

ED

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**WEB
DESIGN**

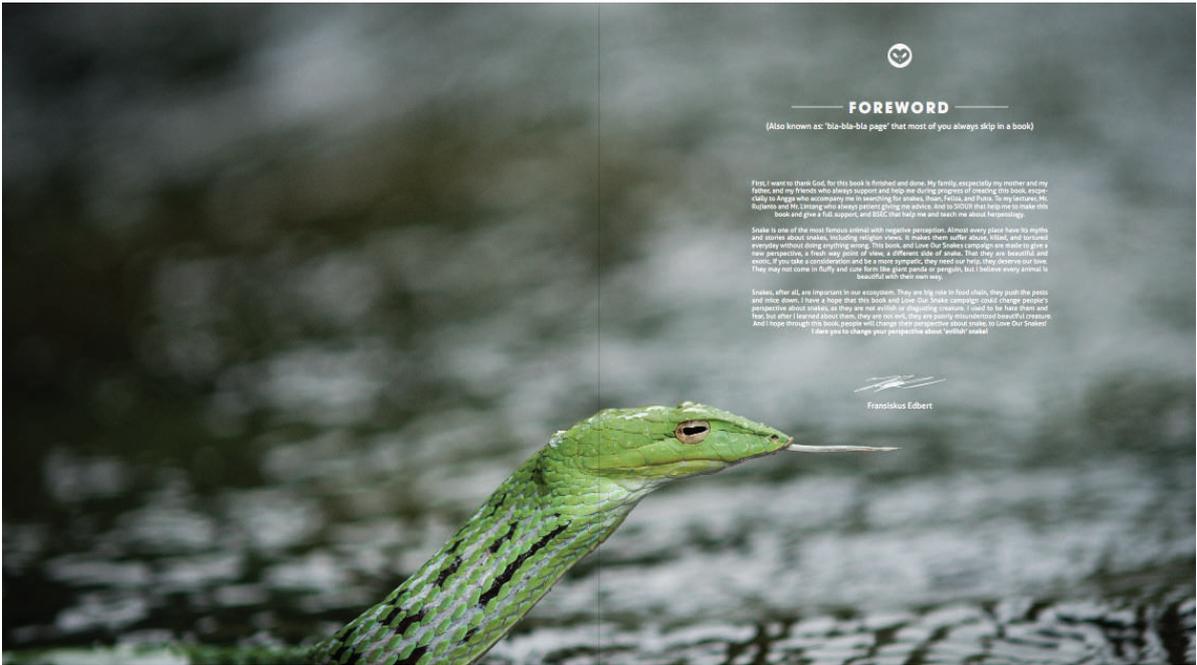
LOVE OUR SNAKES

Love Our Snakes is founded in 2014 by Fx. Edbert by dedication and love for snakes as a campaign movement to learn, love, and respect our snakes in Indonesia. This campaign is fully supported by SIOUX Foundation, a professional and one of the biggest snake foundation about snake in Indonesia.

The goal is to bring a new perspective for general people about beauty and importance of snakes in our lives, despite of myth, they are tortured and massacred everyday.

In this project, I created the brand identity, the book, website, and took 25 species of wild snake photos by myself. The website URL is: www.loveoursnakes.com

I want to show about this animal's beauty, therefore I have to create the best photos of these snakes, and packed them whole as an interesting and beautiful campaign.



FOREWORD

(Also known as: 'bla-bla-bla page' that most of you always skip in a book)

First, I want to thank God, for this book is finished and done. My family, especially my mother and my father, and my friends who always support and help me during my project of creating this book, especially to Angela who accompany me in searching for snakes, Rhea, Felisa, and Pablo. To my teachers, Mr. Rejwan and Mr. Lanning who always present giving me advice that is useful that helps me to make into book and give a full support, and ESTC that help me and teach me about herpetology.

Snake is one of the most famous animal with negative perception. Almost every place have his myths and stories about snakes, including religion views. It makes them suffer about, killed, and tortured everyday without doing anything wrong. This book, and Love Our Snakes Campaign, are made to give a new perspective to them, may come of view, a different side of snake. That they are beautiful and exotic. If you take a consideration and for a more sympathy, they need our help, they deserve our love. They may not come to fluffy and cute from the cute picture or paragraph, but I believe every animal is beautiful with their own way.

Snakes, after all, are important in our ecosystem. They are big risk to food chain, they push the plants and insect down. I have a hope that this book and Love Our Snake campaign, could change people's perspective about snakes, as they are not awful or disgusting creature. I want to be here three and five, but after I learned about them, they are not bad, they are actually surrounded beautiful creature. And I hope through this book, people will change their perspective about snake to Love Our Snakes! I dare you to change your perspective about 'scaly' snake!


Fransiskus Edbert



The PERSECUTED PREDATOR



Let's start with question: "What have you heard about snakes?" Whatever it is, I bet it's a negative opinion and story. Am I right?

