

The basis of my Final Thesis is to develop a Premium Extension to the Singaporean brand, Love, Bonito, which labels, C O V E. The primal focus is based on designing the Retail Store.

Through a year of thoughtful creative and commercial perception incorporated in creating this project, I will be further presenting this project to the CEO of Love, Bonito.

I want to express my sincere gratitude to my teachers, mentors and friends who are involved in building this project with me.

And lastly on a final note, I extend gratefulness to my former teachers, friends and family, for making my 4 years at Polimoda fruitful.

Professors; Stella Magari, Jessica Alvino, Sandra Laube, Brais Vilasó, Andrea Perato, Lapo Quagli, Daniele Lopardo, David Lopardo, Tini Tiziana, Riccardo Bartalucci, Elisa Bellini, Paola Rolli, Marta Reboli and our Mentor, Marc Ascoli.

Special Thanks to; Caterina Stolzi, Sinead Thomas, Jodi Smith, Stephania Zhang, Lina Benger, Yichun Shan, Naomi Guzman Duran, Jaersuliman and Manuela Hausen.

Welcome to the world of C O V E.

Hrishika Dugar Fashion Art Direction, Polimoda

'By collaborating both concepts reinforce each other, further fortify their eminent position in society and effectively perpetuate the 'social hierachy'.

Forms of Collaboration between Brands and the Arts

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Love, Bonito a Singaporean fast-fashion brand founded in 2010 by Rachel Lim, Viola Tan, and Velda Tan remains as one of the most major omni-channel, vertically integrated womenswear brands with a primary focus on the South East Asian market that have perfected a mastery of the 'Asian fit' fulfilling the need of brands that focused on providing the right fitted clothing for women. For this reason, via numerous rounds of practice with the designers and in-house seamstresses, going the extra mile in precision enables the garments to be fashioned into the ideal fit for their clients. The pieces are fitted precisely on real women with Asian proportions, as well as on specially created mannequins that depict Asian women's body types.

Ranging from affordable and stylish casual, workwear, to maternity clothing. Each creation is created to commemorate important occasions and life-changing moments for women.

Tomes & WWW

Women across South East Asia can purchase their products thanks to their well-known international brand. Additionally, they have recently expanded to the US and Australia too.

They remain dedicated to cultivating and fostering relationships while integrating innovation with soul through thoughtful design and dedicated community involvement. Labeled, as one of the most wellknown businesses in Singapore, is recognised for its dedication to sustaining its fundamental beliefs of women empowerment. They are continuing to spend a lot of time contributing to the betterment of the planet.

About Love, Bonito



Rachel Lim, Founder

Rachel listed Forbes Asia as 30 Under 30 outstanding woman who started doing business online when it was not as common, and from a little blog store she built a multi-million dollar, well-respected global brand. The Future is Female conference, Asian Retail Leaders Conference, Her World Young Achiever Forum, and Great Women of Our Time, to name a few, have all featured Rachel Lim as their keynote speaker. She also won the Pulsar Category Overall Winner honor at the Women Contractor Awards in 2017.

Dione Song, CEO

Dione, since 2021, has served as the company's president and CEO. Before being elevated to Chief Operating Officer in 2018, she was appointed Chief Commercial Officer in 2017. She is in charge of driving the vision, strategy, culture, and growth of love, bonito. With ample experience in consective roles such as board member of Ramblin' Brands, an Asian consumer brand that promotes sexual wellbeing, and a mentor with 500 startups.





Velda Tan, Founder

Velda, a former member of the Love, Bonito Team is as the majority of Singaporeans see the 30-yearold as a successful businesswoman, fashion icon, and social media darling. Through her management of several businesses, including Love, Bonito, Pince and Pints, Collate the label and GalBoss Asia, she revolutionised the Fashion E-Business in Singapore.

Viola Tan, Founder

Viola, guides the expansion of the business to expand operations across Asia alongside her co-founders. She works largely with corporate investment connections as the Executive Director of Love, Bonito. Inclusively, she is also a media ambassador for selected luxury companies and speaks at trade and industry conferences. She won the Pulsar Category Overall Winner honor at the Women Contractor Awards in 2017.



Transparent

Carving a safe Eden for one to Vision embrace themselves, and to discover one's fullest potential.

Mission To bring women's issues to the forefront and create actionable steps for a better future for the generation of women to come, together with our partners & community.

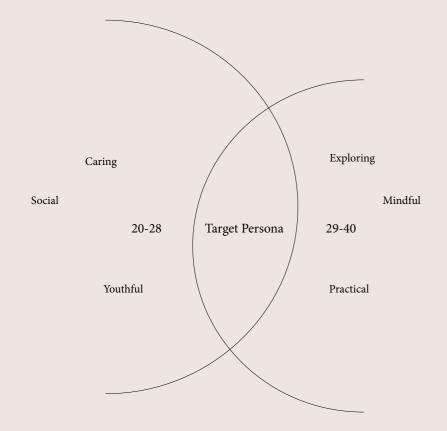


Compassionate



Support





Jolynn Tan, 21 years old Singaporean

A senior Singapore Management University (SMU) School of Business student majoring in Strategy and Sustainability who enjoys practical fashion. She needs to save money as a young adult to purchase clothing and accessories. She is tech-savvy but price conscious.

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Waew Shan, 33 years old Thai

She is a young working mother of a little boy who earns a higher salary than the median but tends to live more sensibly while still expressing her identity through unique clothing. Always social, she interacts and keeps up with the new trends and latest news circling in the fashion industry.

Viktorria Greer, 45 years old

Ukrainian & British She is an intelligent woman with a sense of style, but she isn't always sure what to dress. She loves brickand-mortar businesses because she likes the idea of getting assistance from professionals during the purchasing process. She appreciates well-flattering clothes. Having a kind and open heart, she believes in building other women for the greater good and will support businesses on such occasions.

iwearlovebonito



<

407 Posts

22.4 k 1 Followers Following ...

Love, Bonito Clothing (Brand) YOU are the contributor of the feed here. Tag @lovebonito and #LBootd to get featured!





Instagram & Facebook

They post enticing Instagram stories that allow consumers to see the day-to-day life of what is new. For instance, Love, Bonito also made a separate account called "iwearlovebonito," A lookbook account, to interact with their customers wearing the clothes in different ways and hence getting featured on their Instagram feed like an outfit inspiration mood board. By wearing beautiful items, it enables other customers to be inspired by many styling alternatives. They are followed by more than 20k people.

