For 5 months, Sharon Marlisa brand has been established. The graduation collection in Amsterdam Fashion Institute has personally given deep and understandable knowledge, starting from making Sharon Marlisa personal design, brand identity, design research, business plan and production plan. This brand was made according to the drastic development of Indonesian fashion which increases the opportunities for new Indonesian designers/brands to create ready-to-wear brands especially street wear.

This book is made based on the requirement of graduation collection 2016 for Amsterdam Fashion Institute.
BRAND IDENTITY
BUSINESS PLAN
RESEARCH
PHOTOSHOOT
COLLECTION
BACKGROUND OF IDEA

Indonesia is one of the biggest developing countries that are growing day by day with opportunities. Being the designer second home country, Sharon is focused on building a collection for young, stylish urban women in Indonesia. Asian consumers, especially Indonesian females are one of the top spenders in the fashion category. Luxury or high-end items always sell well within the country, and fashion has begun to grow rapidly because consumerism is becoming a lifestyle in the country. Currently, fashion is getting a lot of attention especially on the demands of street wear style in Indonesia. The trend has been given a very bright spotlight since currently it is the ‘it’ trend. Sharon sees a trend that is happening in Indonesia, and she wants to join the movement. Providing stylish clothing for the Asian market has always been one of the brands biggest dreams, it is her motivation to create beautiful, versatile clothing for her home country.

Mission
To provide modern high-end street wear apparels for young women.

Vision
Streets wear that speaks high class.

Core Values
Progressive, daring, urban, luxury, innovative.

Sharon Marlisa’s Brand Heritage

Motivated by the ideas of discipline and toughness that is associated with fashion, Sharon Marlisa introduces a new concept of street wear that merges the idea of luxury. The belief that clothing should be empowering and relaxed at the same time is the brand’s philosophy.

In Sharon’s graduation collection “The Rebirth”, her attention to silhouettes, choices of colors and prints, details and appreciation for high-end urban street wear is emphasized by innovative use of materials. She started from the idea of clothes that she would want to wear and see; urban, daring, and experimental at the same time. She then developed this into clothes that anyone would want to wear, a young women’s ideal clothing that makes her feel transformed and confident when she wears them.

Consumer can easily relate to the brand’s designs, which follows the fashion zeitgeist and look. Consumer can always trust Sharon Marlisa’s design with the quality and craftsmanship. The brand marries high standards techniques with taste, and this is apparent in Sharon Marlisa’s designs and construction.
Marketing mix

Product: all are entirely hand made, high level of craftsmanship and pattern innovation with high quality materials. The brand tries to stretch our boundaries with the materials and ideas that we used.

Price: Sharon Marlisa’s products show a high-end quality, which therefore reflects the price of the products. Sharon Marlisa’s aim is to bring street wear to luxurious form for young urban women.

Place: Products are going to be sold in two countries: Indonesia focusing on cities such as Surabaya and Jakarta. While for future international expansion, Sharon Marlisa is going to focus on Asia, Europe and The USA.

Promotion: Social media will play a big role to this brand, since the brand is going to maximizing the use of social media. Social media such as Instagram and LINE will be

Consumer trends

Here are the top 4 consumer trends today:
1. Urbanism: consumers are spending the interest towards urban trends, what is new and trendy they have to have it. They seek something that is different from others.

2. Consumption: consumers consuming as communities, indicated by the rise of high spenders in Indonesia.

3. Social shopping: nowadays consumers are talking about products in high visible places all over the web, and these conversations are playing a role in consumer’s purchasing decisions. Consumers today can share and comment, making their buying behavior more open.

4. Digital era: smartphones, tablets, are everywhere since the end of 2013. It is no surprise that commerce on smartphones has skyrocket from $3 billion in 2013 to $31 billion in 2016. Consumers nowadays use their devices to research products before buying, looking up the store information, and or to make purchase during shopping season.

Consumer profile

The target group of Sharon Marlisa’s clothing line is young women who falls under the category the luxury urban trendsetter:

- Under the age category of 15 to 30 years old
- Targeting young, urban, confident and stylish woman
- Loves sporty, bold, and casual look
- Active, social
- Living in urban context with various facilities within reach
- Trend spotter at the same time
- Stronger sense in confidence
- Clever and well calibrated
- Closely connected to the internet, regularly shops online
- Online experience is very important, savvy and knowledgeable
- Not particularly rich, but are spending a lot in high-end fashion
- Using Instagram regularly
- Interest: socializing, working, traveling, family, friendship, personal, adventure, innovations, relaxing, lounging, quality, trust, unique.
- Hangouts: Concerts, restaurants, lounge, clubs, mall, cinema, hotels.
The chart shows Sharon Marlisa's direct and indirect competitor, as well as the brand positioning and market gap. LMT and Patrick Owen are the only two brands that are Sharon Marlisa's local competitor in Indonesia. While the rest are international brands that have similar feel, taste, style and are popular amongst Sharon's target group. Luxury brands offer fashion forward items but their price range are extremely high and therefore they are not always affordable for the average consumers. There are many private brands that are hovering in the area of luxury and fashion forward section, but the number one goes to Givenchy. While fast fashion brands offer affordable price for consumers but they mostly design basic wear such as t-shirts, pants, and jackets – they are lacking in trendy designs. Since Sharon Marlisa's first launch will focus on Indonesia, the brands major local competitors are Patrick Owen and LMT. Sharon Marlisa is placed under the section of fashion forward and low price compared to all of the competitors in the graph. At the moment, there are still a few competitors at this section and Sharon Marlisa will take the opportunity.
Product plan and categories