Snakes are natural born perfect hunter. But with human, they are as weak as other animals. Hungry, abused, killed. The question is, where do the negative stories come? Because of hundreds negative myths about snakes. From religion views, to myths in almost every places. Have you heard any good myth about snake? No. We are born, raised, and grown up, told by our parents that snakes are evil, horrible creature, form of demons. These words are stuck in your conscious without knowing the truth. And we pass it to your children, and it goes on and on. Every time you encounter a snake, that negative suggestion about snake makes us want to kill it. And everytime we touched snake scales, we screamed and disgusted. Think.

You believe something that been told to you without knowing the truth. It's the same thing with the story about people their afraid of leaving home too far because they thought earth was square. The difference is in that story, they don't discover the truth yet. But in our case, snakes have been studied, classified.

You believe snakes are disgusting and terrible because it has been stuck since you heard from your parents and friends. Do you dare to open your mind, and prepare to view these beast with beauty from different perspective?

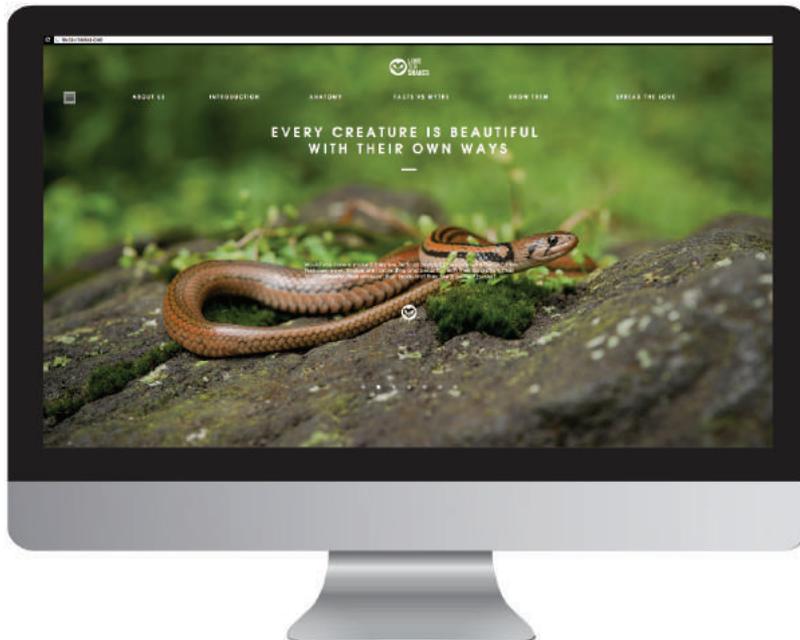
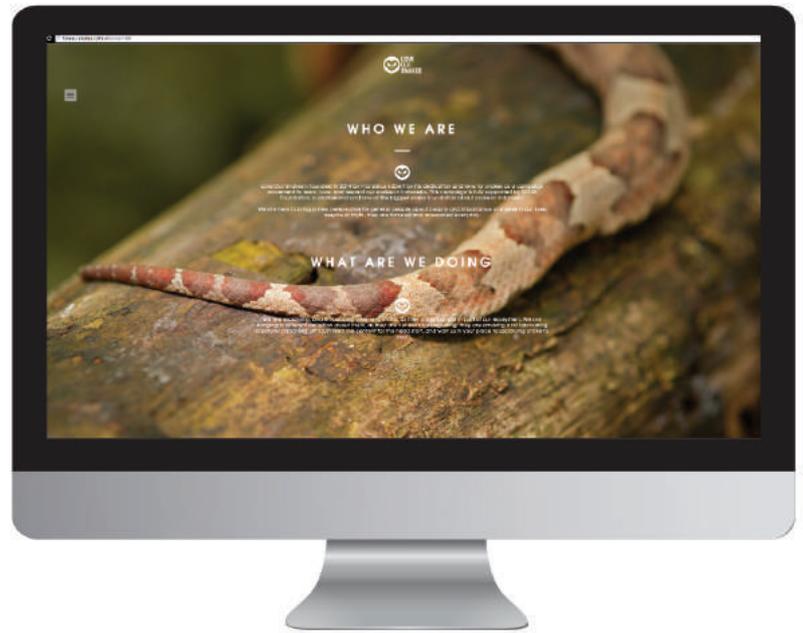
I dare you!



They are living things, just like us, and they have the right to not abused, live free in their nature.

All perspective of snakes are passed from generations. Today, you may not know the truth, or prove of the myth you've heard, because it has passed from your friends or friends of your friends, or your father from his father, from his father. Now is the time to cut those bullshit and set a new paradigm, based on your own perspective from the truth about them. Not just from unreasonable myth that told.

ABOUT US PAGE



HOME PAGE

EXPERIENCE THE MERAPI

Experience The Merapi was created as a reaction to last Merapi Eruption. The eruption changed the geography, structure, and the people's job. Before the eruption, the main job was as farmers. But after the eruption, now the land is not suitable for farming.

This campaign created to promote Merapi as a great place to visit. To experience it with Jeep and off road track, dirt and mud. This also help to make people change their job into agrotourism. The experience of the off road and places visited during the tour are only in Merapi.

In this project, I created the brand identity, the graphic standard manual, photoshoot for poster ad, and creating strategy concept to solve the problem that happened.



TEACH FOR
INDONESIA

BINUS UNIVERSITY



“

In **MERAPI**, where the road ends,
that's where the fun begins!

