

A fashion advertisement featuring two models standing in a brightly lit, modern retail space with large glass windows and pillars. The model on the left wears a black and gold sequined dress, while the model on the right wears a white turtleneck under a similar sequined dress. The background is a blurred view of the store's interior.

I Love f.ashion

P A R I S

By:

MRC

FASHION INDONESIA



I Love Fashion

A Fashionable and Stylish International
brand with a touch of French Influence



History

Established in 1997, Fashion TV has been setting the highest standards for excellence in fashion and lifestyle broadcasting.

With its experiences and passion in the fashion industry for years, Fashion TV expanded its wings and created a complete lifestyle brand, with the name “I Love Fashion Paris”.

Vision & Mission

Vision:

To be the top destination of Fashion Retail shop for women of all ages and cultures

Mission:

To exceed the aspirations of our customers by fulfilling the need for high quality lifestyle by providing the latest and innovative fashionable merchandise



The Brand

I Love Fashion Collection is inspired by the pret-a-porter shows in Paris, Milan, London, New York & LA.

A brand whose essence line in its contrasting features, showcasing unexpected juxtapositions of leather and lace, full-bodied tulle with form fitting tops. A style that set itself apart in the lines and colors of the clothes available today.



Target Market

Target	: B – A
Age	: 20 – 35 years old
Gender	: Women with elegance.
Personality	: Confident, Smart, Charismatic
Occupation	: Young Professionals, Entrepreneur, New Mothers

Brand Positioning



Price & Quality

Collection

“Parisian Chic”

Inspired by the Parisian style that radiates the air of self-assuredness, confidence and elegance that portray a women’s inner self. It’s a style that gives a feeling of sophisticated yet at the same time appears simple, uncontrived, perhaps effortless.

“Purely”

Purism is not just a trend but an attitude. It is omnipresent this season and avoids leaving the beaten track with too austere interpretations.

“Innocent Gangster”

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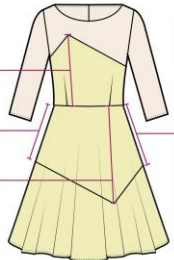
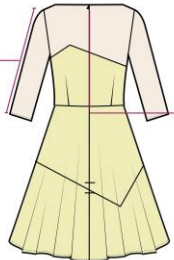
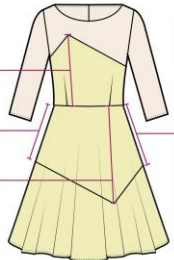
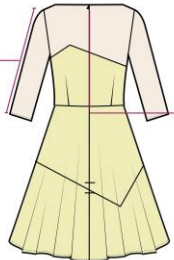
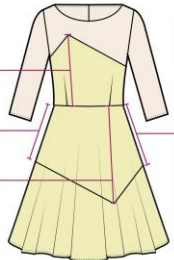
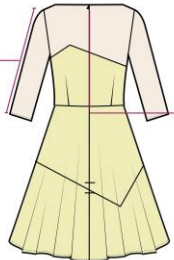
“Contemporer”



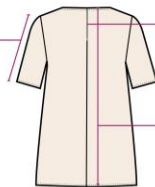

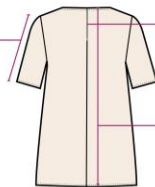

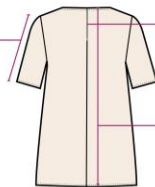
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Design Inspiration



Spec Sheets

I Love  fashion		Specification Sheet		1							
Nama Style: Nomer Style: Season: Size Range:		Company: PT. MRC - I Love Fashion Alamat: Equity Tower, Unit 45F, Jln. Jendral Sudirman Kav 52-53 Tlp: +62215150690 / +6281239655325 Vendor:									
Tanggal Pengajuan: Tanggal Deadline: Designer in Charge:											
Deskripsi:											
<table border="1"> <thead> <tr> <th>Warna</th> <th>Depan</th> <th>Belakang</th> </tr> </thead> <tbody> <tr> <td>A</td> <td rowspan="2">  </td> <td rowspan="2">  </td> </tr> <tr> <td>B</td> </tr> </tbody> </table> <p> Neckline finishing : Facing, overlocking Armhole finishing : Single seam, overlocking Seam finishing : Single seam, overlocking Sleeve finishing : Top stitch on roll hem Hem finishing : Top stitch on roll hem </p>					Warna	Depan	Belakang	A			B
Warna	Depan	Belakang									
A											
B											