For this collection, Sharon Marlisa is launching a total of outfits 6, which consists of 20 pieces of clothing and accessories. The collection involves unique materials such as leather, furs, and printed designs with soft, silky, yet sporty feel. Details of the whole collection include special badges, detailed satin stitches, and functional trims. Patterns of the clothing are complicated yet stylish, while the materials used are light and versatile. Solid colors and striking prints will feature throughout products to keep the brand design united.

**Top:** crop tops, long sleeves, oversize top  
**Bottoms:** skirts, long pants, short pants  
**Dress:** knee length dress  
**Outers:** bomber jacket, long vest  
**Accessories:** backpack, Ankle patch, scarfs,

Sourcing

All materials are carefully picked to ensure and maintain high quality outcome. Fabrics and trimmings are sourced from various shops located in Amsterdam, The Hague, and Surabaya – Indonesia. Sourcing some of the fabrics and materials from Indonesia helps to minimize the budget, as well as giving the collection more variety and diversi- ty for the final outcome. Most of the techni- cal trimmings such as buckles, ropes, hooks, are sourced in Amsterdam, while decoration trimmings such as satin stitches and badges are sourced in Surabaya since production there is very cheap compared to Amster- dam.
Sharon Marlisa’s business action plan at entry stages

Sharon Marlisa’s ideal target group would be is someone who is active, social, savvy and knowledgeable. Therefore, an online strategy needs to be the most important part and it must build a good reputation. In Indonesia, social media plays a huge role amongst anyone social life. Instagram, LINE and Path are the 3 most popular social media platforms that are used daily, and actively 24/7. Living in a digital era makes everyone wants to update, comment, and share what they found online. These social media accounts will play an important role in order to increase popularity and to share our brand image to the target group. On the other hand, it is a good step to always create a buzz, word of mouth amongst our target market when launching the brand. Besides having an online social media account, Sharon Marlisa will also launch its own web store. Inside there are contents of the brands collection, look book, and news about the development of the brand. Most of the brands campaign will be launched here, as it is the main web where customers can visit and browse. Online physical sales will be the brands number one step to make sales, but for future physical sales, Sharon Marlisa will start opening her store in Indonesia. After targeting the Asian market, the brand’s aim is to target the European market and the US market.

Stage 1: building a brand image
- Start selling the capsule collection of Sharon Marlisa “The Re-birth” with few items that falls under the category of ‘special limited edition’ items.
- Entering design competitions and shows to create more hype within Indonesia
- Launch first online web store, first sales are starting from here.
- Accessories with comes with ‘special limited edition’ items too
- Online marketing with social media accounts such as Instagram, and LINE
- Endorsement on celebrities and famous people in Indonesia, EU and US to create hype amongst the consumer

Stage 2: starting a real commerce business
- Opening first stand alone store in Indonesia
- Producing a bigger collection than the capsule collection with the same item category
- Start public advertising and sponsorship and collaboration with other fashion brands that fits together and magazines

Stage 3: setting down as a decent fashion brand
- Trying to open up stores in other countries in EU, USA, and Asia.
- Start expanding and selling Sharon Marlisa in chosen concept stores: to maximize flow and expansion. But not too much since we want to keep the feeling of exclusivity within the brand.
- Collaboration with other non-fashion brands to create something unique and limited under the name of the brand.
The Re-birth is first concept for Sharon Marlisa's collection. The collection corporates a story phase the development of one’s journey from being tangled and changed after being trapped for so long. It corporates transition from repetitive twisted pattern into authoritative look. Combining digital prints, satin stitch as details. Fabrics that are used are nylon, 3D mesh, interlock, velvet, fur, silk, organza and leather with different structure. It involves luxury colors/materials and urban street wear daring silhouette therefore making the look of the collections ‘intimidating’ and bold.
Irene is 25 years old, lives in Seoul and shares a passion for music and leisure. Being born in South Korea and spent much her early life in Indonesia and has lived in the US ever since her family moved to California when she was 10, she has a unique multicultural sense of style. She is an outgoing girl; enjoy hanging out with her international friends in up and coming places. After completing her degree in Architecture, it does not stop her from doing her DJ hobby and sharpen her spinning abilities. She can be characterized as smart, confident and risk taker. Always making sure she is on top of her game in fashion field.
OUTFIT 1
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OUTFIT III
OUTFIT V
OUTFIT VII
OUTFIT VIII
OUTFIT IX
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