- Atmadja, Actor

”

Dare to have fun in MERAPI?

POSTER ADS



TEACH FOR
INDONESIA

BINUS UNIVERSITY



“

Literally, dare to have fun in **MERAPI?**

- Gustandi, Musician

”

Dare to have fun in MERAPI?

**WEB
DESIGN**

JAKARTA FASHION WEEK

This is a redesign website interface from the website from the same brand.

The previous design is plain and quiet not organized, too much words everywhere, and lack of structure. The redesign is focused on creating a simpler interface and emphasized in black and red colour which represent elegance and fashion mood at that time.



JAKARTA FASHION WEEK 2013

ABOUT US
who are we?

THE EVENT
event&location

GALLERY
photos&videos

PRESS
press release

PROJECTS&NEWS
projects&news



ENGLAND-INDONESIA AGREE TO MAKE A LARGER FASHION INDUSTRY

British Cabinet Minister, Francis Maude, said that Britain and Indonesia have agreed to build the human resource capacity and develop a variety of programs and training in creative, one fashion. [Read More](#)



TIPS FOR FASHION PHOTOGRAPHERS



REVIEW FROM LAST JFW 2012



INTERVIEW WITH ADRIANA CURCIO



COUNTDOWN TO JFW 2013

0W.02D.20H

SOCIAL MEDIA

INSTAGRAM #JFW2013 #JFW2012 #JFW



TWITTER

FACEBOOK

TWEETS

FOLLOW US @JKTFashion



1. PREPARATION

To my opinion this is the most important bit of advice I can give you. In fact, don't just prepare, over prepare! Prepare well in to your rehearsal, bring to camera lens of what I'm looking to achieve. I have books, and books of your dream of images or lighting, makeup, hair, styling, posing, editing, etc. It's very easy to become bored and a boring picture, but if you have some books of anything begin to glance through. I can pretty much guarantee something will catch your eye, and a concept will begin to develop.

2. IT'S YOUR CONCEPT

Working in fashion, there's definitely a team of hair, make-up, styling, wardrobe, and stylist's work with, however, I'm involved in all of it from A-Z. It's always open to suggestions, and ideas, and how to keep what others are doing by the books, but I have heard over the years, "You cannot let someone else take over your vision. If you do, it will not be your image. You need a very strong conviction of your own vision for your audience to grasp it, so be hard to take control off."

3. MOVE AND MOVE SOME MORE

I think you have to be able to move with the camera.



JAKARTA FASHION WEEK 2013

ABOUT US
who are we?

THE EVENT
event&location

GALLERY
photos&videos

PRESS
press release

PROJECTS&NEWS
projects&news



JAKARTA FASHION WEEK

Who first held in 2008, Jakarta Fashion Week is the largest annual fashion week in Indonesia. This event is a universal platform for the fashion industry who want to be associated with the design, style and the latest fashion trends.

This year, Jakarta Fashion Week 2013 will be held more than 60 shows, hundreds of designers and models as well as some 1,000 journalists from home and abroad will be involved in this event. It is estimated more than 20,000 Indonesians will also witness this event in person and millions of pairs of eyes to see the splendor of JFW via streaming video.



ABOUT US | FAB | LOCATION

All Right Reserved. Fashion Group & Area Association.



JAKARTA FASHION WEEK 2013

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British Cabinet Minister, Francis Maude, said that Britain and Indonesia have agreed to build the human resource capacity and develop a variety of programs and training in creative, one fashion. [Read More](#)



INTERVIEW WITH ADRIANA CURCIO

What I needed were tips about the little things that fall through the cracks when you're so focused on getting the mechanics down. [Read More](#)



TIPS FOR FASHION PHOTOGRAPHERS

The truth of the matter is, you can create an image that is 100% technically correct, but the elements that truly make your image work looking at may be just. [Read More](#)



A COLLABORATES WITH COUTURELAB

ROLAND MOURET has teamed up with CoutureLab to create a capsule collection that encapsulates the essence of modern couture. [Read More](#)



MICHAEL KORS HONOURED BY COUTURE COUNCIL

MICHAEL KORS is to be honored by the Couture Council on September 4. [Read More](#)



CARA DELEVINGNE WITH NEW LABEL

CARA DELEN-INGNE has already led the charge in introducing Cliche - a new British label that launched for spring/summer 2013. [Read More](#)



ZARA BOSS NAMED NO. 1 FASHION'S RICHEST 2013

ZARA boss Amanda Ortega is fashion's richest man, according to Forbes' 2013 Billionaires. [Read More](#)

[Load More](#)

SINAR ABADI HOME CENTRE

The Client wanted to create a simple website that provide profile information about Sinar Abadi, the business, their circle, with the location, contact, and latest promo.

I created a single page website with clean and minimalist style, using only green colour with additional white., and black and white photos.

The website URL:
www.sinarabadi.com



IMPULSE HIFI AUDIO

Impulse hifi audio is Indonesian car audio brand based on Jakarta. The client need website that gives impression about car audio and classy.

