

Brand Book

PRÂVÉ

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INTRODUCTION

Fashion can be categorized based on which group they are seen in. High fashion refers to designs and styles that are accepted by an exclusive group of fashion leaders, namely elite consumers who are the first to adapt to fashion changes. Styles that include high fashion are usually introduced, made, and sold in limited quantities and are relatively expensive to socialites, artists, celebrities and fashion innovators.

But fashion is not only about how a person is dressed, but also how one can appreciate culture or history. I created my own brand with cultural and historical concepts from a moodboard and inspiration. From here I can learn a lot about how a designer can transfer his inspiration into a collection and find customers according to this target brand so that a brand can be known by many people. Besides that, they also know how to compete with many markets by improving product quality and strengthening brand value. The brand that I name PRAVE is a couture brand that has a brand personality that is elegant, sophisticated, classic print, allist, and respectable by elevating elements of culture and history.

— BRAND NAME —

The Logo of the Prave's Brand comes from my name Prayitasati. The prefix Pravi is spelled Prave with the accent marks on a and e. I chose the name Prave because it is based on the elements of forming a simple brand name but has a strong philosophy - comes from the name itself that also means I appreciate myself through a collection that I produce.

PRÂVÉ

Prave is a couture women's clothing brand that was founded in 2021. Prave brand focuses on cultural and historical concepts that reflect its love for local or international culture. Elevating a history and culture is not only aesthetically pleasing, but it's more about building and knowing widely how history is known.

Prave brand is synonymous with classic print fabrics and embroidery that looks modern. Prave brand uses flowy materials, such as silk organza, fine tulle, silk chiffon and fitted on the customer's body so that the wearer still looks elegant, bold, feels like he has rediscovered a history.

BRAND SUMMARY

VISION

To create a global brand that still prioritizes history but still looks attractive to women in every details.

MISSION

*Main focus is restoring the culture and preserving it for the coming generations making use of all its detailed elements in an overall fashion looking unparalleled design.

*Specializes in one of a kind designs made to each clients need.

ABOUT THE BRAND

BRAND KEYWORDS

- Elegance
- Eliminate
- Bold
- Reinventing
History

TARGET MARKET

DEMOGRAPHICS

Gender : Woman

Age : 23-45 years old

women whose income starts from IDR 6.500.000

GEOGRAPHICAL

who lives in a big city / Metropolitan city. Around the world

PSYCHOGRAPHIC

Target customer consist of individuals who have a higher income, the propensity to purchase luxury goods. A high class women who loves to shop, but not only that, a women whose style is romantic and feminine. The customer who have an interested in fashion trends, who love culture or history and an artistic person.

BRAND COMPETITORS

- Brand Identity : Classic and Romantic
- Quality : High Fashion
- Target Audience : 25 - 45 years old

PRICE

Start from IDR 2.500.000 (Men's Shirt)
IDR 8.000.000 (Short Dress)

PLACE

Online Store : [lg.priyooktaviano](#)
Offline Store : Jakarta

PROMOTION

- Rely solely on publications from mass media and social media.
- TV Shows like Puteri Indonesia and Miss Indonesia.
- Join the CTI organization in providing feedback for people who work as weavers by providing training as well as equipment and raw materials to be processed.

PRIYO

OKTAVIANO

PRODUCT

Women's Wear/Men's Wear
Made to Order
Couture

BRAND COMPETITORS

SAPTO

DJOKOKARTIKO

PRODUCT

Couture

RTW

Bag

Shoes

Sunglasses

* Brand Identity : inspired motifs with modern stylish silhouettes. Bold, modern, edgy, and classic with a touch of surrealism/boldness are his design signatures displaying subtle sophistication to women of all ages.

* Quality : High Fashion

* Target Audience : 25 - 50 years old

PRICE

Start from IDR 3.500.000 (Bag and shoes)
IDR 5.000.000 (Top)

PLACE

Online Store : [saptodjokokartiko](https://www.saptodjokokartiko.com)
Website: <https://www.saptodjokokartiko.com>
Offline Store : Plaza Senayan, Jakarta

PROMOTION

* He attended several events such as IFW, Dewi Fashion Knights, Fashion Nation.

* Host endorsement of on television program for gaining more brand awareness.

BRAND COMPETITORS

- * Brand Identity : Romantic, feminine, Clean & Loose Cutting, Fashionable & confident, Decorative elements
- * Quality : High Fashion
- * Target Audience : 25 - 40 years old

PRICE

IDR 9.000.000 (Dress)
Custom dress sells for \$10.000 - \$20.000

PLACE

Online Store : ig biyanofficial
Website <https://biyan.com>
Offline Store : Plaza Senayan, Jakarta

BIYAN

PRODUCT

Made to Order
Women's Couture

PROMOTION

- * He attended several events such as IFW
- * Celebrity endorsement
- * Collaborated with event designers from New York

BRAND COMPETITORS

- Brand Identity : Sicilian, Mediterranean, Romantic, Strong Women, Confident Man, Family
- Quality : High Fashion
- Target Audience : Female Teenagers and Adults 17 - 40 years old

PRICE

Start From IDR 10.000.000 (Dress/Top)
IDR 100.000.000 (Runway Clothing)

PLACE

Online Store : Ig Dolcegabbana

Website <https://www.dolcegabbana.com>

Offline Store : Dolce & Gabbana have their headquarters in Milan, Italy and have stores in multiple countries worldwide. They have their store outlets located in New York, Tokyo and Hong Kong.

