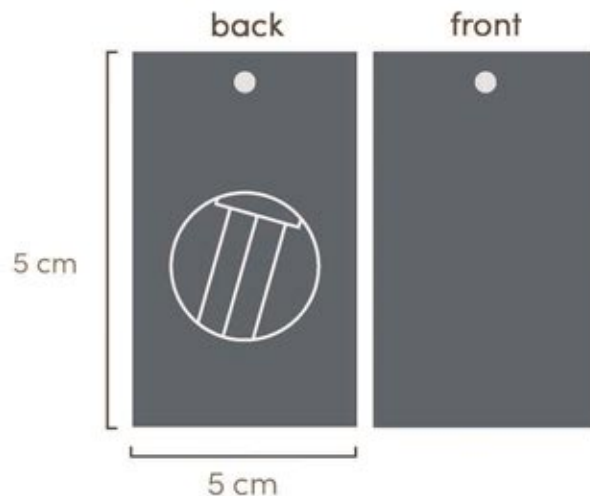


Swing Tag

A creamy greyish colored swing tag, printed with Art Paper 260 with INDIGO printing machine. The tag consists of information about the products such as the type, size, materials, price, barcode, website, brand logotype and how to take care of the products.

Brand Tag

A simple greyish blue colored brand tag with brand logogram on the center, printed with Art Paper 260 with INDIGO printing machine.



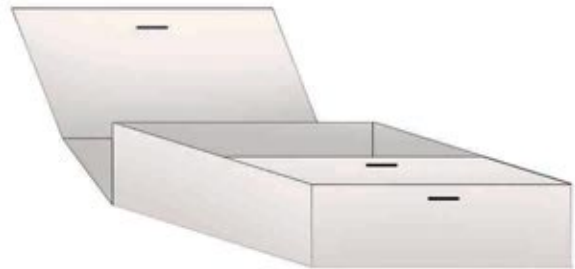
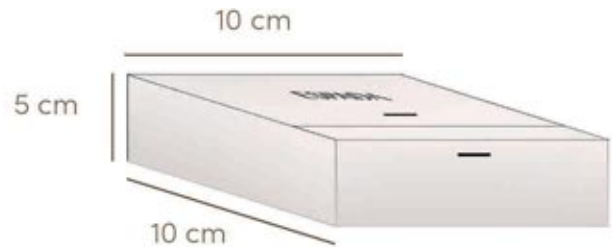
Garment's packaging

Simple and sophisticated garment's packaging, made similarly with a small black suitcase with logogram emboss on the center. Strong and secure packaging with Art Paper 260 layered with 250mm carton, elegant silk ribbon as the handle.



Jewelry's *packaging*

Luxurious and elegant jewelry packaging, made with a strong and secure Art Paper 260 layered with 250mm carton, using elegant black silk ribbon to secure the opening. Then comes with a small dust bag made with soft and high-quality cotton.





Bundle's *packaging*

Special simple and sophisticated packaging for jewelry and garment that was designated for member only, made with box with logogram emboss on the center. Strong and secure packaging with Art Paper 260 layered with 250mm carton, elegant silk ribbon as the handle.

PACKAGING



PACKAGING

Paperbag *packaging*




Simple paperbag for large purchases, made different with black silk ribbon handle that will prevent from the paperbag tearing and also a logogram emboss on the center. Strong and secure packaging with Art Paper 260 layered with 250mm carton colored in creamy grey color and a little greyish blue stripe on the lower.

30

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50 Posts **15M** Followers **100** Following




ESPADA
Clothing (Brand)
Be strong, be beautiful, be you.
whatsapp : 082144587782
LINE : @espada.official
www.espadaofficial.com
Ship internationally
[linkin.bio/espadaofficial](https://www.linkedin.com/company/espadaofficial)






View Shop

Following  Message Email 

 New in  Care Tips  Announcem...  Photoshoot  The Staples

   Style Office & Daily

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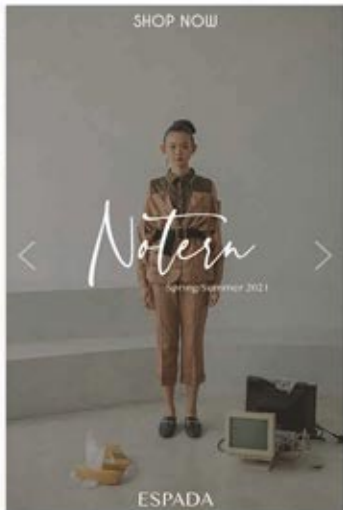
 HOW TO Success at Work   Notem

  ESPADA 

 Be strong, be beautiful, be you. - ESPADA.   ESPADA

new arrival clothing shop by style collections best sellers the staples



NEW ARRIVAL



Notern SET 1
Rp. 1,000,000.00



Notern SET 2
Rp. 1,000,000.00



Notern SET 3
Rp. 1,000,000.00



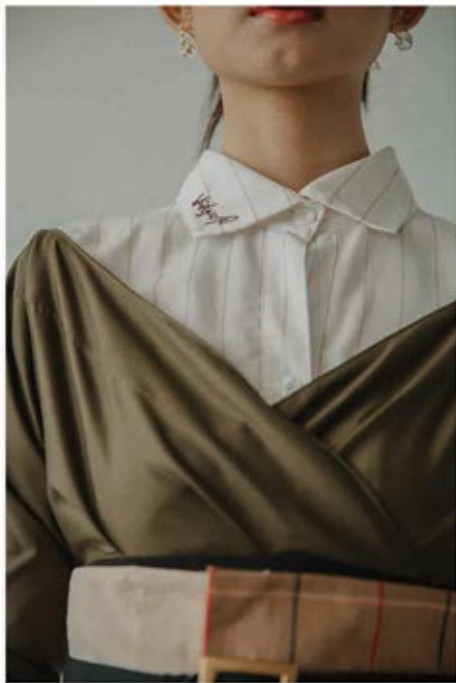
Notern SET 4
Rp. 1,000,000.00



Notern SET 5
Rp. 1,000,000.00



LOOKBOOK



Items

shirt dress | dress | wrap skirt | belt

Materials

cotton | wool | polyester

Size S

B 78-82 | W 58-61 | H 86-89







Items

shirt | sweater | cropped suit | obi | pants

Materials

cotton | wool | polyester

Size S

B 78-82 | W 58-61 | H 86-89



Items
shirt dress | skirt

Materials
cotton | wool

Size S
B 78-82 | W 58-61 | H 86-89







Items

shirt dress | skirt | obi | cropped outer

Materials

cotton | wool

Size S

B 78-82 | W 58-61 | H 86-89



Items

shirt suit | pants | belt

Materials

cotton | wool

Size S

B 78-82 | W 58-61 | H 86-89