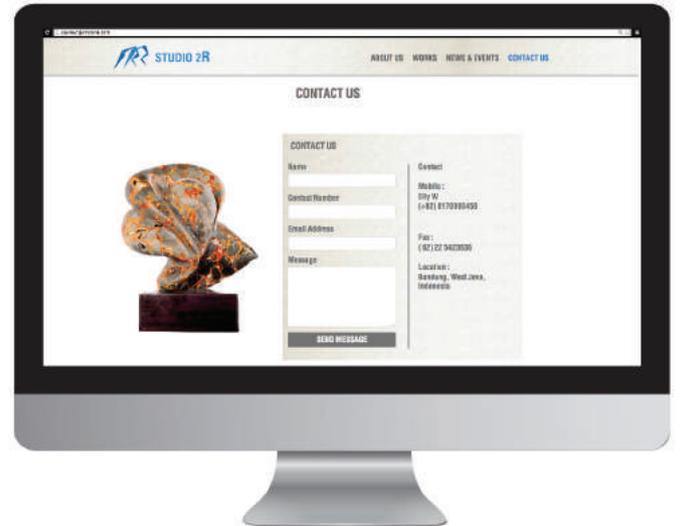
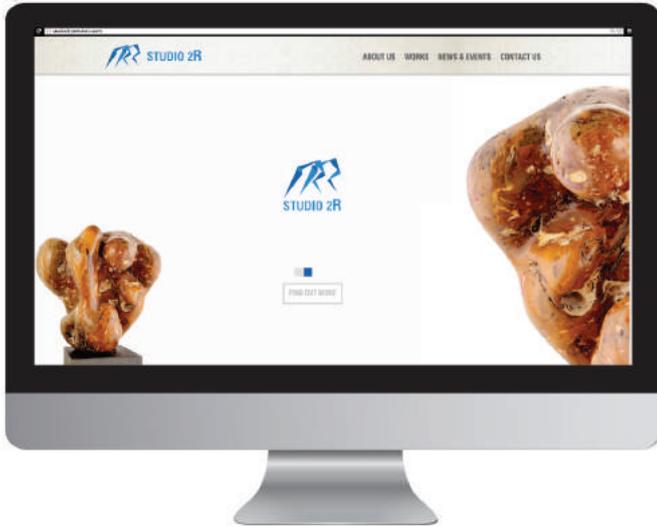
To make a great impression and make people feel this is car audio website, I chose to use image/photo as my main asset in this project. Along with condensed font and blurred background, makes this elegant and focused on the detail contents, in this case, the products.

The website URL is:
www.impulsehifiaudio.com

STUDIO 2R GEMSTONE

Studio 2R is a Gemstone based studio in Bandung. Been creating sculpture from beautiful gemstone with very large size. This studio has attended many exhibition and auction.

The client need a simple and clean website, pretty straight forward to show the works. So I created website that use the gemstone photos as main asset, combined with white and neutral colour, so the gemstone will always stand out. Also, to fulfill the simplicity, this website is also another single page website that I created.



OTHERS

This is some other projects over the year. Some got published, and the other has shutted off.

WOMAN SWEATSHIRT

denims
jeans
pants
shorts
shirts

WOM SWEATSHIRT

jeans
pants
shorts
shirts

ACCESSORIES

bags
hats
wrists
socks

WOMAN CATEGORIES

CHEAPDEPTSTORE woman clothing is handpicked, selected for the best design and best quality with reasonable price for you.



RAIN DRESSER BLACK SHIRT
2.88
Learn more about all our cosmetics
FOR \$0.00



RECYCLATION BLUE SHIRT
2.88
Learn more about all our cosmetics
FOR \$0.00



OLGA BLOUSE
4.14.75
Learn more about all our cosmetics
FOR \$0.00



CHINA PRINTED ROUND NECK
2.88
Learn more about all our cosmetics
FOR \$0.00



MITI-MITI POWER BLACK SHIRT
2.88
Learn more about all our cosmetics
FOR \$0.00



COLLAGE WHITE SHIRT
2.88
Learn more about all our cosmetics
FOR \$0.00



MOHAWK SHIRT
2.88
Learn more about all our cosmetics
FOR \$0.00



SMITH MIRROR SHIRT
2.88
Learn more about all our cosmetics
FOR \$0.00

LEAD WORD

about us | contact us | follow us



WOMEN MEN KIDS ABOUT US HOW TO ORDER

MEN CLOTHING
NEW ARRIVAL+
SPECIAL OFFER!