#comeintoyourown campaign was a video form of communication that allowed the celebration of the LB community and the paths of growth, courage, and strength that they have journeyed through to be shared to encourage the women to feel heard and understood. It comprised personal stories from 5 women each represented with a flower to their individual beings & thus, adjacent keyword.

Moreover, every Sunday before the release of their new collection, they post their weekly previews along with promotional content to give customers a sneak peek and the option to buy online or in stores.

They allow shop our Instagram / Facebook feed to connect each item of clothing when publishing the new collection, which improves efficiency. Additionally, they offer a chatbox where customers are offered complimentary styling assistance. This can be accessed on the website and private messages.



Marketing Approach

Love, Bonito has a soul website and social media account for the brand's general outlook along with specific wensites & social media profiles for each nation it has expanded to. Website, Instagram, Facebook, Tik Tok, Twitter, Youtube and Pinterest are some examples of online and social media platforms, love Bonito stays active in. Most importantly, they also conduct small pop ups that engage in social contribution to the community such as distributing flowers to everyone on the street.



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To keep clients interested especially members part of the LB community, they maintain a consistent layout and content strategy on their online marketing platform. They also provide a point award system, and interesting content, such as countdowns for new launches, exhibitions, editorials, and campaigns. In the context of Love, bonito's marketing, some presence of recognizable names celebrities, models, and influencers in that particular nation to interact with their international target audience. Additionally, they have an online blog where they discuss interesting female-related issues like style, beauty, health, and relationship advice.

Research Book, C O V E





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LB Community; LB Create To increase awareness of women's concerns and create realistic strategic visions, LBCreate, the social impact section of Bonito, strives to spread love.

They frequently work together with an organisation or brand that promotes women's empowerment to support the group's objectives through financial support, connections with one another, and raising awareness of the essential issues such as enormous obstacles that many women face.

They are committed to doing their part by helping everyone. The company wants to give its customers a positive shopping experience while also utilising its brand to draw attention to social issues.









Active Wear Collection; Cheak

The spring/summer collection is an all-year-round production due to geographical measures hence there is no exact 'new collection' in the world of Love, Bonito. However, the recent expansion to active wear Love Bonito joined forces with Butter to wholefully explore the holistic mission of creating a comprehensive family environment. As part of the transaction, butter. will change its name to cheak, further highlighting the same passion and worldwide mission of both businesses for supporting women. The new brand name was created as a play on the word "cheeky" and to reflect the brands' lively identities, according to Tiffany Chng, co-founder of cheak.

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The two textiles currently being used are, BaseCore which is sweat-wicking, compressive, and ideal for high-intensity activities like HIIT, spinning, and running, while BaseFlex feels incredibly soft and silky smooth during low-intensity activities like yoga, pilates, and barre. Cheak builds on butter's signature design philosophies and debuts in these two fabrics. Sports bras, leggings, and biker shorts are among the 12 styles that Love, Bonito is introducing. There are also seven sizes that are inclusive from XXS to XXL, 13 colors, and eight colors; Pickle, Truffle, Sesame, and Potion are good choices for users seeking a more earthy color scheme because they make for simple staples. Bolder women can also choose hues like Green, Wink, Blush, and Moon.



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The seasons are largely constant throughout the year in Singapore and other southeast Asian countries, with

Fall/ Winter Collection

in Singapore and other southeast Asian countries, with appearances of humid and sticky weather brought on by the rain. Hence, the fall/winter collection are mainly aimed at the target markets of Australia and the US however, not focused as much due to their mass audience in South East Asian countries.



The casual, party and traditional ware collection features winter coats, keep-warm forms of knit jumpers, dresses, skirts and tailored blazers in distinctive textures. Soft, machine-washable, and itch-free merino wool. Long sleeves, a high collar, and interior pockets that are concealed are appropriate for the weather. With classic and versatile pieces, layering with color block pieces in neutrals as the dominant colour palette, pastels and tones of maroon are present along excuite materials such as lace, tweed and more. Additionally, they also have stripes and adaptable patterns.

Collaborations with Kelly, Grace and other contributors who have curated a range are a recent festive and functional wear launch that has become really popular.









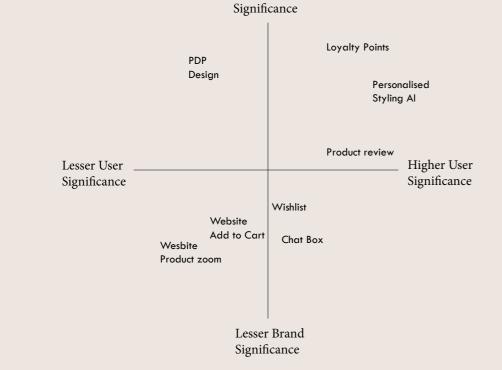


Tex Saverio x Love, Bonito

Tex Saverio, known as the "Alexander Mcqueen of Indonesia," collaborated with Love, Bonito to present a collection that spoke form meets function at Singapore Fashion Week in 2015. The deal-clincher that made Love, Bonito "want to partner up with him when they saw the bridal gown he designed was the famous Jennifer Lawrence's for the movie, Hunger Games; Catching Fire composed of dramatic chiffon, layers of feathers, with about a hundred meters of tulle elaborating the character "The Girl on Fire" mirroring the notion of the movie. Innumerable celebrities, like Ayumi Hamasaki, Lady Gaga, and Kim Kardashian, have also sported his creations. 23

The diverse range given is supplemented by Bonito's hallmark excellence in the 'Asian Fit' which creates flattering cuts that adapt to various body types. This partnership, which was much awaited, was the first to be noted during Fashion Week.

As quoted by Ms Viola Tan, Co-Founder, "Love, Bonito has always been the go-to place for the ladies to get fashion-forward apparel. Through this collaboration, we aim to be the bridge between luxury and fast fashion for accessibility to the masses. This Tex Saverio for Love, Bonito collection will retail from \$90 to \$200."



Higher Brand

Iconic Faces

Influencers have the ability to attract additional customers to goods or services. This is because consumers believe the advice given by their preferred influencers. This is a tool that employs to persuade consumer choices and increase conversion rates.

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It fosters confidence. People are more likely to trust a familiar face, particularly if they encounter that person frequently and start to associate them with reliable information, goods, or services.