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Spec Sheets

Garment Specification Sheet				1
Garment Image Front & Back Detail				
Style Name:	Company:	PT. MRC - I Love Fashion		Date Submitted:
Style Number:	Address:	Equity Tower, Unit 45F, Jln. Jendral Sudirman Kav 52-53		Date of Deadline:
Season:	Phone Number:	+62215150690 / +6281239655325		
Size Range:	Vendor:	XS - L		Designer in Charge:
Melissa Surya				
Description:				
<div> <div>Fabrics</div> <div> <div>Front</div> <div>Back</div> </div> </div> <div> <div>A</div> <div>B</div> </div> <div> </div> <p> Belt Buckle detailing CF 15 inch Floral applique trim stitch on top of fabric A & B. Top stitch on fabric B </p> <p> *Note: Neckline finishing: Facing + interfacing, overlocking Seam finishing: seam, overlocking Armhole finishing: fold and stitch Hemline finishing: fold and stitch </p>				

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Garment Image Front & Back Detail				
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<div> <div>Fabrics</div> <div> <div>Front</div> <div>Back</div> </div> </div> <div> <div>A</div> <div>B</div> </div> <div> </div> <p> 1 1/2 inch 2 layers of fabric at front, joint at side seam. fabric B is shorter by 1 1/2 inch than fabric A. Hook and Bar opening Invisible Zip 6 inch CB 20 inch </p> <p> *Note: Finishing: waistband Seam finishing: seam, overlocking Hemline finishing: fabric A, fold and stitch Fabric B, fold and stitch </p>				

First Collection



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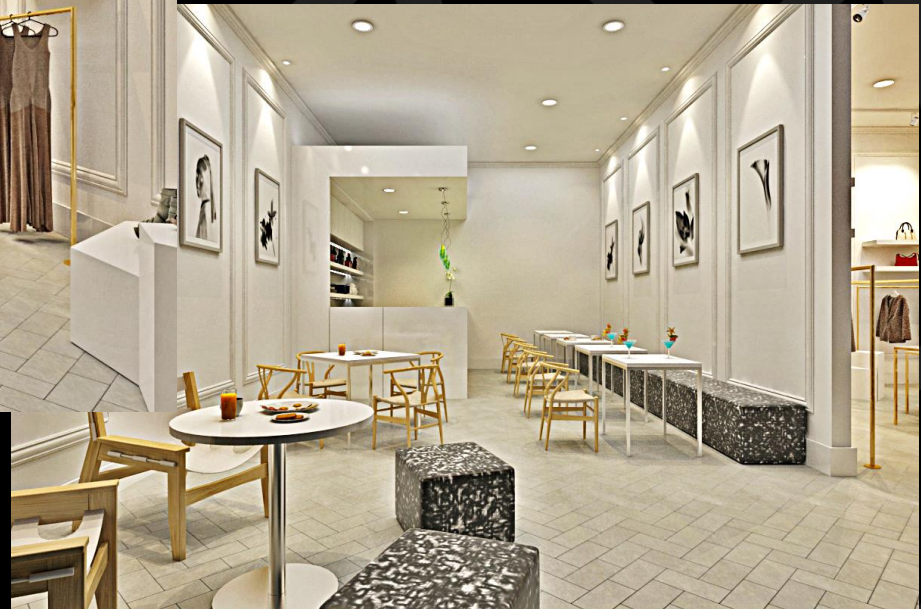
Store Openings

STORES	2014											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Shop In Shop - Galeries Lafayette Pacific Place												
Shop In Shop - Seibu Grand Indonesia												
Shop In Shop - Debenhams Plaza Senayan												
Concept Store - Senayan City												

**Subject to Availability*

Concept Store & Café

Warm, comforting and relaxing combination of one stop shop boutique and café.



Department Store

A Shop in Shop concept of I Love Fashion brand



SEIBU, Grand Indonesia



Galleries Lafayette



SOGO, Plaza Senayan



DEBENHAMS, Senayan City



Thank you