NEW ARRIVAL



LEVI'S JEANS JACKET FOR FEMALE \$80



LEVI'S JEANS FOR FEMALE \$80



LEVI'S JEANS FOR FEMALE \$80



LEVI'S JEANS FOR FEMALE \$80



LEVI'S JEANS FOR FEMALE \$80



LEVI'S JEANS FOR FEMALE \$80

PRODUCTS

WOMAN:
CLOTHING
HANDBAGS
SHOES
COSMETICS
ACCESSORIES

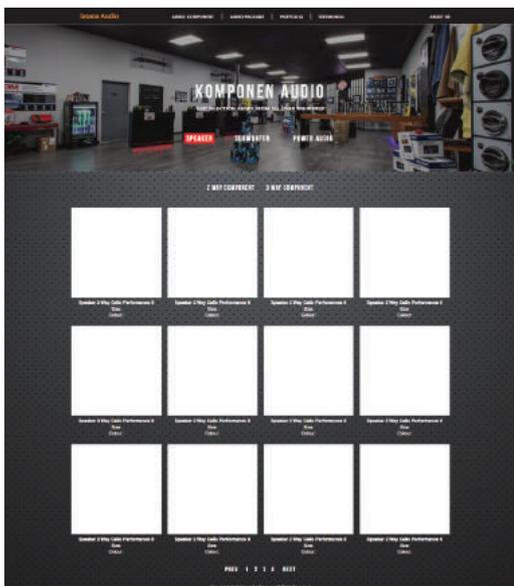
MAN:
CLOTHING
SHOES
ACCESSORIES

KIDS:
CLOTHING
SHOES
ACCESSORIES

ABOUT US

HOW TO ORDER
FAQ

FOLLOW US:

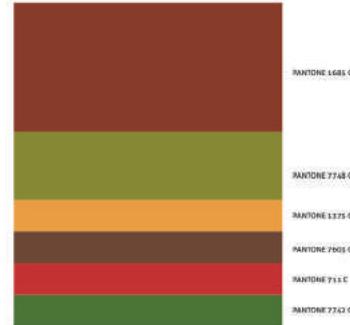


**BRAND
IDENTITY**

SAMBARA

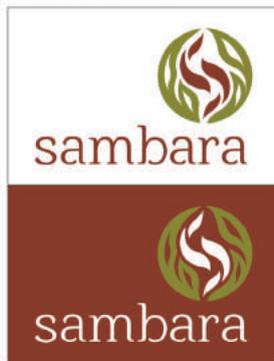
Sambara tries to introduce Sundanese traditional culture and ethic through the cuisine and nuance, combined with modern fine dining style and complete Sundanese cuisine.

I create the whole branding process from finding the right positioning and values, creating the masterbrand, until the brand expression. In this project, I created Sambara logo with abstract shape, to present the culture and the food, with the green leaf surround it, means the Sundanese cuisine that almost never leave leafs and vegetables in their cuisine. Here is a part of the Graphic Standard Manual.



COLOUR PALLETTE

Colour Pallete help build association in Sambara's brand. Sambara's primary colour is red-brown colour as shown, PANTONE 1685 C. This colour combined by green colour as shown to fully presenting Sambara in abstract. Followed by yellow, brown, red, and green.
Please always use only colour shown here, only the same configuration in CMYK, RGB, and Pantone colour to avoid different result.



Masterbrand logo

Masterbrand logo reverse

MASTERBRAND LOGO

The Masterbrand logo contain the logomark and logotype.

*Leaves in both side representing Sambara as Sundanese restaurant, as Sundanese restaurant always use leaves in every of their cuisine, whether in their foods or when presenting the cuisine. And as Sundanese is very close to nature

*The shape inside the leaves designed to be abstract, dynamic, and looked 'mixing' in the middle. It's representing sundanese foods taste and seasonings, as it's mixed, from spicy, salty, sweet, etc. While it's forming 'S', representing Sambara Letter.

*Brown and Green colour in the logo presenting Sundanese atmosphere which natural and traditional.

*The Logotype uses lower caps and old traditional serif while it's still dynamic and traditional.

Please only use the artwork supplied.

1. Our Brand

- 1.1 Positioning Statement
- 1.2 Brand Essence
- 1.3 Brand Promise
- 1.4 Brand Values
- 1.5 Brand Personalities

2. Masterbrand

- 2.1 Overview
- 2.2 Masterbrand Logo
- 2.3 Minimum Size&Clear Space
- 2.4 Logo Construction
- 2.5 Logo Background
- 2.6 Incorrect Logo Usage
- 2.7 Colour Pallete

- 2.8 Supergraphic Colour
- 2.9.1 Supergraphic Crop
- 2.9.2 Supergraphic Crop
- 2.10 Corporate Typeface
- 2.11.1 Brand Architecture
- 2.11.2 Minimum Size&Clear Space

3. Brand Expression

- 3.1.1 Business Card (Cover)
- 3.1.2 Business Card (Inside)
- 3.2 Letterhead
- 3.3 Envelope
- 3.4 Envelope C-4
- 3.5.1 Folder (Cover)
- 3.5.2 Folder (Inside)
- 3.6 Packaging
- 3.7.1 Invoice
- 3.7.2 Invoice Waring
- 3.7.3 Invoice Resto
- 3.7.4 Invoice Express
- 3.8 Cashier Sign

- 3.9 Toilet Sign
- 3.10 Other Signs
- 3.11 Table Number
- 3.12 Plate
- 3.13 Tissue
- 3.14 Glass
- 3.15 Tablecloth
- 3.16 Apron
- 3.17 Uniform Male
- 3.18 Uniform Female
- 3.19 Operational Car
- 3.20 Operational Van



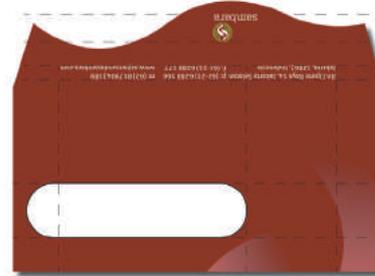


3.1.1

BUSINESS CARD (COVER)

Our business card designed with size 11cm x 9 cm, and fold in the center, with the folded size 5,5cm x 9 cm. Using material Art Carton 260gr, and pond 0,3cm an every corner.

