



# NOWTS

No One Wears The Same



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# Introduction

Established in 2021, NOWTS is a fashion brand that prioritizes togetherness and the environment and differences that bring individual uniqueness to each design.

Founded by Nadia Utari Sukmawijaya as a creative director who wants to create a brand that can help many people in terms of creativity and materials. Because to wear beautiful clothes is not seen from the outside but the inside.

Many people have talent, but some of them can't develop it. Thus, NOWTS gives customers chances to help them and provides benefits by establishing a community.

NOWTS will continue to develop in terms of design and mission to become a brand that cares about the environment and people.



# NOWTS

No One Wears The Same

## About Us

NOWTS has a meaning each individual has a different appearance and story in their life. They have different characteristics, feelings, and physicality. Those characteristic affects what other people see on us, same as the clothes we wear that attract people's eyes. Besides that, the meaning of the brand name, as well as the designs that will be producing, have a slight difference in each item.

For the fonts, I used Koho and Gaegu. Those fonts have a light line and round shape. Although some sides tend to taper, all over the font has a fun feeling.



## Summary

NOWTS is a brand that wants to build a community that can help many people and the environment. We strive to use materials that can be recycled and do not harm nature, from the materials to the packaging we used. Apart from providing social experiences to customers, we also give a pleasant impression on the design.

We have products that are designed from start to finish to produce a special product. Some of them are top, crop top, long dress, pants, jumpsuit, outer, and kidswear. Every product made has one different thing. NOWTS adds accents in the form of varying embroidery/fabrics/ patterns on each item, this is to give a memorable impression to the customer because there is only one in the community..



# Vision

To become the number one fashion brand with a big community with an innovative idea and help people in Indonesia.

# Mission

- Always innovate in sustainable ways to protect the environment and surroundings
- Producing clothing with different embellishment each item and limited item
- Being a brand that addresses everyone's body problems
- Every year, it provides opportunities for people who are unable to do their creativity and make money





# Brand Keywords



## **-Progressive**

NOWTS is a brand that builds from small to develop into a brand that many people and fashion lovers can trust, also every year, there will be new brand innovations that make NOWTS always progressive.

## **-Playful**

Our design, motifs, service, and event that will behold has a playful feeling. Not only the brand, but the customer can feel it.

## **-Sustainable**

We always take responsibility for the environment. We always try to develop our making process also the packaging to make it sustainable as possible.

## **-Community**

Our main mission to make this brand to create a special product. We want to build a community. They can help us bring an idea or help people who are unable from the event that will behold twice every year.

## **-Social**

NOWTS wants to help as many people as we can, from the product that unsold, we will give the product to unable people, and they will redesign it to a new special piece, and the product will be sell to the public.

# Target market

NOWTS aims for professional and freelance women, aged between 20 to 35 years old, that have middle to high income with the upper-middle-class life cycle.

A woman who loves to join a community, like anything about art & motifs, eco-friendly, and loves to travel. A woman who lives in big cities around the world. A cheerful, creative, charismatic, and caring to other people.

## Brand SWOT

### Strength

- There are many variations in body sizes
- Have a good quality product
- Professional brand service (being able to exchange (product exchange)), automatically payment process
- Sustainable brand
- Each item have a difference, so no one wears the same item

### Opportunity

- Relationships with customers
- Actively build a new collection
- Actively make an event
- Have a good community
- Ship to Worldwide