DOLCE

GABBANA

PRODUCT

Basic Product :
Women's Apparel

Expected Product :
Men's Apparel, D&G
Junior Children's
Apparel

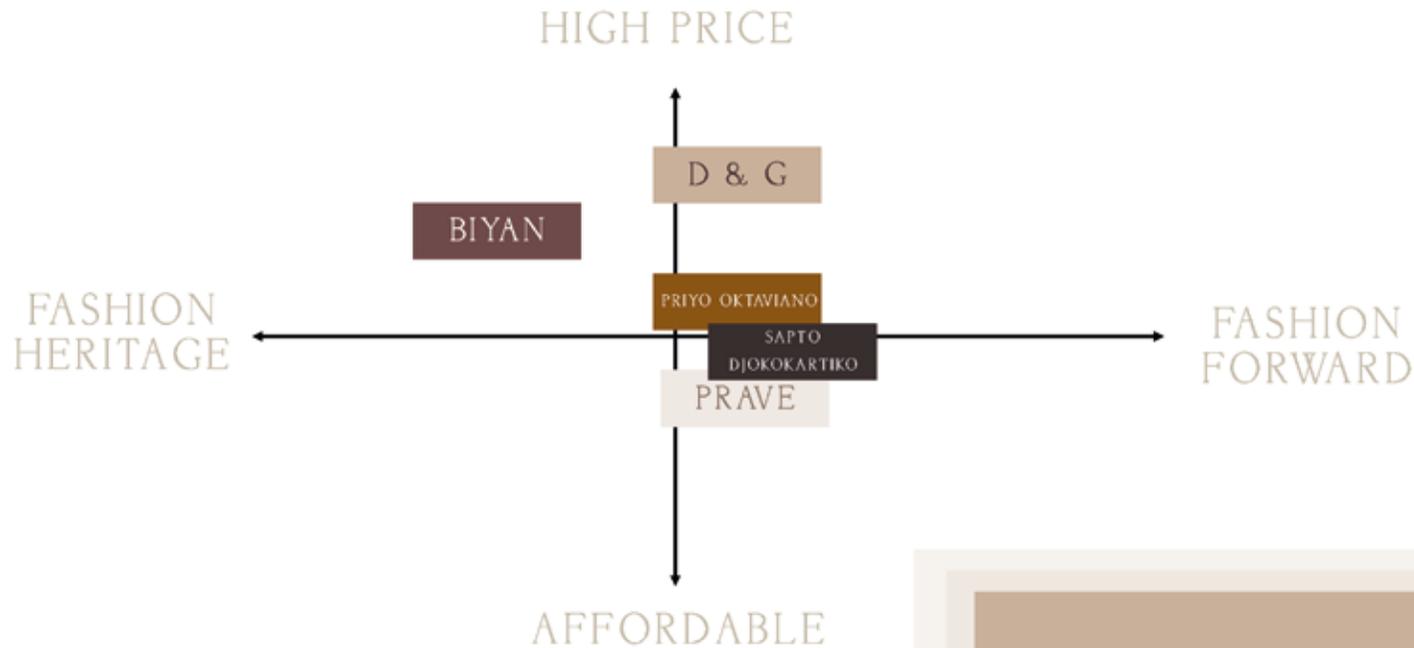
PROMOTION

Dolce & Gabbana promote their brand through their website, television advertisements and social media. They are even featured in top magazines like Vogue all over the world.

They make use of gender stereotypes to sell their products and even objectify women/men in many of their advertisements.

They have also launched a mobile application called 'The D&G Fashion Channel' which is available for the iPhone users. It is using mobile as a direct way of communicating with its customers and following the users in real life.

D&G has the highest price among us, because the brand is well known. D&G, Priyo Oktaviano, Sapto Djokokartiko, their designs and motifs tend to be fashion forward. It is different from Biyan, which is the second more expensive price after D&G, whose designs and motifs are more likely to heritage fashion. and Prave is placed as an affordable brand and is more into fashion heritage but still fashion forward.



BRAND POSITIONING

PRAVE SWOT

STRENGTH

- High quality textile and product
- Productive teams and experienced workers
- Provide good service to customers
- Worldwide distribution

OPPORTUNITIES

- Expand the brand grow worldwide and let people know about Prave brand
- Intruduce by the world of entertainment

THREATS

- Presence in a limited market
- Insignificant product development
- Many competitors

WEAKNESS

- High start up cost of production
- Weak brand
- Long time of production

LOGO

PRÂVÉ

The Prave Logo features Elegant, Elitism, Traditional, Sophisticated and Respectable. It also represents the personality of its brand as luxury brands.

The PRAVE brand logo uses the Aubrey font in gold color and also on a white background. The gold color of the logo is the color of success, achievement and triumph. Associated with abundance and prosperity, luxury and quality, prestige and sophistication, value and elegance, the psychology of this color implies affluence, material wealth and extravagance.