The front cover contain Sambara reversed masterbrand logo.
The back cover contain personal information.



3.3

ENVELOPE

Our envelope designed proportionally to match with our letterhead design. Size 22cm x 11cm.

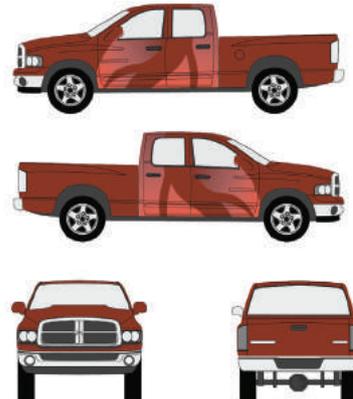


3.5.2

FOLDER (INSIDE)

This is Sambara's folder design. Designed with unique size and composition, 44cm x 10cm. With both front and back cover take 22cm x 10cm.

Inside the folder, on the right, containing Sambara's location and contact information, while on the left, a space for paper that will held on folder.



3.19

OPERATIONAL CAR

Our operational car sample designed with our supergraphic full sticker to cover its body. This car model is Dodge RAM 1500 Extended Cab. Effective to carry load and people.
If the submitted car isn't available, please choose same type from this car. Preferred Japanese van is Toyota Hilux.

OTHERS

These are some of various brand identity projects that I worked over years. The process and detail is mainly pretty much same as above.



SISIK MAGAZINE

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Fax: (+62)2518352929

Kepada Yth.
Bapak/Ibu
pimpinan Perusahaan

di

Tempat

Perihal: Promo Iklan Majalah SISIK

Dengan hormat,

Perkenalkan, kami (SISIK MAGAZINE) adalah sebuah free e-magazine atau majalah online gratis yang dapat didownload oleh publik tanpa kecuali. SISIK MAGAZINE memiliki positioning di bidang hewan eksotis, terutama reptil, umumnya ular dan kadal. Saat ini SISIK MAGAZINE baru akan release edisi perdana volume 01 MEI 2013.

SISIK MAGAZINE merupakan e-magazine pertama di Indonesia yang mengulas mengenai reptil dan seputarnya. SISIK mengulas mengenai reptil dan hewan eksotik, memberi informasi mengenai keadaan alami di habitatnya, dan cara pemeliharaan hewan-hewan tersebut.

Mengingat sekarang ini, reptil merupakan salah satu bidang yang sangat diminati oleh masyarakat, dengan berkembangnya hobiis-hobiis lokal, juga dengan semakin banyak seller dan komunitas yang berkembang di Indonesia, kami merasa tertarik untuk mengulas secara jelas mengenai hewan-hewan tersebut tiap edisinya. Dengan berkembang dan begitu banyaknya para hobiis yang aktif di berbagai media jejaring sosial online, maka kami tertarik untuk membuat majalah untuk para hobiis lewat online.

Maka kami menawarkan bapak/ibu untuk memasang iklan pada majalah kami. Kami menawarkan space full page dengan harga spesial pada edisi perdana kamu, ~~Apabila Bapak/Ibu merasa tertarik, bapak/ibu dapat~~ menghubungi kami setiap saat di email: sisikm@edbert.com, Edbert di nomor 0817-9043-189. Kami akan de atas jawaban bapak/ibu.

Melalui pemasangan iklan di majalah SISIK, ma luas oleh hobiis. Demikian kami sampaikan, ata

Hormat kami,

Tim SISIK MAGAZINE

Fransiskus Edbert,
Editor In Chief

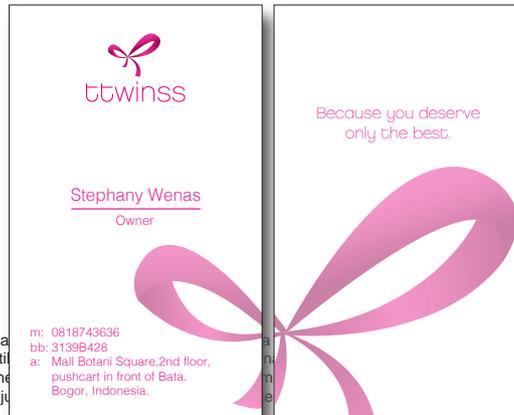




Client name
Company name
Plaza Botani 1st floor
Jl.Melati 2 no 11
Jakarta 10620

Yang Terhormat,

Lorem ipsum dolor sit amet, consectetur a
Aenean massa. Cum sociis natoque penati
ridiculus mus. Donec quam felis, ultricies ne
consequat massa quis enim. Donec pede ju



In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis
pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate
eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam
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Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam
ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus.
Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet
adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id,
lorem.

