WELCOME TO INDONESIA’S FASHION
Opportunity for RTW market

1. RTW better than Couture
2. Not that many original designers yet (does not have strong identity)
3. No streetwear brands yet

Reason to open a brand there:
1. Big target group
2. Less competition
3. Consumer culture
4. Low-cost production
5. Local brand awareness
6. The country's wealth level is on the rise

Indonesia’s strong generation under the age of 30, will be entering the middle class population (source: 2015).

Traditional Indonesian dress styles are still popular. However, modern Indonesian fashion is also emerging with a mix of traditional and western influences. The country has a vibrant fashion scene with many fashion designers and brands gaining popularity.

Getting your fashion design noticed:
1. Have strong identity
2. See the target group market gap
3. Jakarta Fashion Week: The Window to Indonesian Fashion
4. Investing in social media

The rise of social media channels such as Instagram and Facebook has been remarkable, with many designers using these platforms to showcase their collections and connect with potential customers. The fashion industry in Indonesia is growing rapidly, and the government is actively supporting local designers and brands. There are several fashion weeks and events in Indonesia where designers can showcase their work, including Jakarta Fashion Week and Bali Fashion Week. The government has also implemented various initiatives to support the fashion industry, such as providing funding and training for designers and offering tax incentives for small businesses.
Brand Book: Sharon Marissa (with logo)

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Introduction:
Sharon Marissa is a ready-to-wear women's fashion brand that creates dresses and accessories. Our mission is to offer a unique and distinctive style for Indonesian women.

Inside this brand book, we invite you to look through the visual components of our brand. Our designers, led by Inaria, have created a platform for you to explore the world of Sharon Marissa fashion.

For this collection, we focused on a collection of dresses for young women in Indonesia. After gathering information and inspiration about the country, we found out that young women are the new buyers in the fashion category. Luxury and streetwear are sold well in the country. Fashion began to grow very rapidly because consumers are becoming a role model lifestyle. Therefore, fashion is getting a big spotlight in Indonesia especially the demand on street wear style is rising. We noticed a trend where every urban female in Indonesia is starting to wear street wear style. Everyone is of a crossbreed between adhering to the traditional luxury and wanting to live by modernity in the streets. In the transitional phase, we have found opportunities. In a mixture between luxury and regularity of street wear, we played with the desired changes. This enables our brands to make changes to it and gives Sharon Marissa a lovely, youthful, and playful vision.

We believe that the transition zone between the traditions of luxury and street wear creates freedom for creating.

Vision
Sharon Marissa is a brand that stands out not only in its philosophy but also in its physical appearance. We use this brand approach in our design and play with imagery and messaging, allowing our audience to communicate with our audience. In our designs, we are not afraid of experimenting with the conventions of graphic design. We play with patterns, shapes, details, prints, and colours. Because, in an undefined reality, there are no rules. Our headlines are not only there to tell what is coming. They make statements, the parallel who said that extra talk was only for behaviour, well, they were right. For the verse because these things that come along with our catalogue brand, we make use of small body texts that are to the point and transparent making sure everybody is on the same page.

Logo
Our logo is a word mark. Our word mark spells out our brand name. Yet, our logo defines the brand with its bold and impactful style.

Aesthetic Language
When we talk about a brand, we must say that it is not only a collection of dress but also a philosophy. Sharon Marissa is a brand that stands out not only in its philosophy but also in its physical appearance. We use this brand approach in our design and play with imagery and messaging, allowing our audience to communicate with our audience. In our designs, we are not afraid of experimenting with the conventions of graphic design. We play with patterns, shapes, details, prints, and colours. Because, in an undefined reality, there are no rules. Our headlines are not only there to tell what is coming. They make statements, the parallel who said that extra talk was only for behaviour, well, they were right. For the verse because these things that come along with our catalogue brand, we make use of small body texts that are to the point and transparent making sure everybody is on the same page.

Concept
For this fashion collection, we focused on building a collection for young women in Indonesia. After gathering information and inspiration about the country, we found out that young women are the new buyers in the fashion category. Luxury and high-end sections are sold well in the country. Fashion began to grow very rapidly because consumers are becoming a role model lifestyle. Currently, fashion is getting a big spotlight in Indonesia especially the demand on street wear style is rising. We noticed a trend where every urban female in Indonesia is starting to wear street wear style. Everyone is of a crossbreed between adhering to the traditional luxury and wanting to live by modernity in the streets. In the transitional phase, we have found opportunities. In a mixture between luxury and regularity of street wear, we played with the desired changes. This enables our brands to make changes to it and gives Sharon Marissa a lovely, youthful, and playful vision.