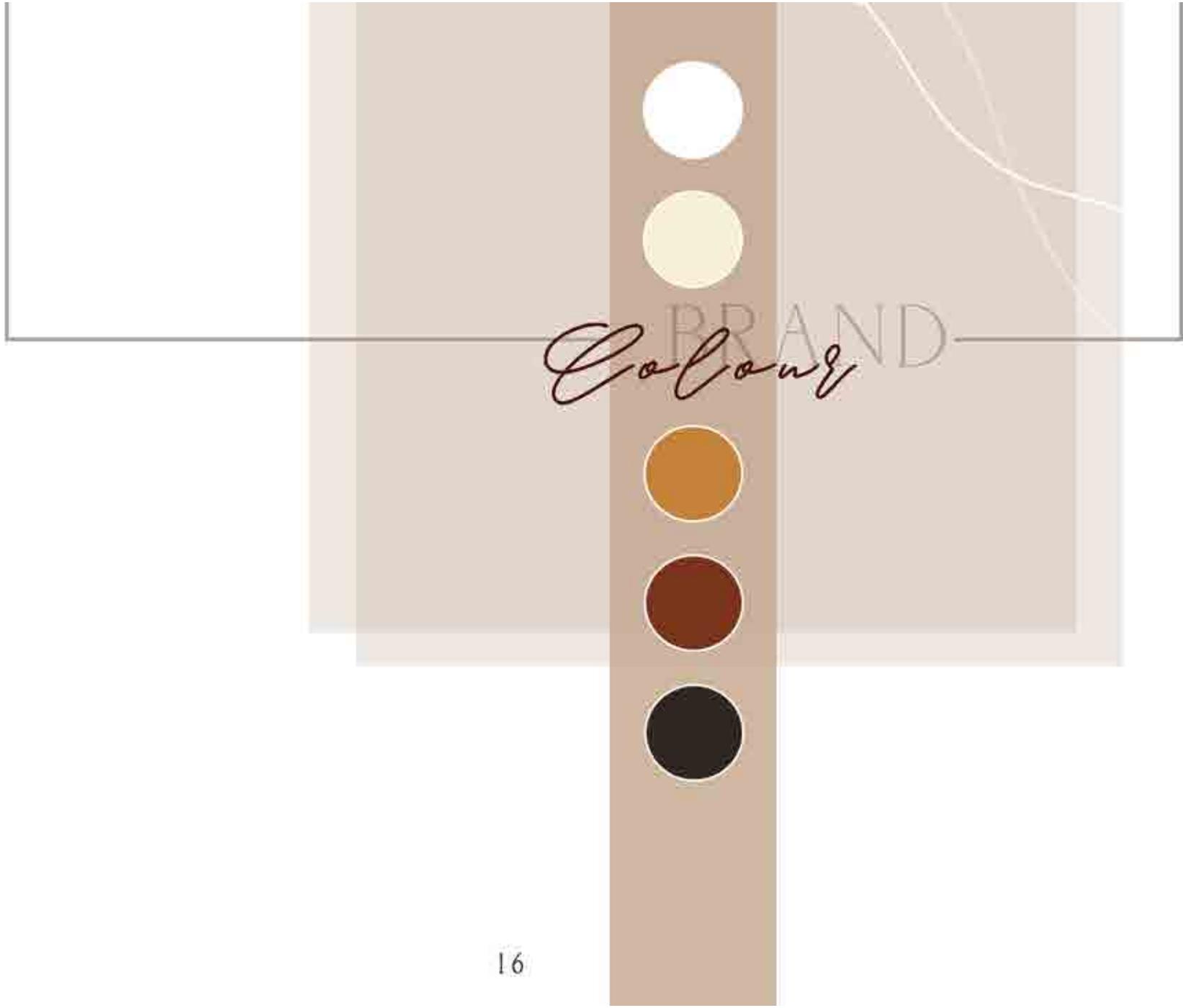
BRAND VISUALS



Woodboard BRAND



BRAND VISUALS



BRAND FONTS

- *Swis721Lr BT*
- *Euphemia UCAS*
- *The Yoshi*
- *Harabara Mals Demo*

Swis721Lr BT

Abcdefghijklmnopqrstuvwxyz

Euphemia UCAS

Abcdefghijklmnopqrstuvwxyz

The Yoshi
Abcdefghijklmnopqrstuvwxyz

Harabara Mals Demo

Abcdefghijklmnopqrstuvwxyz

STATIONARY



NAME CARD

STATIONARY

BACK



FRONT



BOX PACKAGING



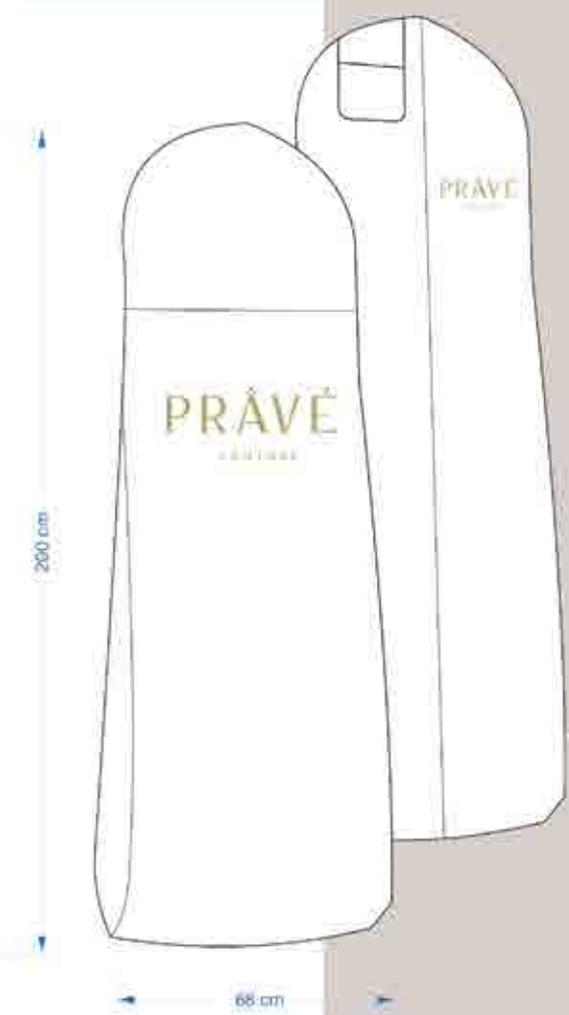
STATIONARY

SHOPPING BAG

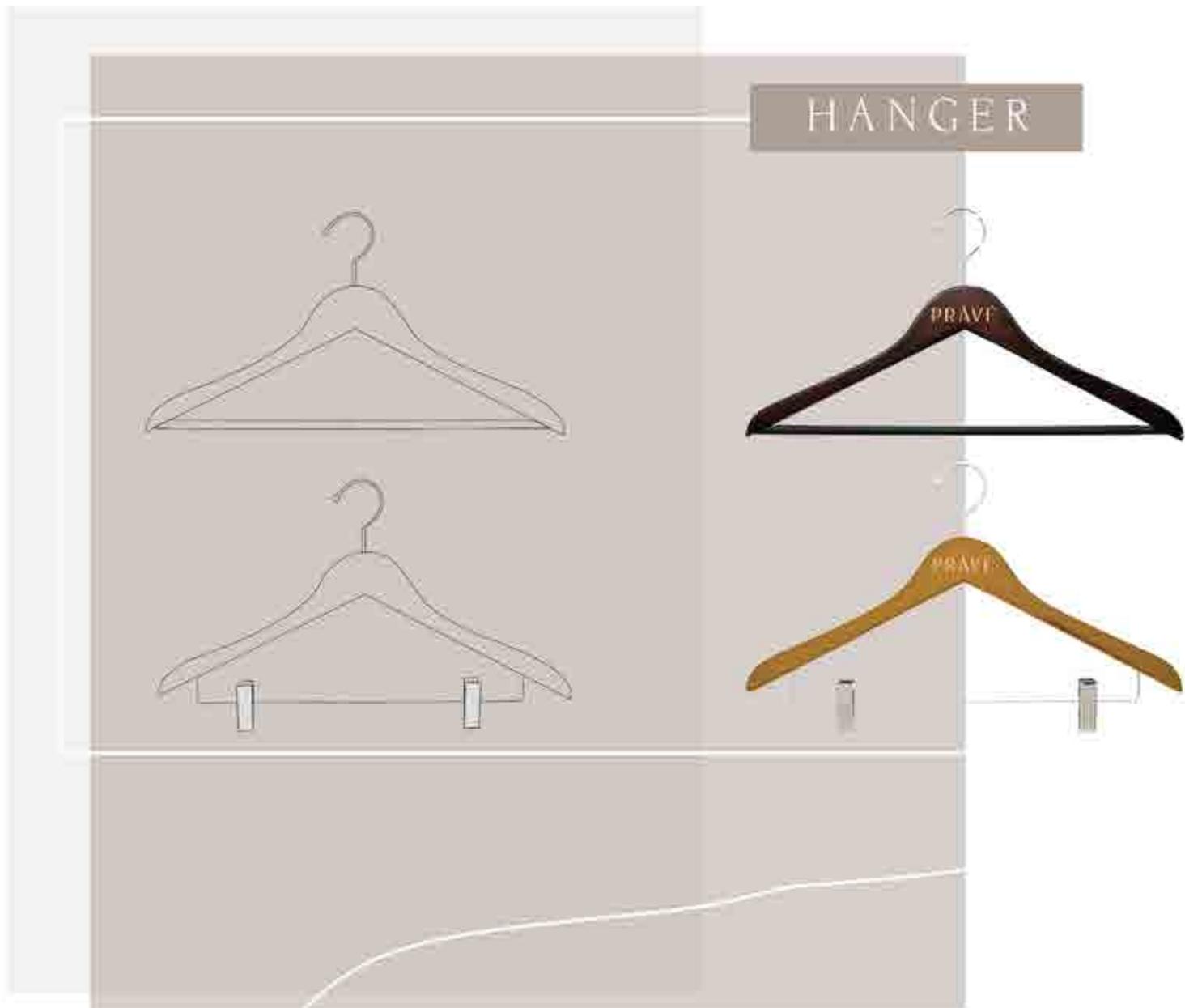


STATIONARY

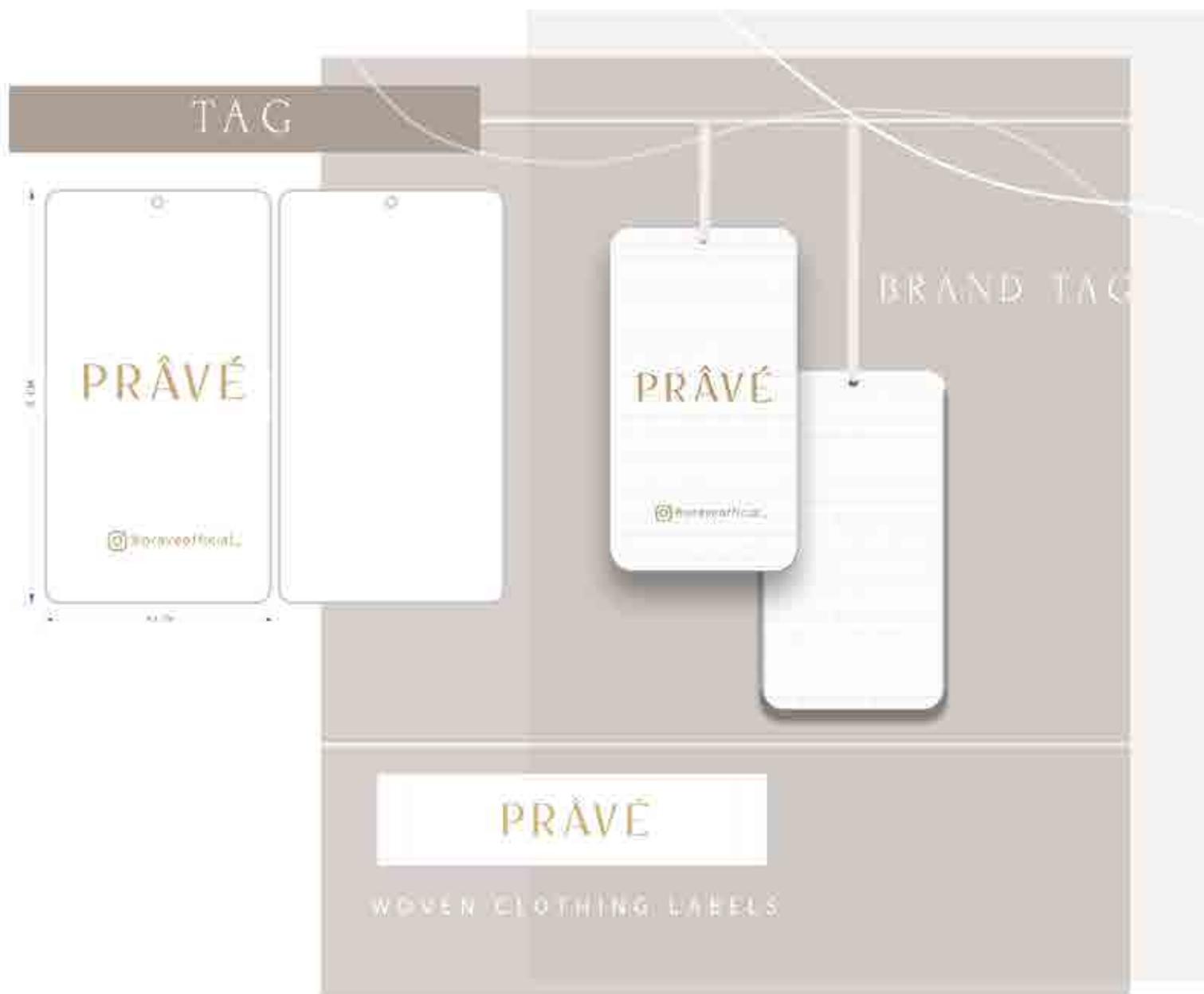
GARMENT BAG



STATIONARY

