

Abstract

Gashion development growt very fast a lot of it brings up fashion businessmen both locally and internationally, for example Berrybenka, Zalora, Mataharimall, Sale Stock. Berrybenka uses O2O / offline to online services. a lot of it brings up fashion businessmen both locally and internationally, for example Berrybenka, Zalora, Mataharimall, Sale Stock. Berrybenka use O2O / offline to online services. By attracting cutomers through internet media such as social media, e-mail, and advertisements via the internet, after attracting customers from the internet then cutomers are invited to shop offline / come directly to the store. Therefore, cutomer can easily try / see the items to be purchased. Therefore, Berrybenka's office is needed in the city of Bandung.

Berrybenka has a vision to be the best e-commerce fashion company in Indonesia. PT Berrybenka continues to grow by always bringing brand variants and the latest products to meet the fashion needs of every Indonesian woman. With the mission to be a company that provides the best customer service to all our customers. Providing good customer service is our top priority.

There are many aspects to Berrybenka need to be considered in designing offices in Bandung, providing facilities, ergonomics, anthropology, and characteristics in offices in the Bandung city. The concept used in the design is 70th for modern office. This concept shows an office that presents a modern office style with a 70s style that is currently a trend. With the presence of this concept, it is expected that the company's vision and mission can be achieved.

Keywords: fashion, e-commerce, modern office, facilities, ergonomics, brand identity