### Weakness

- The clothes can't be daily wear
- Limited design and item
- Slow production

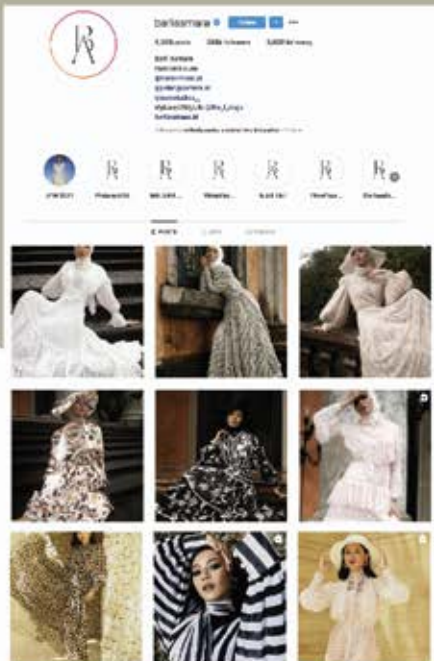
### Threat

- The style is quite different from the Indonesian fashion sense



# Competitor

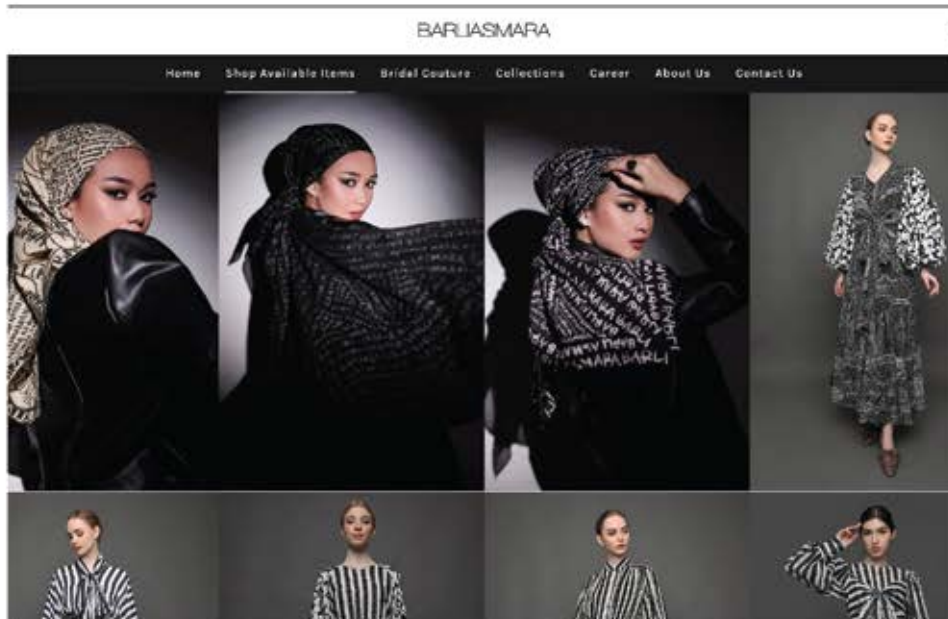
Barli Asmara



Based in Jakarta

Target market: 24-38 years old

Quality : High quality



## Product:

Accessories: IDR 200.000

RTW Dress: IDR 719.000-1.319.000

Shirt : IDR 499.000-649.000

Jumpsuit : IDR 789.000-1.049.000

Bridal Couture: IDR 85.000.000

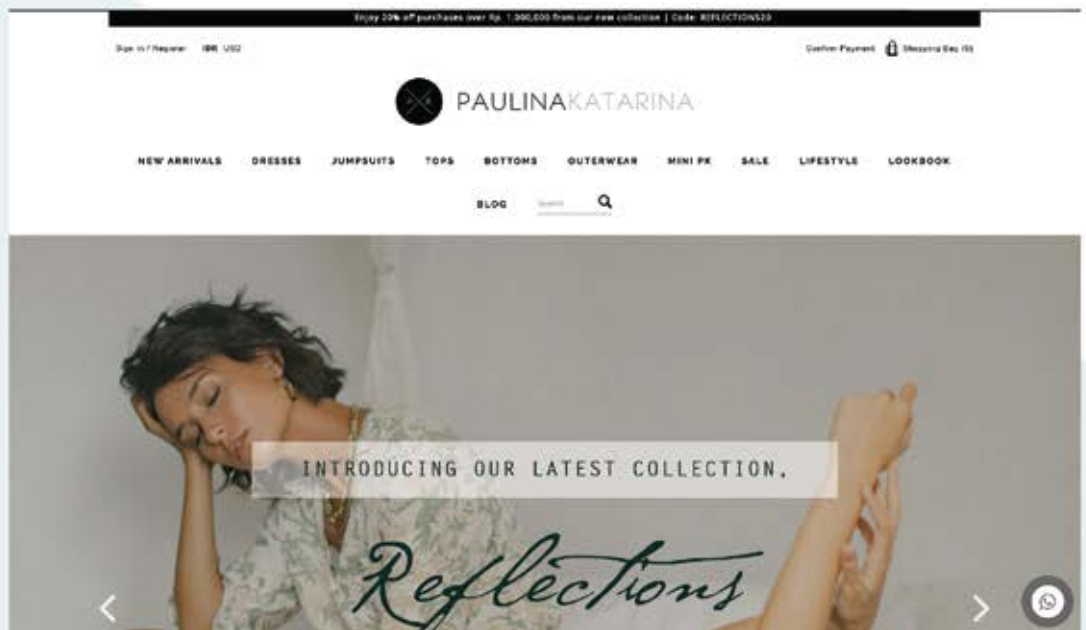
# Paulina Katarina



Based in Bali

Target market: 20-35 years old

Quality : Medium to high quality



## Product:

Dress : IDR 750.000-1750.000

Jumpsuit: IDR 650.000-1.300.000

Top: IDR 220.000-995.000

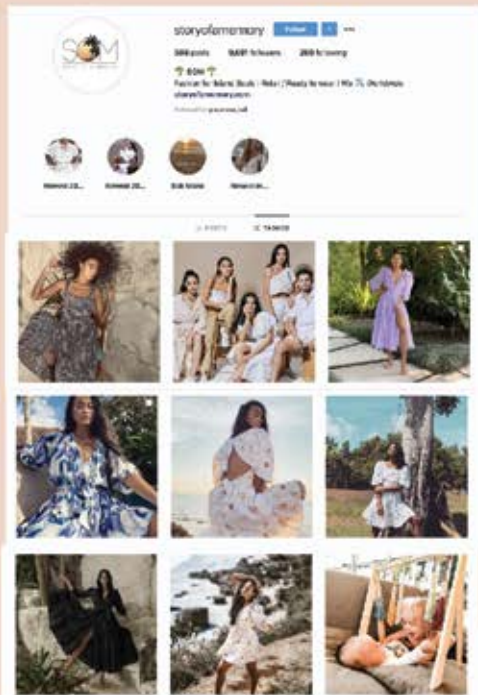