The most popular product for fashion and luxury brands is an aspiration. 'Clothing reflects the world who we are, and so, by consequence, who we would like to be'. Maintaining that aspiration requires a focus on the correct role model of the brand in particular; In consideration of swift adaptability to changing trends and a constant fresh image.

Young people want authenticity, which is why they are always looking for experiences. At this specific time, social media is easily accessible, allowing customers to interact with businesses and learn more about them from the comfort of their own homes. Influencers promote a lifestyle that naturally complements the ideal target of the brand.









Andrea Chong

Singaporeans are familiar with the Canadian influencer and blogger Andrea Chong, also known as Drea Chong. Due to her popularity on social media, she was selected to be an H&M and Pandora brand ambassador. The ten years of friendship with Drea, who is in line with the aesthetic and spirit of Love, Bonito drives by, resulted in amazing clothing collections as well as a homeward collection that speaks of grace, peaceful elegance, and enduring appeal with gently implied curved shapes, vast proportions, and deep exquisite polished wood tones. Since the items are handmade, their minor shortcomings and variances add to their uniqueness. Her clothing collections are influenced by the multifaceted modern woman who dresses boldly and independently. Bring back the carefree days of your childhood with broderie, frills, and a stunning pastel colour scheme intended for endless styling options.

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issues.

Chriselle Lim

American fashion stylist, lifestyle and beauty

blogger, and digital influencer Chriselle Lim. She's spent time in Seoul and is currently residing in Los

Angeles. Additionally, she has appeared in runway

presentations for brands like Rebecca Minkoff. By

help AAPI women and emphasize how important it

is for the community to be aware of mental health

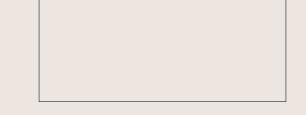
pushing for improved resources and healthcare, the influencer and Love, Bonito are working together to

Graphic Approach in Branding

Love, Bonito Our head Check out lovebonito NP

Bonito

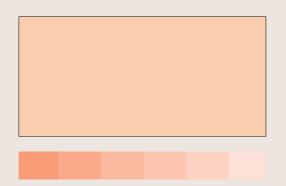






Beige #EDE6E0





Skin pink #FFD4C2

Twentieth Century



Minion Pro Regular



Fonts and Colour Palette

The shades of skin pink and beige are the primary focus colours to emphasise and relate to woman empowerment and organic femininity. The values of Love, Bonito stand strong in making oneself feel good in their skin hence, projecting these visionary sensory qualities through their retail stores, campaigns and other marketing purposes allows them to create that brand persona towards the client.

The Primary font and font present in the logo: Minion Pro along with a subsequent Secondary font, Twentieth Century for body text are relatively approachable and easily readable to anyone. They gel well in any form especially if Love, Bonito branches vertically towards new collections as well as collaborations with other brands that do carry a specific artful font.





























With its archways and terrazzo surfaces, the fitting room area is also intended to be a place with a variety of textures and sensory qualities. Customers can create varied lighting environments to try on clothing thanks to each fitting room's adjustable lighting. And as well, putting into practice a welldesigned changing room that enables their peers to enjoy and have a pleasant experience while they wait for them to try on various clothing. 37

At the end of the visual spine, there is a designated community space that frequently hosts activities related to the way of life of the Love, Bonito community.

Essentially, they are very accommodating in providing the staff and consumers with a 360-degree experience that makes them feel like an integral part of the company. Love, Bonito is extremely detailed in incorporating team principles that prioritize women into their retail purchasing dynamic. From a retail viewpoint, they hope to create a shopping atmosphere for women that feels like a support system.



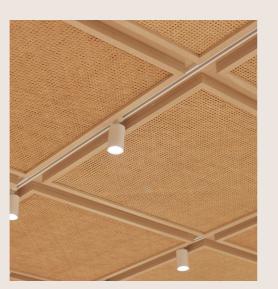


Retail Flagship Store Their involvement in the over

Their involvement in the overall architecture digest contributes to the consumers achieving four main values: functional/instrumental value, experiential/ hedonistic value and symbolic/expressive value.

The Love, Bonito stores especially at locations such as lon Orchard are a fun and tactile play on colours, texture and shapes, giving physical form to the virtual shopping experience of the much-loved online retailer. Rooted in the retailer's mission to empower the modern woman, the store is designed to be both a retail and community space, peppered with multiple touch-points that not only help the customer directly in various parts of the journey but also engage the customer sensorily to create a fun and expressive experience.

To create a more friendly, approachable, and elegant ambience, their store is ambient with beige and pink tones that are subtle but unforgettable. Funan Mall, another location at where a Love, Bonito store is present is entirely coloured in pink which additionally, emphasise their firm beliefs in female empowerment. To give customers a sensory experience, their stores also have music playing and fragrant scents. Moreover, further increasing the full adaptability of the store, they also hold seminars and workshops that deal with modern issues in helping raise awareness in the stores.



Arced



Traditional



Experimental

Balanced

Analysing Commercial Viability

(S) Strengths

-Affordable decent quality clothes for all stages a woman goes through. (Casual, Working wear, Activewear, Loungewear, Maternity wear etc.) -Well-fitted clothes for Asian women differentiating them from the market.

-Thoughtful services to help support women eg. ; Well design fitting rooms with adjustable lighting. ; Booking a stylist to help one in choosing a suitable outfit for the relative occasion. (Available Online alternatively) ; Tailoring service to create a best fit in clothes and more.

-Holding events for a good cause, promoting positive messages throughout the industry and staying true to their values.

(W) Weaknesses

-Less focus on Ethical production. -Other weaknesses found in the company's IT systems included the lack of security monitoring for Love, Bonito's network and a lack of system maintenance. The maximum fine a company can face for a data breach is SG\$1 million, PDPC said.

(O) Opportunities

-Potential horizontal integration into other sections such as homeware collection or fashion technological accessories due to successful various collaborations previously done etc.

(T) Threats

-New competitors are entering the already saturated market Love, Bonito is in. -The world is moving towards a more mindful approach in terms of purchasing clothing, especially in the younger generations in which opting for thrifted clothes is becoming more popular thus, this could gradually lead to a reduction in customers.







Main Competitor Analysis; Pomelo Fashion The women's vertical integrated omnichannel business was founded in Thailand in 2013 by David Jouin, a young Korean man who serves as the CEO and creator of Pomelo and was formerly the managing director of Lazada. A potential rival to Love, Bonito specialises in women's apparel, fashion, and e-commerce. Similarly to that, it provides goods for professional ladies who appreciate wearing Korean fashion and concentrate on the Southeast Asian market. Pomelo is a modern clothing brand with a global focus that was established in Asia. Its products are portable, fashionable, and easily accessed online. Pomelo strives to provide women everywhere the chance to look their best at an unbeatable price, enabling them to be their best selves.