Your sincerely,

ttwinss

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Head Of Marketing

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**PHOTO
GRAPHY**

LANDSCAPE

These are some of landscape photos I took over years. Some photos are taken in Indonesia, some are not. Capturing the landscape's beauty is very challenging, working with the details, shape and contour of the landscape.

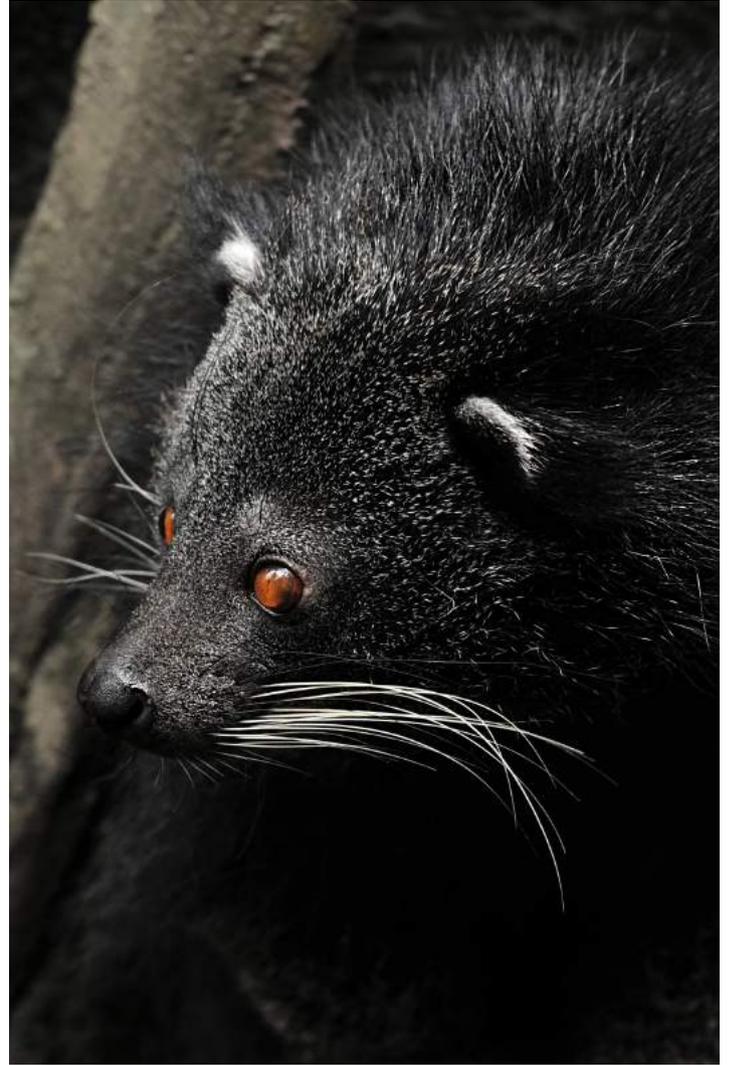






WILDLIFE

These are some of my wildlife photos. Mostly taken from animals in Java. Most pictures are taken directly in the field.



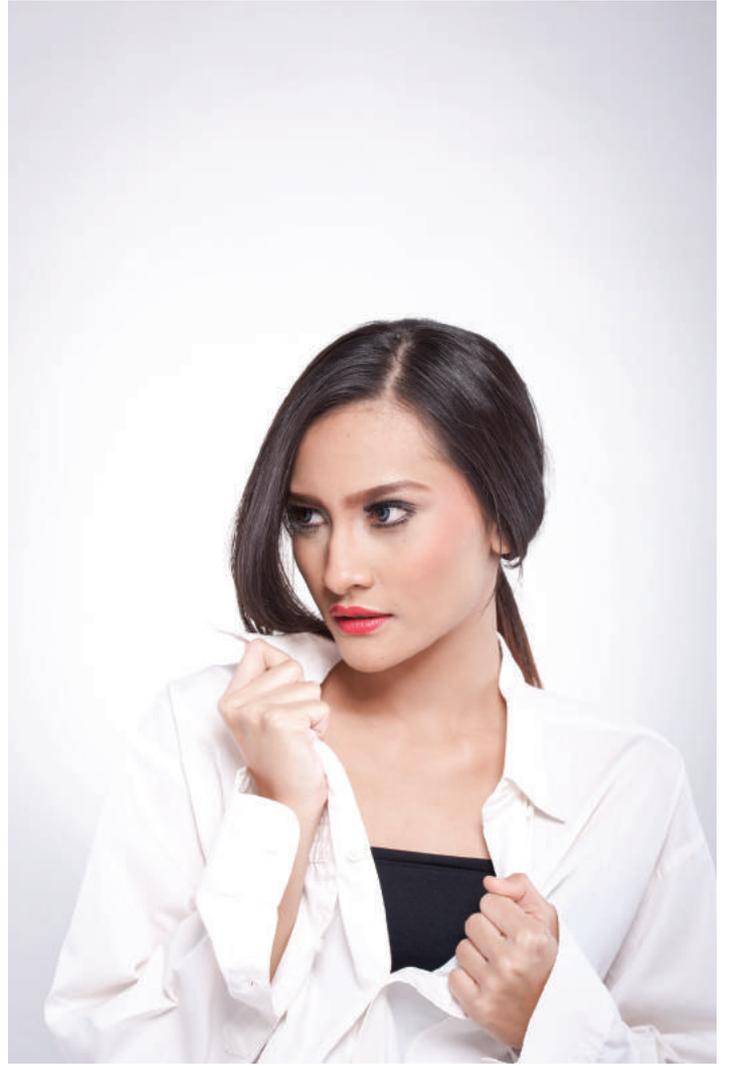




BEAUTY / MODEL / PORTRAIT

These are some conceptual beauty/fashion based photos that I took over years, some of those are portraits. Most of those photos are taken in studio.