Bottoms: IDR 515.000-1.100.000

Outerwear: IDR 630.000-1.150.000

Kidswear: IDR 265.000- 595.000



# Story of a Memory



Based in Bali

Target market: 23-35 years old

Quality : Medium to high quality



## Product:

Womenswear : 399.900-1.900.000

Menswear: 290.000-599.000

Kidswear: 299.000-699.900

# Brand Positioning



## Notes:

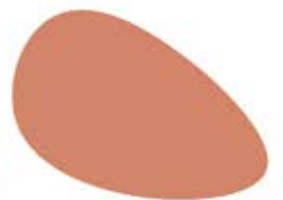
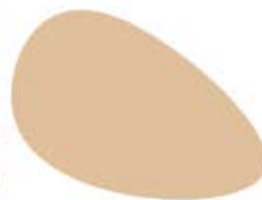
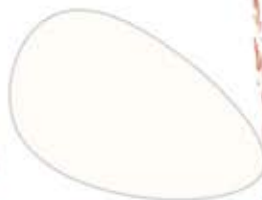
1. Barli Asmara has high quality with a high price
2. Paulina Katarina has medium to high quality with medium to high price
3. NOWTS has medium to high quality (almost the same quality as Paulina Katarina) with medium to high price. But more affordable than SOM
4. Story of Memory (SOM) has medium to high quality with medium to high price.