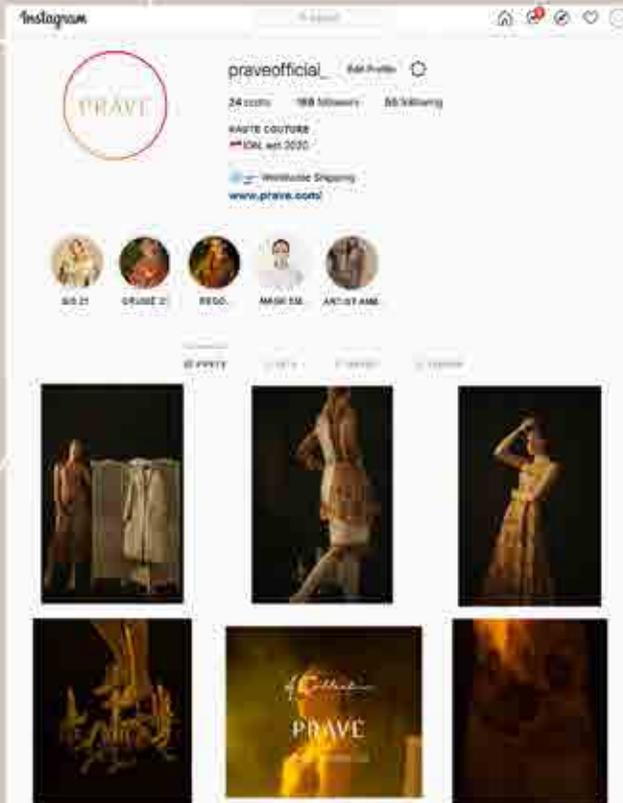


STATIONARY



SOCIAL MEDIA / MOCK UP

STATIONARY



For the Instagram, the feeds are neatly organized according to the season and will focus on promoting the products by hiring several influencers who will promote the products by wearing it. For the contact order, the website on Instagram is directly included.

The content on the website is the brand's vision and mission, as well as some quotes. There is a display of the latest collections from each season that are written with new in. The one in the right corner is where the customer can order.

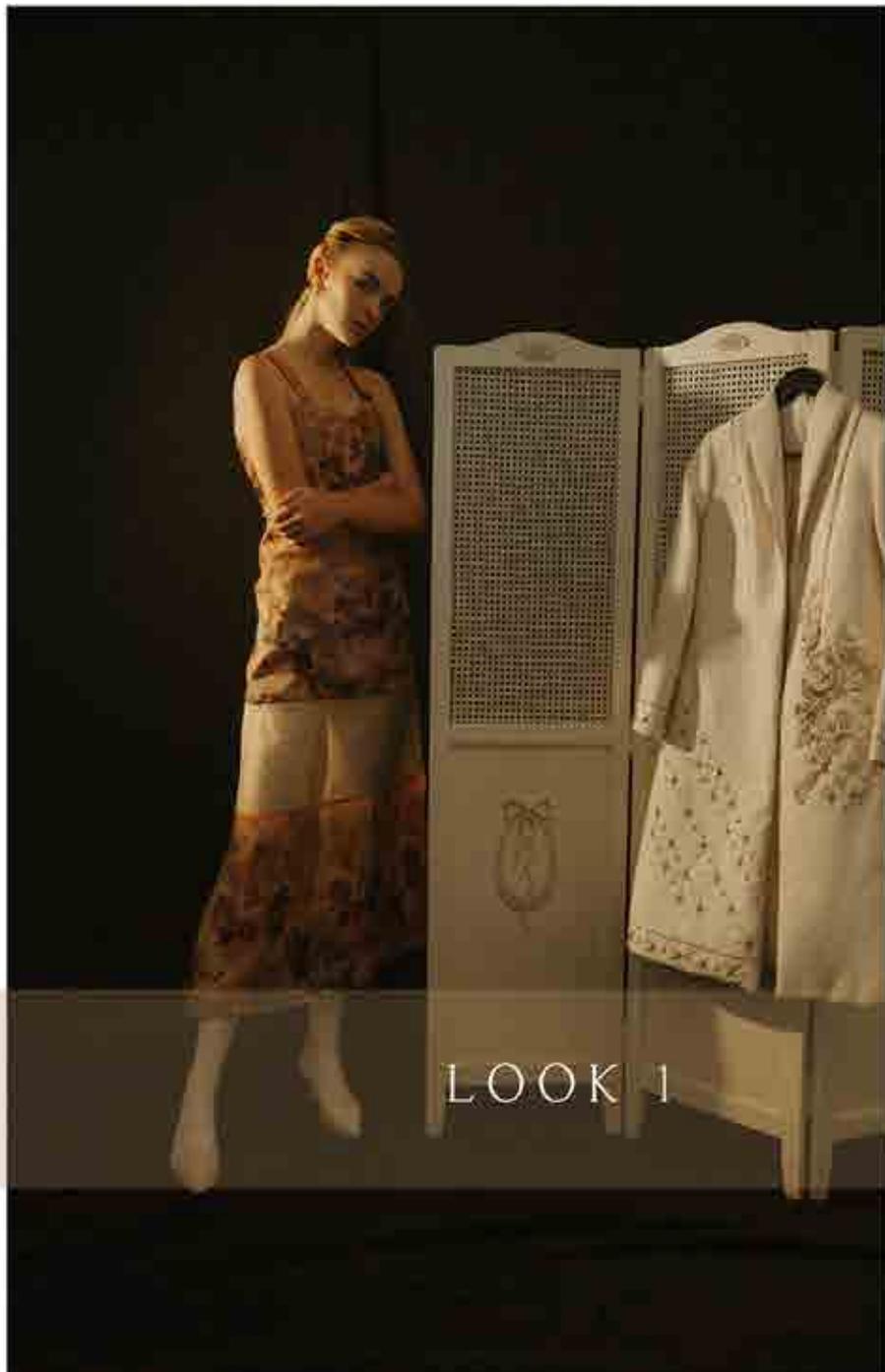
Prave's personal branding concept is one of the strongest strategies for a brand to survive amid increasingly fierce brand competition. This happens because market conditions encourage brands to carry out brand strategies that are no longer just campaigning in a conventional way, but must be able to attract attention in a more creative and effective way. One of the methods used is by establishing a personal relationship with consumers; arousing consumer feelings with psychological and emotional approaches. Cultivating imagination in the minds of consumers is an important part of the basic concept of personal branding.