PRODUCTS

These are some products photo that I worked. It is mainly a 3D gemstone sculpture from various materials, sizes, and forms.





LAYOUT

LAYOUT DESIGN

These are some of various projects of layout design that I worked. The typography editorial was my student project, and only for that one, I don't own the 3D typography picture credits.

MEMUSIKKAN TIPOGRAFI, MEMPUTTISKAN VISUAL



Sebuah ide yang unik. Misk berkolaborasi dengan seorang desainer tipografi, kemudian membuat sebuah karya seni yang menggabungkan antara tipografi dan seni rupa. Karya tersebut adalah sebuah huruf 'G' yang dibuat dengan menggunakan bahan-bahan yang berbeda-beda, seperti logam, kayu, dan bahan-bahan lainnya. Karya tersebut adalah sebuah huruf 'G' yang dibuat dengan menggunakan bahan-bahan yang berbeda-beda, seperti logam, kayu, dan bahan-bahan lainnya.

Kali ini, desain tipografi semakin berkembang. Banyak desainer yang menggunakan bahan-bahan yang berbeda-beda untuk membuat huruf-huruf yang unik. Hal ini menunjukkan bahwa tipografi bukan hanya sekedar seni, tetapi juga merupakan sebuah seni yang dapat menggabungkan antara seni rupa dan seni tipografi.

Desain tipografi yang unik dan kreatif dapat meningkatkan nilai estetika dan daya tarik dari sebuah karya seni. Hal ini menunjukkan bahwa tipografi bukan hanya sekedar seni, tetapi juga merupakan sebuah seni yang dapat menggabungkan antara seni rupa dan seni tipografi.

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Pergerakan desain tipografi ini terus berkembang. Banyak desainer yang menggunakan bahan-bahan yang berbeda-beda untuk membuat huruf-huruf yang unik. Hal ini menunjukkan bahwa tipografi bukan hanya sekedar seni, tetapi juga merupakan sebuah seni yang dapat menggabungkan antara seni rupa dan seni tipografi.

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TIPOGRAFI KONTEMPORER



Model yang sangat menarik adalah karya desainer ini. Karya ini menunjukkan bahwa tipografi bukan hanya sekedar seni, tetapi juga merupakan sebuah seni yang dapat menggabungkan antara seni rupa dan seni tipografi.

Desain tipografi yang unik dan kreatif dapat meningkatkan nilai estetika dan daya tarik dari sebuah karya seni. Hal ini menunjukkan bahwa tipografi bukan hanya sekedar seni, tetapi juga merupakan sebuah seni yang dapat menggabungkan antara seni rupa dan seni tipografi.

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"Jika kalian ingin membuat karya seni yang unik, maka kalian harus menggabungkan antara seni rupa dan seni tipografi." - Desainer tipografi terkenal.

04

product breakdown

01

DEVELOPMENT

Mempelajari produk yang diminta konsumen, spesifikasi produk dan detail, agar tidak ada kesalahan detail pada tahap selanjutnya.

04

PACKING

Produk akan dikemas dengan menggunakan polybag setiap 1 piece pakaian, dan setiap 10 pieces pakaian yang telah di-polybag akan dikelompokkan menjadi 1 master polybag (plastik ukuran besar), kemudian produk tersebut akan dimasukkan ke dalam carton box untuk ~50 pcs pakaian/-box. Selain itu, bila ada permintaan khusus dari customer mengenai pengemasan, kami sanggup memenuhinya.

01

02

03

04

05

02

PATTERN MAKING

GRADING

SIZING

Pada tahap ini, dibuat pattern making, lalu grading dan sizing yang umumnya S-M-L-XL-XXL, atau custom sesuai dengan request dari customer.

03

SEWING

Proses sewing yang dilakukan dengan detail untuk menjaga kualitas hasil produk.

05

WARRANTY



A Beauty from Irian

Irian memang menyimpan jutaan keelokan gemerlapan hayati yang eksotis dan indah. Salah satunya yang membuat para hobiis reptil terkagum-kagum, Green tree python (*Morelia viridis*) atau yang akrab dipanggil GTP atau Chondro. Akorasi pypurin ini terkenal akan warna dan bentuk tubuhnya yang sangat indah, pose beranggernya yang sangat khas membentuk huruf U, fasa hidup dan perubahan warnanya yang sangat unik. Si hijau eksotis ini juga memiliki keunikan perbedaan warna, tipe hidup, dan karakter tiap locality-nya. Tertarik akan keindahannya?