Pomelo is a possible competition because both businesses began as e-commerce websites, proving the effectiveness of the vertical integration model. Reduced redistribution costs and a speedier pace for new collections in line with fashion trends were the results of its improved value chain management (Morai Logistics, 2018).

Additionally, Pomelo's retail layout is comparable to that of its competitors but uses more eye-catching hues like ice white and other aspects in its store. Additionally, art direction-wise, Pomelo adopts similar methods in campaigns and editorials.



Research Book, C O V E

03. About C O V E

COVE is an entity that is viewed by its specific target market as having a high eminence, a distinctive quality to service and a strong community to bond through enhanced initiatives. The extension carries exclusive wear tailored to its best fit made with better fabrics and materials; produced thoughtfully to minimise waste, fulfilling Love, Bonitos' future goals of implementing more mindful processes and producing ecologically-friendly products.

C O V E hosts an affluent program that creates an hospitable environment engaged in collaborative exhibitions, and talks to learn and engage in conscious conversations with guests experienced in the world of Fashion, Art and Architecture.

Cove is a term used to define copious places and implying a certain upscaling of life as such around the frenzied island, hence using 'Cove' to symbolise the brand allows Singaporeans to instantly link that meaning to a certain level and creates the tone of voice as a substantial addition.

Reflecting Love, Bonito's practices, this brand extension is inclusive of providing women to complementary tailored clothes by our services, customised to their own due to the struggle many Singaporean women still face in finding right fitted clothing to wear to events and such.

The retail space acts as a form of haven that eccentuates tranquility, softness and a sensational experience for the consumer to feel connected to the world of Fashion, Art and Architecture. Al integrated strategies are also implemented to create efficiency in a current technologically advanced world.

We celebrate the strength and individuality of free-spirited women.

We Celebrate

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We Honour We honour the ecosystem from plant to people.

We Believe that beautiful things truly We Believe take time and we allow for that in every part of the business.

First Editorial Inspired by Loie Fuller's Serpentine Dance

"The feeling of utmost swirling silk — Loie Fuller celebrates the beguiling art embodying the era's newly blurred boundaries of human"

The symbolism of flowers are present in Love, Bonito's language of expressing love and care to everyone they surround. Carrying out little acts of service such as serving flowers to people on the street to brighten one's day, In contemplating this, the gratitude, the editorial mirrors this as a tone of voice that COVE operates in.





Attentive

Hush







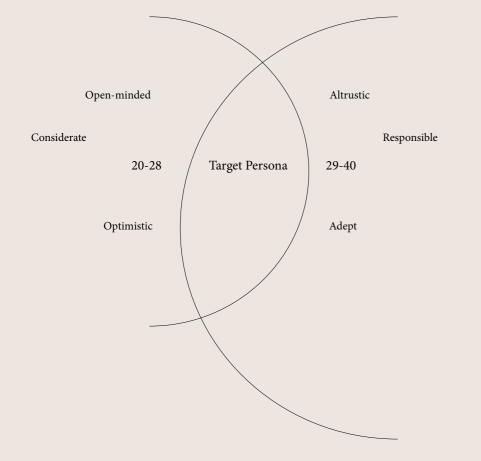
We are a conscious division that $$V_{\rm ISION}$$ aspires to give voice and identity to women.

Mission COVE aspires to bring talented designers and crafts under one creative space and provide premium output to celebrate the strong woman of today.



Bringing exclusivity to products and services The Integrated strategy is to expand Love, Bonito by entering a new market and observing the emergence of a new "kind" of customer"—a new woman who is more optimistic and wants to develop a wardrobe that is more flattering and conducive to her wellbeing with gaining new exposure to new experiences in the world of Art and Fashion. 53

Singapore's oversaturated market is filled with a majority of imported brands and a brazen lifestyle, hence, a pervasive price-sensitive mindset of locals buying from high-end luxury brands is formed. People are craving for exciting interations post-pandemic. Thus, this extension fosters an altruistic customer who is more willing to buy from a local business while also taking advantage of the quality and value of the product; Appreciating finer products and service.



Research Book, C O V E

Leia Tsou (21 years old)

Peranakan - Singaporean Leia loves her combined interest in the Creative Arts and Science coherent to her University degree of Chemistry at the University of Glasgow. She is appreciative towards conscious art. Given her mother was an artist herself hence, influenced since her upbringing, educating herself towards different art styles and artists are very important to her. She favours wearing clothing with a light feminine aura, particularly florals, and she enjoys experimenting with jewellery.

Eliza Tan (26 years old)

Russian - Singaporean

A stunning designer behind the brand Wild Creations, which specialises in custom and vintage hat selection, She spent a great deal of time with her lovely grandma, who steadily taught many life skills to her which the inspiration behind her fashion accessories brand lyes. One of those abilities was the capacity for making things with your hands. She then started investing in making high-quality beaver felt-based clothing, caps, and bags (sustainably harvested). A hobby and love that culled ideas from travels to other nations, including repurposed sari silks from India and colourful ribbons from Greece. She is cheerful, outgoing, and genuinely caring about others' wellbeing.

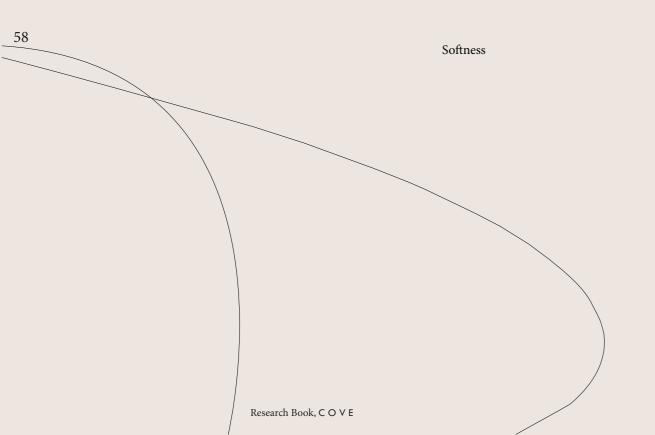
Holly Le Hua (35 years old)

Malaysian

She founded her own wellness coaching company and is a certified holistic health coach and Ashati energy healer. She is also recognized as the young MTV VJ who won the 2010 MTV VJ Hunt and appears to living a comfortable life. She is modest and uses mindful coaching to spread awareness while encouraging women to embrace their individuality when it comes to their body and figure, a highly sensitive subject. She is informed, helpful, and competent at setting personal priorities.