From here as a fashion design student, finally I can learn to make my own brand and finish a portfolio well. Going through several processes starting from building brand awareness so that buyers get to know the brand prave, to forming a brand image. The stages of implementing personal branding are what ultimately can build audience confidence in the Prave Brand

CONCLUSION

FASHION

LOOKBOOK



LOOK 1



DRESS SIZE

BUST : 82
WAIST : 66
HIP : 90
LENGTH : 110

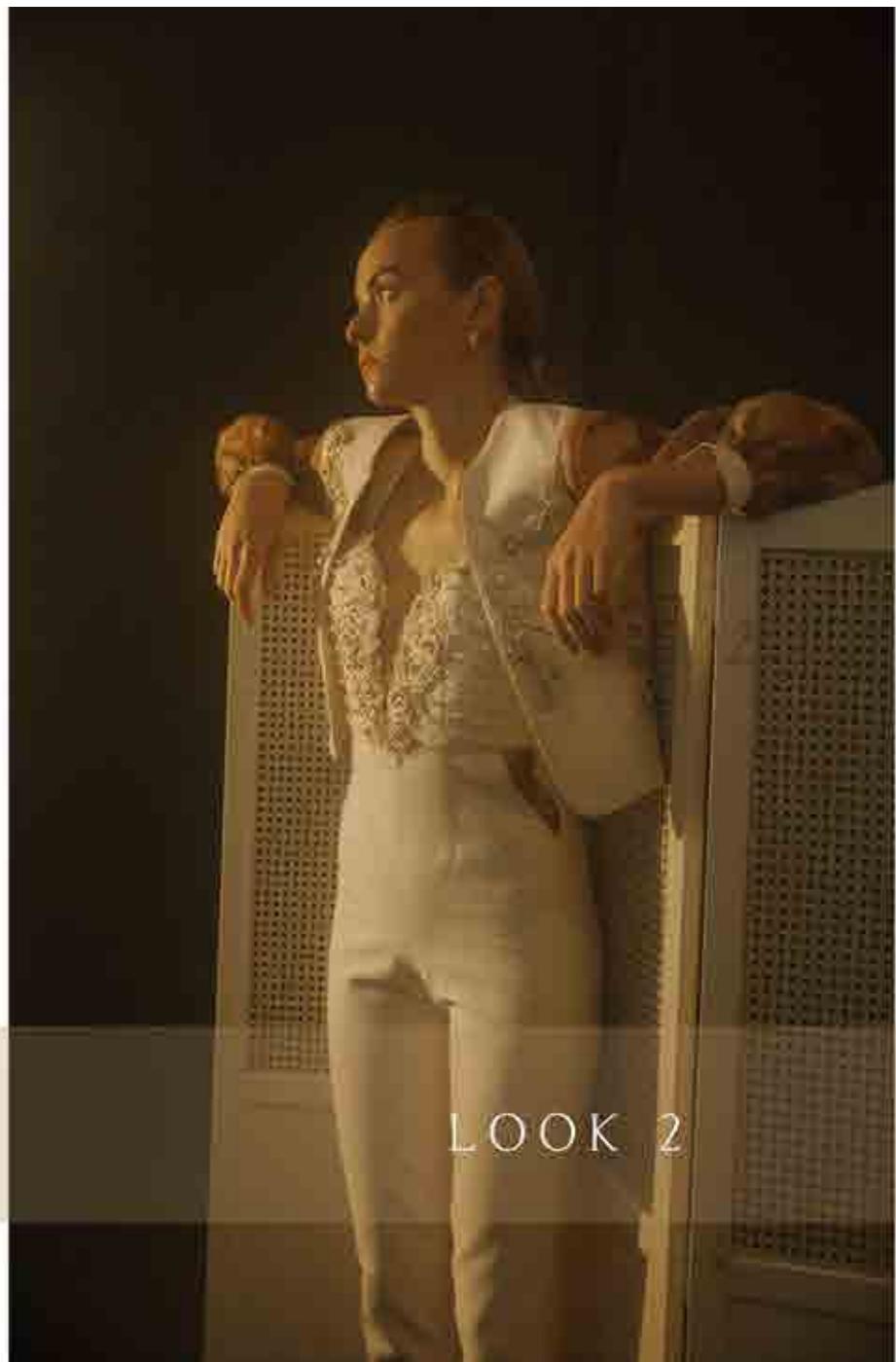


OUTER SIZE

BUST : 98
WAIST : 90
LENGTH : 86



DRESS PRICE : Rp. 1.970.000
OUTER PRICE : Rp. 3.720.000
WHOLE PRICE : 5.690.000



LOOK 2



JUMPSUIT SIZE

BUST : 82
WAIST : 66
HIP : 90
LENGTH : 110

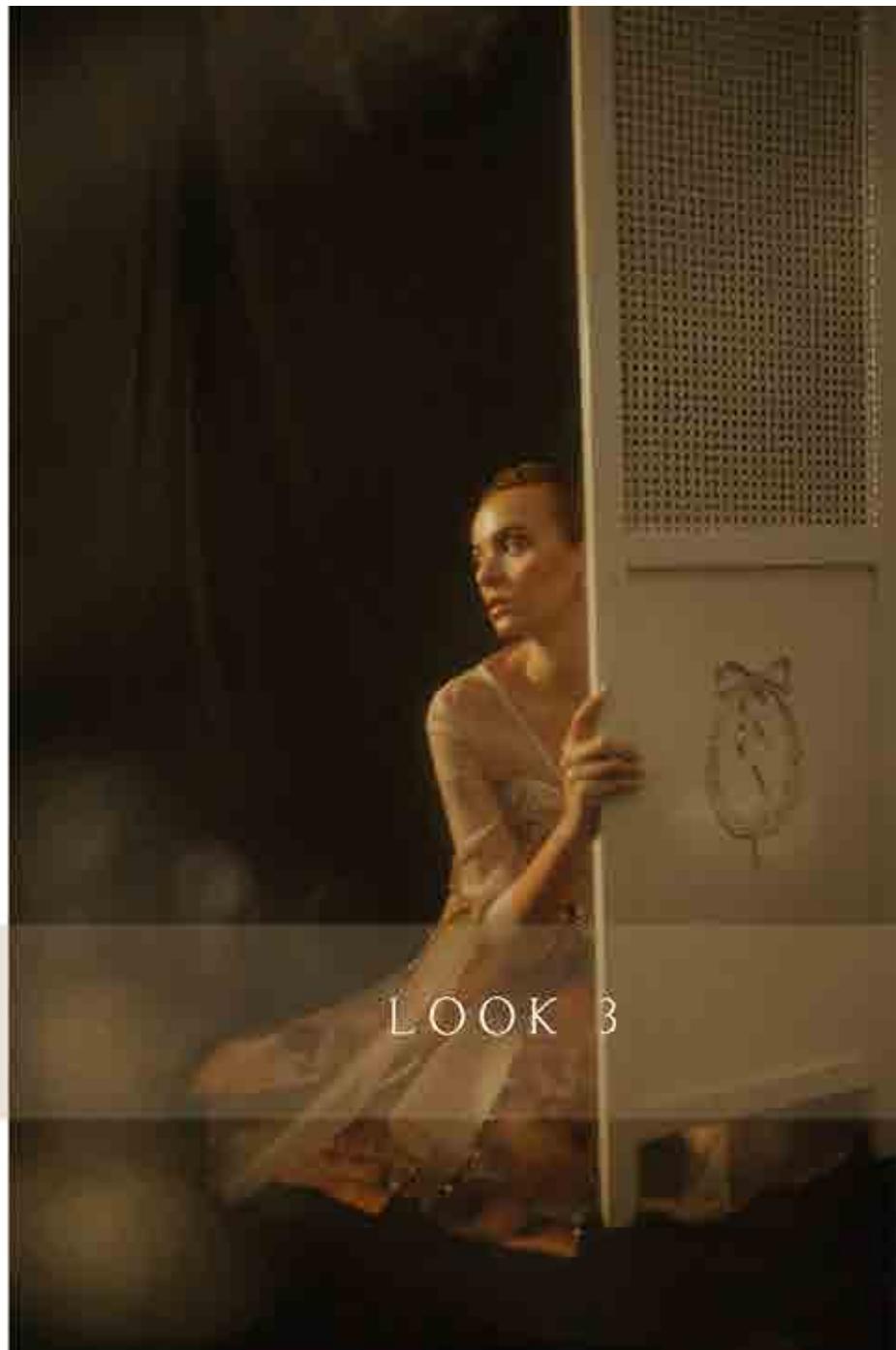


OUTER SIZE

BUST : 90
WAIST : 90
LENGTH : 33



JUMPSUIT PRICE : Rp. 2.100.000
OUTER PRICE : Rp. 3.450.000
WHOLE PRICE : Rp. 5.550.000





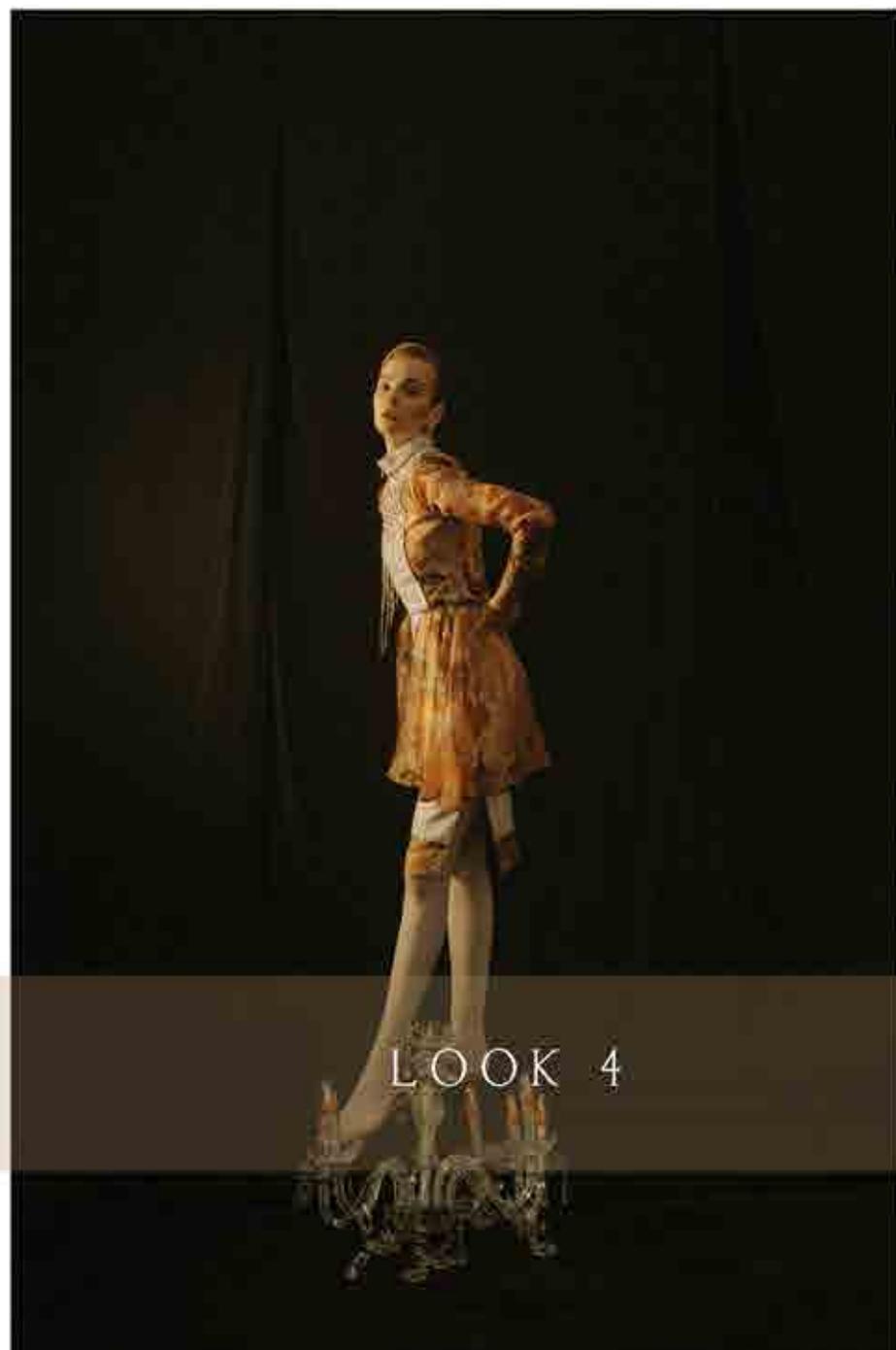