## Brand Visual



NOWTS  
No One Wears The Same



Brand Color



# Moodboard



# Brand Font

## Font : Koho

Aa

No One Wears The Same

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890!@#\$%

## Font : Gaegu Light

Aa

No One Wears The Same

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890!@#\$%

## Font : Josefin Slab

Aa

No One Wears The Same

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890!@#\$%



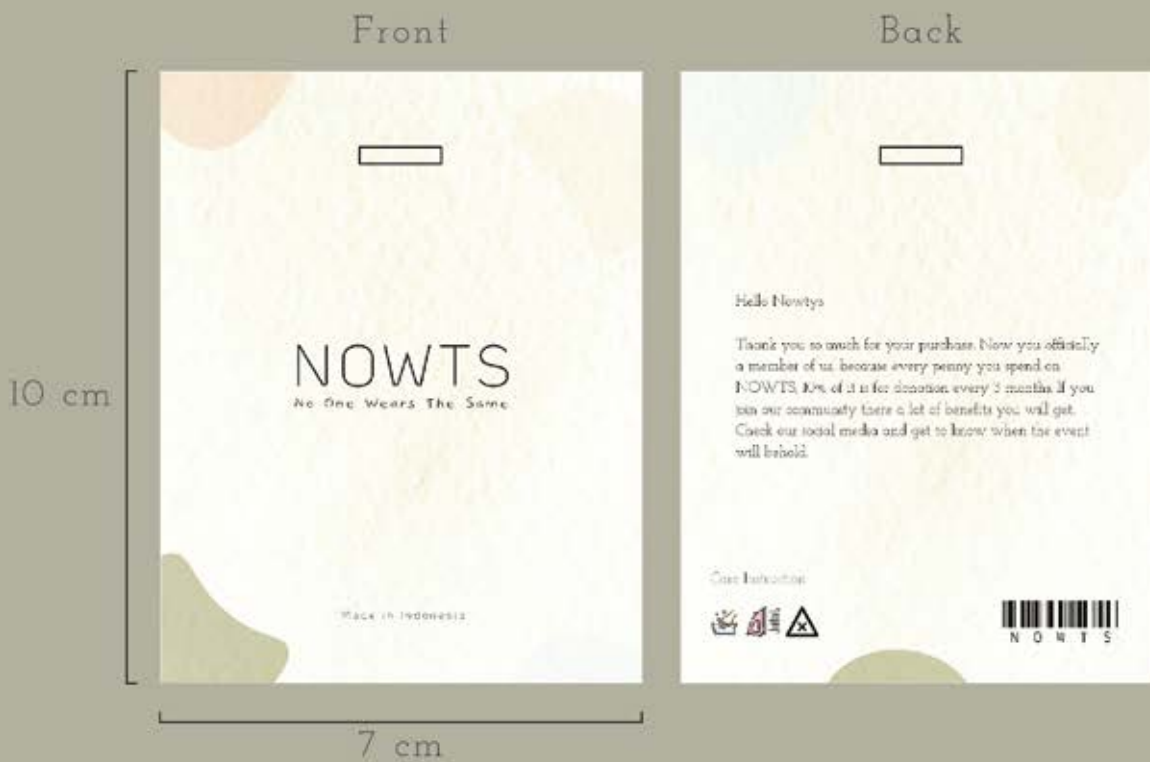
brand  
collaterals



# Name card



# Hang tag



# Label Tag





# Packaging

## Paper Bag

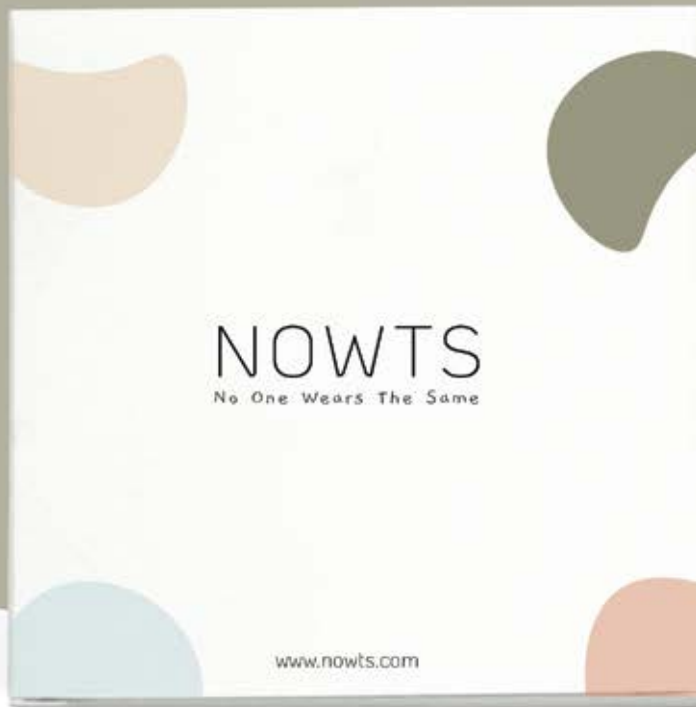
Size : 50X40X15cm



## Wrapping Paper

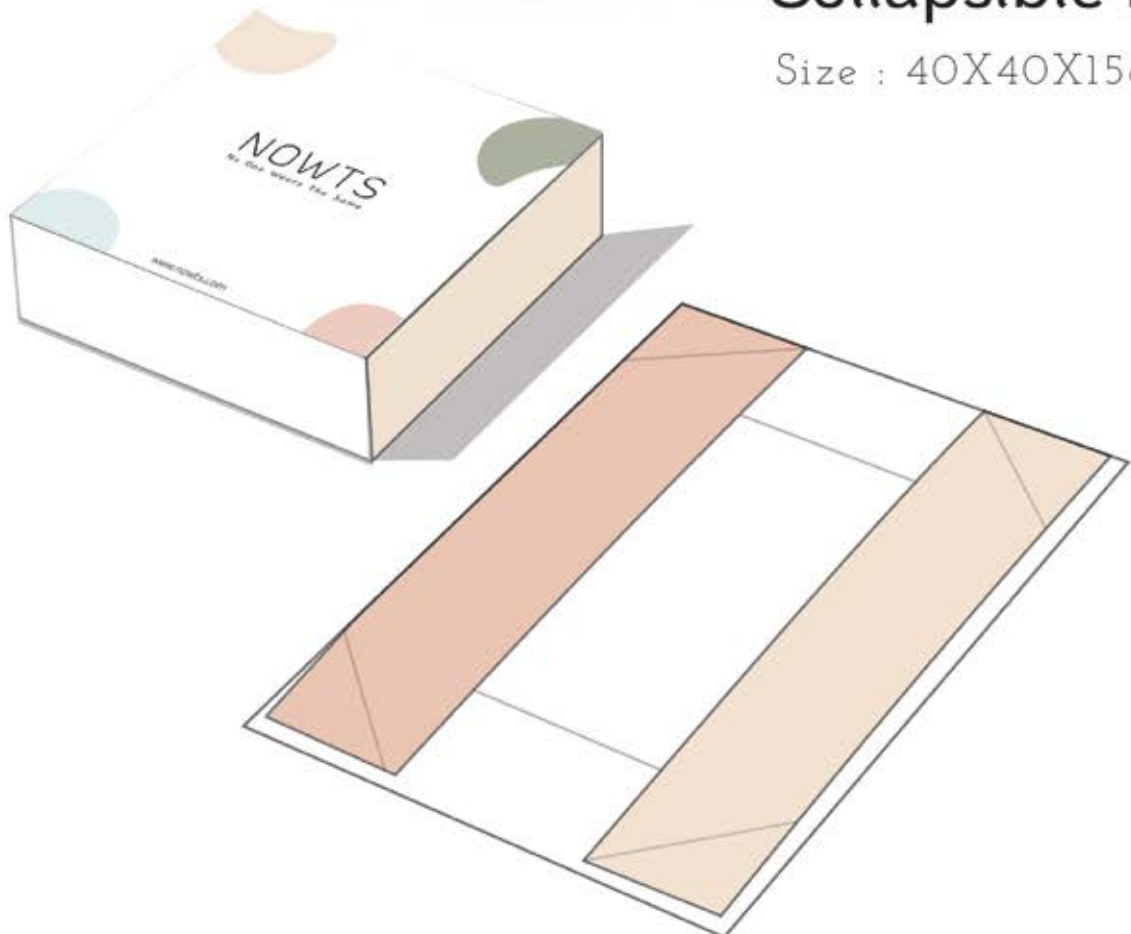
Size : 37x 120 cm





## Collapsible Box

Size : 40X40X15cm





Media

# Website



# Instagram

The image shows the Instagram profile for 'NOWTS'. The profile picture is a circular logo with the text 'NOWTS' and the tagline 'No One Wear The Same' below it. The bio includes 'No One Wear The Same', 'Ball, Indonesia', and the website 'www.nowts.com/new-arrivals'. The page shows 12 posts, 70k followers, and 7 following. Below the bio are four circular icons labeled 'WEBSITE', 'NEW ARR...', 'DETAIL', and '5521 CAM...'. The main content area is a grid of 12 posts. The posts include: a close-up of a white garment with green leaf patterns; a smartphone displaying a website on a white surface; a woman in a white dress holding a small plant; two