Shapes

Symbolism of Circles and Curves The circle is often implemented as a symbol to signify community, love, devotion, and unity. When used in shapes, curves often tend to be seen as more feminine while shapes with straight lines are more masculine. accurately representing the values of C O V E and the everlasting circular fashion of garments; In a method known as circular fashion, the making of our clothing and other personal items follows a more careful process in which the beginning and conclusion of an item's existence are given equal importance.

Circles and curves are also seen as whole-ful as we tend to feel satisfied given their positive effect on the mind allowing humans to resonate more with them. the symbolism of circles and curves are graphically implemented in portraying softness in versatility.

'The circle is at the same time a whole and a part, a beginning and an end, a central point and a circumference. Any motion that returns to its point of departure assumes that shape of necessity. It is only the circular motion that is continual and consistent.'

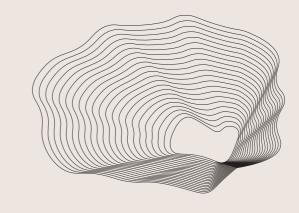
Research Book, C O V E

conventionally not-beautiful—homely but not excessively grotesque—and created challenging situations where they would be transformed into their opposite.

"... the circle is related to the divine; a simple circle has since ancient times represented eternity, since it has no beginning and no end."



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COVE

Logo Design

The formation of the logo reflects a sitographic view of the shape of Singapore on a map and the area the retail store will be located at, Gardens By the Bay.

COVE



Beige #EDE6E0





Deep pink #A26763

Twentieth Century

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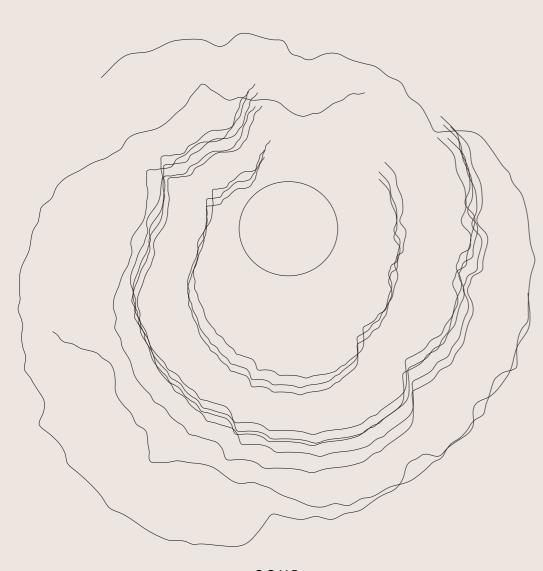
Minion Pro Regular



Fonts and Colour Palette

A rustic pink shade will be the main focused colour added to explore the existing colour palette of Love, Bonito. It being closer to the base tint of a nude colour, it uplifts a women's feature to seem more natural, nurturing and blossoming into a more sophisticated being conveying the attributes C O V E represents.

Beige being a colour that itself exists in Love, Bonito's colour palette will be present alongside with the rustic pink. The colour has already established itself as a classic for formal richness, (much like vanilla). Beige has the warmth of brown and the light crispness of white, making neutral tones timeless and lasting for many seasons. The World of C O V E





COVE

Defining, a more private enchanting space within its surrounding, forming an intimate and open experience with the store allowing one to mould into the brand and the brand into oneself.

A new approach to Retail.

Second Editorial introducing the World of C O V E

Defining, a more private enchanting space within its surrounding, forming an intimate and open experience with the store allowing one to mould into the brand and the brand into oneself.

"The store allows one to mould into the brand and the brand into oneself".



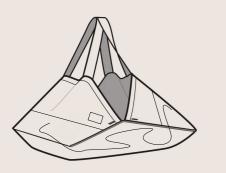
Garment & Packaging Development

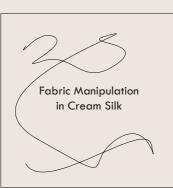




Garements

The materials in usage are ethically sourced with 100 % organic cotton and silk. Offering a range of pieces with exclusive fabric manipulation techniques. The primal collection ranges in milky colours of white and cream.





Front view

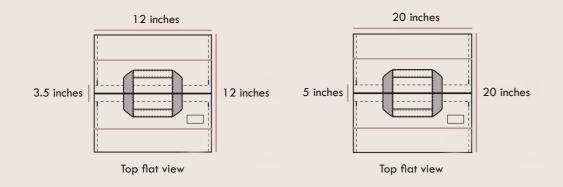






COVE

Laser printed logo onto the packaging



Dual-use Packaging

A dual-usage method has been implied to keep a packaging tote bag to turn into a decorative pillow cover made of organic canvas / cotton material. This speaks the language of the brand's imagery of creating this dreamy fluid atmosphere which echoes in the retail store and the garments as well showcasing a different construct to regular tote bags, the packaging differentiates itself. 79

This not only then prevents garments from creasing, It can also be used to carry and protect the items which need to be carried straight such as food items, artworks etc.

It is in standardly made in a suitable size which isnt too big or small but just right; this is measured according to the common pillow sizes that calculate 12 x 12 inches, Nonetheless, availablity in a few sizes according to the purchase will be plausible; 20 x 20 inches and so on.





Retail Store Development



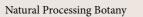




Less is More

At ease





87

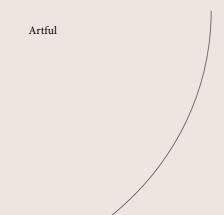


Research Book, C O V E

Earthy

86







Warm



89

Soft



Familiar

Woody



Sweet

Inviting

Retail Store Design

CONG

The store acts as a corrolation between Art and Fashion that allows customers to browse the collection that C O V E offers as well as an experience into an art 'gallery' that houses works of powerful women artists that is celebrated.

Every selected evening of the week hosts of art event at the retail store that invites important artists to showcase and talk about but creations first-hand. Allowing natural friendly conversations to take place and understand the emerging world of Art that Singapore gradually claims the title of being the 'Global Art Hub of The world' ; An affluent program that creates an hospitable environment of collaborative exhibitions and conscious conversations.