DRESS SIZE

BUST : 90

WAIST : 69

LENGTH : 70

DRESS PRICE : 3.115.000





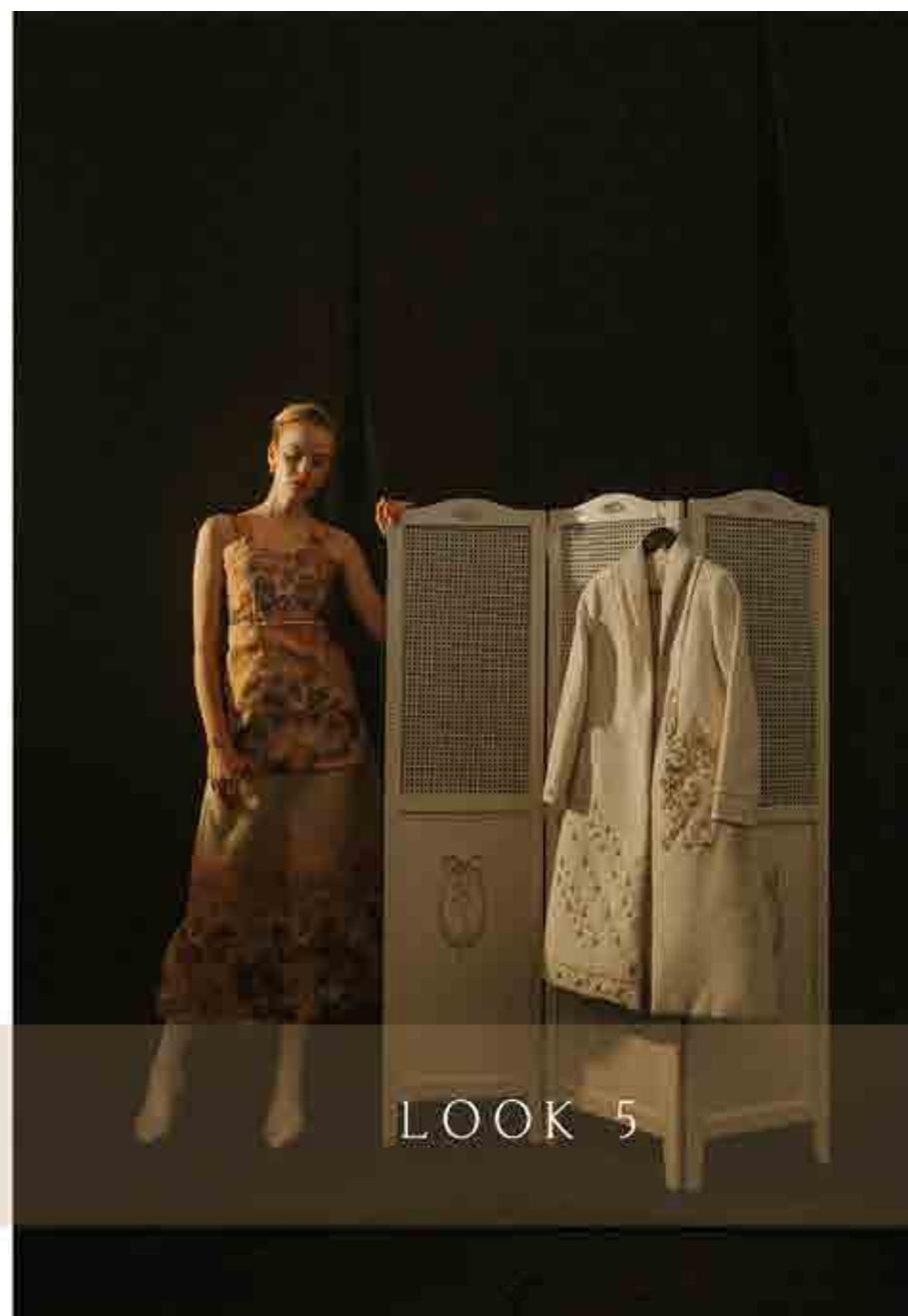
TOP SIZE

BUST : 90
WAIST : 72
LENGTH : 51

SKIRT SIZE

WAIST : 68
HIP : 90
LENGTH : 50

TOP PRICE : Rp 1.950.000
SKIRT PRICE : Rp 1.100.000
WHOLE PRICE : Rp 3.050.000



LOOK 5



OUTER SIZE

BUST : 98
WAIST : 88
LENGTH : 80

DRESS SIZE

WAIST : 66
HIP : 90
LENGTH : 110

OUTER PRICE : Rp. 1,050,000
SKIRT PRICE : Rp. 1,670,000
WHOLE PRICE : Rp. 2,720,000