Core Values
Sharon Marissa stands out not only in its philosophy but also in its physical appearance. We use this brand approach in our design and play with imagery and messaging, allowing our audience to communicate with our audience. In our designs, we are not afraid of experimenting with the conventions of graphic design. We play with patterns, shapes, details, prints, and colours. Because, in an undefined reality, there are no rules. Our headlines are not only there to tell what is coming. They make statements, the parallel who said that extra talk was only for behaviour, well, they were right. For the verse because these things that come along with our catalogue brand, we make use of small body texts that are to the point and transparent making sure everybody is on the same page.

Target Group
Sharon Marissa targets young urban and ambitious women. Share a passion for music and leisure. Nevertheless, they value the latest technology and make sure they are on top of their game in that field. They are stylish and trendy, hanging out with their friends in up and coming places. They can be characterised as outgoing, confident, and different. In search of their identity, they make a conscious decision to stand out with their style. With this brand approach, our designs will speak to this generation of 17 to 35-year-olds, who dress well on the way of establishing an identity of their own. We positioned our brand within the line of luxury and street wear.

Styling
We like pushing our innovative design style. By playing with patterns, prints, details and colours, our collections are cutting edge and in your face.

Acknowledgement
Designer: Nida Marissa
Manager: [Insert Manager's Name]
The Indonesian Special Forces (INDO SPECIAL FORCE) is a military force that combines the Komando Pasukan Khusus (KOPASKA) and the Tim Nasional Penanganan Ancaman Berbahaya (TAIFIB). The emblem of INDOSFOR symbolizes the unity of these two forces.

KOPASKA, with its motto "Jangan Pernah Meninggalkan Sisi Kita" (Never Leave the Side of Our Side), is the special forces unit responsible for national security and countering threats. Its activities range from anti-terrorism operations to counter-insurgency missions.

TAIFIB, on the other hand, is a special unit dedicated to national defense and security, known for its commitment to safeguarding the sovereignty and territorial integrity of Indonesia.

DENGKA, a combination of "Satya Wira Dharma" and "De Reservis Jalan Mandalika," represents the readiness and commitment of Indonesian soldiers to serve their country.

The SMILING GENERAL, D.G. Roesler, was a significant figure in Indonesian politics, serving as the President of the Republic of Indonesia during the New Order period. His leadership was marked by both achievements and controversies, reflecting the complexities of governance during that era.

The New Order period (1966-1998) under President Suharto was characterized by economic growth and modernization, but also by human rights abuses and political repression. The image highlights the dual narrative of progress and suppression that characterized this period in Indonesian history.
Battle stage:
1st outfit: cap, sweater, long sweat pants, small sleeveless top
2nd outfit: Hoodie, short pants, long sleeves tight top

Palin genesis stage:
3rd outfit: dress, bagpack, short ankle
4th outfit: scarf, long pants, tight strap leg bag, small sleeves top

Champion stage:
5th outfit: sleeveless tight top, bomber jacket, short gloves, short pants
6th outfit: cap, high crop top, short skirt, vest, long ankle band, handbag
THE LAST OF US
BATTLE STAGE
Battle is the first mini concept for Sharon Marisa's collection. The collection incorporates patterns with holes and twisted look, with repetitive digital prints and piping as details. Fabrics that are used are matte fabrics with stretchy materials. There are also hints of short-haired fake fur fabrics, along with nylon that is paired with double-faced jersey. The collection mainly has a tone on grey, with hints of greyish purple, black, white, and dark green.

Champion is the last mini concept for the collection. The collection incorporates puffy, and daring shapes with thick layering technique. This is the last and ultimate ending for all the concepts, therefore making the look of the collection 'intimidating' and bold. Embellishments such as heavy satin stitch and beads are going to be the highlight of the mini concept. Combined with many small details of un-repetitive digital prints. Fabrics that are used in this collection are mostly shiny fluid fabrics like silk and satin, but also with a combination of stiff transparent fabric like organza to give it a balanced look. Color palette for the collection will involve luxury colors of champagne, mixed with soft skin pink, color also with hints of bright bold colors.
PRINTS IDEA: Battle stage