AI Integrated Startegy in Retail Store Design AI Smart Mirror in the Retail Store consists of installed smart mirrors around the store (The mirror stand is a cylindrical baby pink structure made artfully) and in individual fitting rooms; 'each capsule' in a manner, that allows the customer to feel fully equipped and satisfied with their product purchase and experience. This drives customer engagement and increases brand loyalty.

99

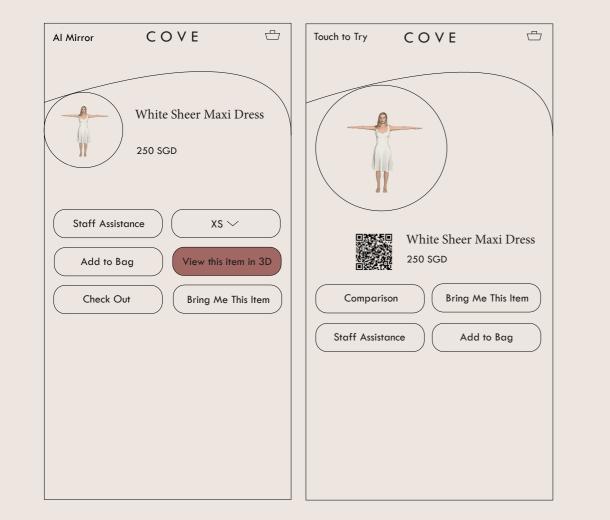
Some of the features that are shown in the Smart Mirror accomodates to the common struggles that a consumer faces:

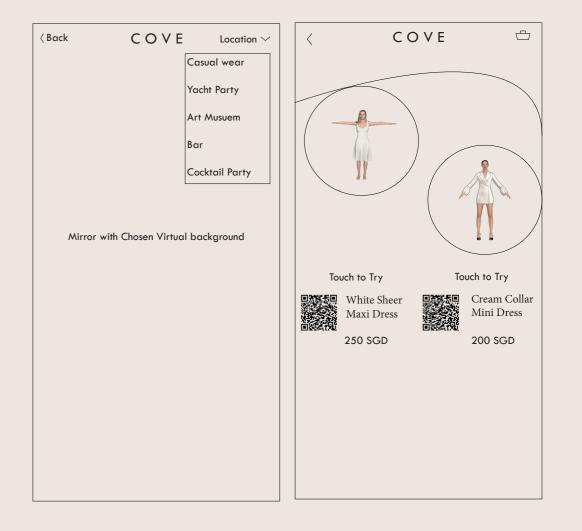
-Scanning of products and viewing the item in 3D to see the fall and wear of garment according to the selected size for immediete purchase if fitting rooms aren't available.

-Scanning of price of the garment that is on display on mannequins around the retail store.

-Calculation of overall price need to be paid of the garments collected in Retail store and in Fitting rooms before purhcase.

-Bringing of item from staff in a different size/ colour. -Self Checkout on screen to avoid long queues. -Viewing The item at a particular location -Comparison of products











Art Science Musuem Esplanade

Red Dot Musuem

Surrounding Area of Gardens By the Bay Marina Bay Sands which is a high-end mall comprises luxury and premium artisanal brands, an area for art exhibitions to occur as well as housing a grand theatre for contemporary performances. It is a wellknown landmark for its unique form that replicates three towers and a 'boat' structure on the rooftop that opens to an infinity pool.

Around the corner, The ArtScience carries the most unique exhibitions throughout Singapore such as the 'The Future World' which was moved from a temporary exhibit to a permanent one due to positive responses from people. The Museum floats on water and is shaped in the form of an abstract flower that represents Singapore's national flower, the White Orchid.

Keeping in mind, the famously known floating rounded new Apple Store that drove curiosity and ample attention is now situated beside the Art Science Musuem.

A floating stadium where international and important key performances also take place; The National Stadium of Singapore.

The Red Dot Musuem which allocates local handmade art festivals called the ArtBox occurs yearly too.

The esplanade which is a 2 way performance theatre holds an interesting architetural structure that replicates the national fruit, a durian. It is plated in metal and gold with spikes.

Overall, Gardens By the Bay serves as a right location to drive the right consumers (people intrigued to learn about the world of Art, Fashion and Architecture as well as open minded to explore locality. Adjacently, people who want to experience the premium service move around / live in this area hence, it fosters to that keypoint too.

Location of C O V E at Gardens By the Bay Gardens by the Bay is a premier site for Art, Fashion, Nature, and certainly Architecture, making it the ideal place for the retail store to be situated. Consumers can elevate shopping to a new level by being encapsulated in the bubble of these 4 key elements. The overall retail store atmosphere fills the summary of what C O V E is, not just the clothing.

It will take a novel approach to retail, a breakthrough in the market, and the development of a unique selling point for this brand for this region to be examined for the first time from a retail shop perspective.

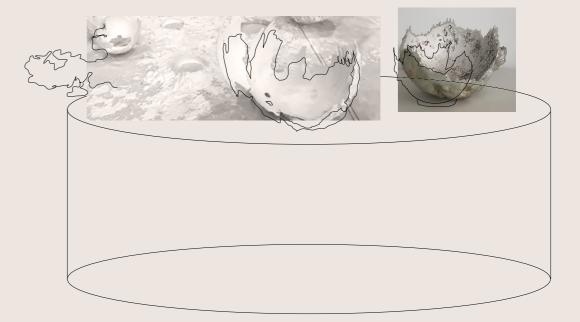
Labelled as the horticultural oasis, Gardens by the Bay explores the heights of Art, Nature and Science. The area surrounds green and purple branched trees that connect through a circular skywalk that lights up at night for light shows to occur . The Cloud and Flower cooled conservatory are heavily influenced by the theme of People and Planet. It is shaped in forms of white lined seashells that diversifies home to many sculptures and engaging works of art. Many public artefacts were also built in the area such as Planet by Marc Quinneff Koons. Retail to Art Hub To host events and exhibits featuring aspiring female artists, the store integrates the concept of Art and Architecture.

The devotion to the arts of Singapore are well known. One of the biggest art hubs, it is flourishing. It houses some of the most well-known museums such as the Esplanade Museum, a monumental sculpture similar to the Art Science Museum. Singapore routinely conducts art exhibitions and events that support both established and upcoming successful artists. It recently formed a commitment to La Biennale, enabling Singapore to create its portion of it.