hands holding each other, one wearing a white ruffled wristband; a close-up of a white sleeve with buttons; a woman in a white dress with a floral pattern; a sewing machine on a table; a dark green background with the text 'IMPER' MANENCIA de BEAUTE'; a woman in a white dress with a floral pattern; a woman in a white dress sitting on a large orange ball; a woman in a white dress with a floral pattern; and a vase of white and orange flowers.

**NOWTS** Message [User Icon] [Dropdown Icon] [More Icon]

12 posts 70k followers 7 following

No One Wear The Same  
Ball, Indonesia  
[www.nowts.com/new-arrivals](http://www.nowts.com/new-arrivals)

WEBSITE NEW ARR... DETAIL 5521 CAM...

POSTS IGTV TAGGED

IMPER' MANENCIA de BEAUTE

# collection



Impermanencia de Beauté



## Item

Dress



#1

### Size:

-Bust : 82 cm

-Waist : 60-64cm

-Hips : 85-88 cm

### Materials

Linen | Organza







## Item

Croptop | Pants



#2

### Size:

- Bust : 82 cm
- Waist : 60-64cm
- Hips : 85-88 cm

### Materials

Linen | Organza

## Item

### Dress



#3

#### Size:

-Bust : 82 cm

-Waist : 60-64cm

-Hips : 85-88 cm

#### Materials

Linen | Organza





## Item

Jumpsuit | Pants



# 4

### Size:

- Bust : 82 cm
- Waist : 60-64cm
- Hips : 85-88 cm

### Materials

Linen | Organza



## Item

Jumpsuit



#5

### Size:

-Bust : 82 cm

-Waist : 60-64cm

-Hips : 85-88 cm

### Materials

Linen | Organza







# BRAND BOOK

By Nadia Utari