Inviting Loane Bobilier and Isseya Thierry, two up-and-coming young artists renowned for their works pertaining to forms and softness, to present perceptual exhibitions in the launch of C O V E. In their earlier pieces displayed in London and Singapore galleries, well created sculptors and compelling settings have been praised. Each changing room will be transformed into a space for atmospheric art in order to accommodate the 'roomic' experience for the customer. The retail space will serve as the focal point for presenting their works. This enables intimate experience to fully comprehend the construct's deeper meaning.

Beginning with Artwork on Display; Plaster Incomplete spheres. This combination of plaster sculptures were created from the concept of sea urchins, this is why plaster is used to recreate the fragility of a sea urchins skeleton. The sea urchin when it is alive is robust and menacing however its skeleton is extremely fragile and ethereal through its delicate hues and tones. 50cm x 50cm. Ink, bleach, acrylic paint, texture paint, crackle paint and coffee grounds are used to create the texture and tones on the sculptures.

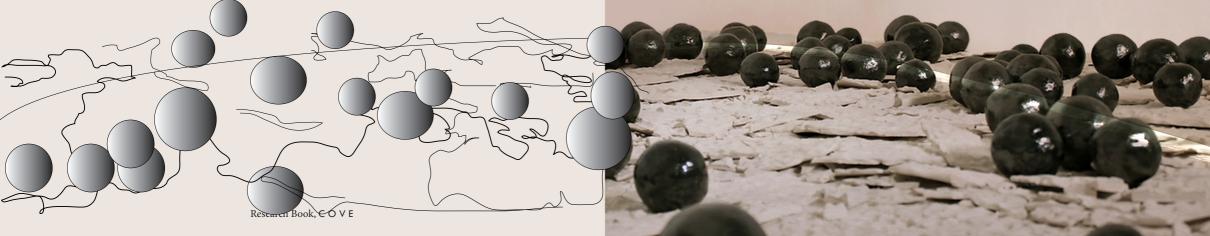




03. Marketing Approach

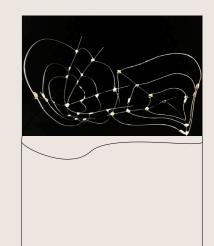
Artworks on Display; Amongst the Spheres The installation pieces creates an environment where the viewer questions their own interaction with the space by walking amongst the spheres. The metallic glaze serves as a reminder of our disconnect with the natural environment around us as we surround ourselves with metallic structures. Through hand crafting the spheres they are imperfect, with their own individual personalities.

The out of this world installation transports the viewer to an unknown environment, a new way of seeing their personal environment.









Artworks on Display; The Leaning Ladies This double jointed sculpture is an ode to movement and the ethereal embodiment of a woman's figure. Using repetition as an exploration to allow movement the translucent plastic allows this piece to have an ethereal and delicate quality.

Within this piece there are some plastic trays that are burnt, leaving holes to look through and have a different perspective on the sculpture. Observing the natural curves it forms.





Podcast Women of the Art, Singapore

By C O V E • Love, Bonito

FOLLOW •••

Women of the Art, Singapore Podcast indulges into the art market to introduce the lives and inspiration of the emerging women artists in Singapore.

• Latest Episode

Women of the Art, Singapore Podcast indulges into the art market to introduce the lives and inspiration of the emerging women artists in Singapore.



April 3 • 3 min 15 sec





Podcast; You Can Tell Me Exhibition by Marla Bendini & Victoria Cantons

One of the most intriguing exhibitions held all year was the You Can Tell Me exhibition at Cuturi Gallery, a concept gallery that is relatively new and features a two-floored space with a gallery below and an artist collaboration space as well as allowing visitors to meet and interact with the artists. The exhibition presents a critical conversation about gender and femininity, which Singapore really needs right now given the severity of social acceptance issues faced by many people.

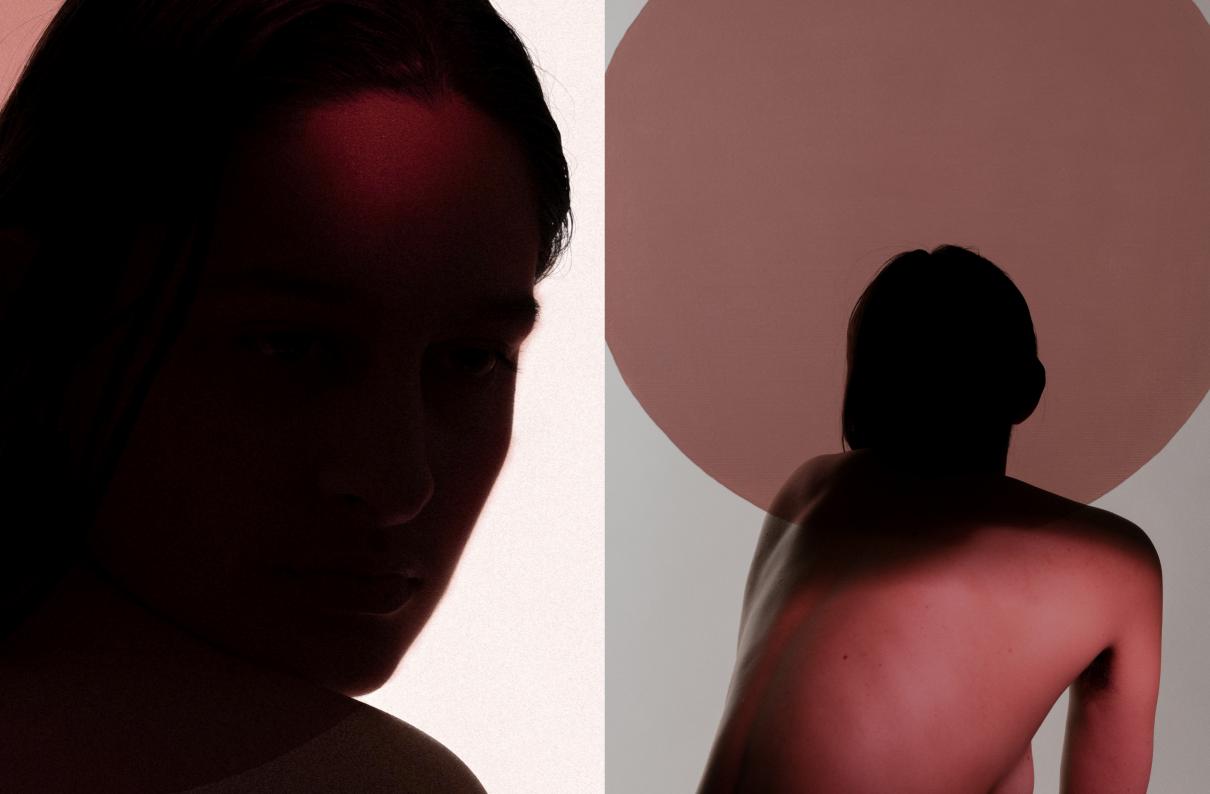
117

Victoria Cantons, a London-based artist, is renowned for her striking color choices and captivating realistic paintings. As a transgender woman, she navigates concerns relating to identity, femininity, the body, and the human condition, and her works effectively portray her experiences and knowledge of stigmas and boundaries. Born Bendini Junior Ong, her abstract paintings depict her life's transformational events and the personal hardships she overcame in her quest for freedom. These recollections are depicted through her use of textured brushstrokes and a well-known pastel color scheme. The intensity and honesty of Bendini's paintings consistently strike a balance between the two extremes of strength and softness.

"The exhibition uses the female gaze and body as a springboard for further in-depth investigations of the intricacies of current feminism. Cantons and Bendini are at the vanguard of this dialogue, and their works broaden the discussions to include women of many racial backgrounds".

Third Editorial Inspired by ANIMA, George Mayer To further encapsulate the 360 appraoch of a consumer to feel part of the overarching cirularity of the brand.

In conjuction to the organicity of female inclusivity shown through Marla Bendini and Vicotria Canton's Work.





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Fourth Editorial, Out of Home Advertisement A Women of C O V E is.... campaign represents as a boost of confidence and a sense of soliditary of letting the consumer feel to be all these aspects. "If You Feel Good, We Feel Good" Rachel Lim, Founder of Love, Bonito.

The out of home advertisement is inspired via poster campaigns by Acne Studios.

confident.

O V E

sexy.

10 Bayfront Ave, Singapore 018956

liquid.

c o v e.com

charasmatic.

c o v e.com

10 Bayfront Ave, Singapore 018956

COVE

blush.

COVE

10 Bayfront Ave, Singapore 018956

c o v e.com





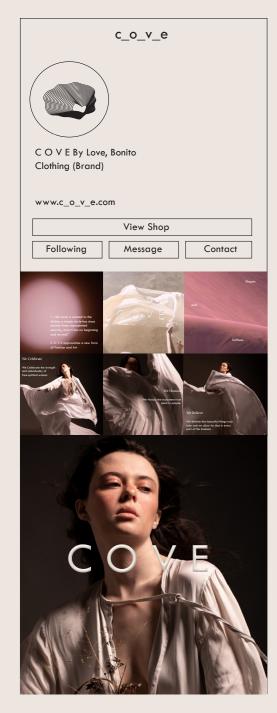
kind.

10 Bayfront Ave, Singapore 018956

c o v e.com



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View Shop



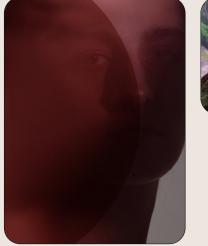


Research Book, C O V E



COVE @cove

136

















Pinterest

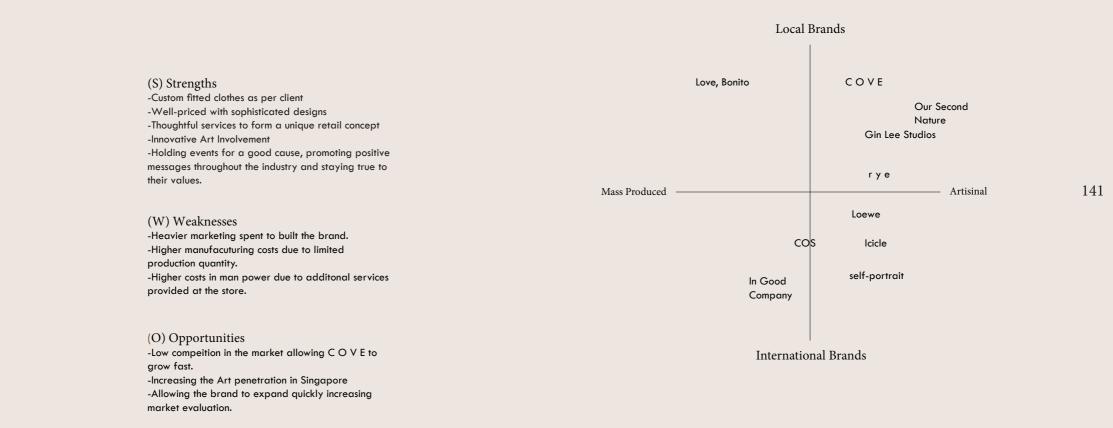
'80% of weekly pinners discover a new brand or a product on Pinterest, and users are 55% more likely to purchase a brand or product after seeing a video on Pinterest compared to other platforms'. Digital Angency Network, 2022

To share the love of Art and Fashion, C O V E's Editorials & Campaigns along with Artist's work that the brand references in its Art Collective Podcast will be published on the Pinterest accounts.

This enables a shared interest with the target consumer to discover new artworks as well as, increase brand awareness.

Research Book, C O V E

Analysing Commercial Viability



(T) Threats
-Similar brands such as Pomelo, Fashion could upgrade and follow a similar strategy resulting in reduced business.
-The concept does not get accepted by the consumers as C O V E is bringing a new concept to the retail industry in Singapore.

Research Book, C O V E

140

Our Second Nature Retail Store, Singapore Second Nature specialises in creating comfortable and practical clothing for everyday wear.

0

2

Their philosophy revolves around the belief that clothes should be personal and intuitive, and they design their collections accordingly. The inspiration stems from a culmination of their personal preferences, as well as intangible elements like the scent of fresh linen, leisurely strolls in the park, and hearing a familiar song on the radio - these small things that define their individuality and a become second nature to them.

Our

Second Nature













Self-Portrait, London Mayfair The first standalone Self-Portrait store is now open on Albemarle Street in London's Mayfair, and it establishes the design aesthetic for all subsequent ones.

Architect Olaf Kneer notes that by enabling a series of spaces to flow into one another, zones with various spatial and material qualities are created that the client can explore. The entire store, says founder of Self-portrait, Han Chong, "is true to the brand." Customers can experience our clothing there as well as the architecture's dynamics and the universe of Self-Portrait.

49 Albemarle Street, Mayfair, London W1S 4JR



