

***“PERANCANGAN BARU KANTOR PUSAT LEE COOPER
INDONESIA DI KOTA JAKARTA “***

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Abstrack:

Lee Cooper is a British brand that includes the most old in the history of his development, the fashion-moving brand originally produced clothing for military soldiers but changed in 1907 to focus producing denim fabrics for the manufacture of Pants or jeans, but with a time, the type and variety of target market also began to grow until now has reached consumers from all gender and age with a variety of products. Known as "The Great British" and also "Original European", Lee Cooper is a prominent name that aligns with American denim products. Since its inception, Lee Cooper has been the leading name for the English and European style modes for several decades by always raising trends, developing innovations and moving youth culture. About the design analysis of Lee Cooper's office in the city of Jakarta and based on the results from the interviews of authors and staff do there are several problems that are found; Brand identity that has not been affirmed in the office space interconnectedness associated with Vision and mission of the company, the existing building is not adequate needs of every activity especially several production and retail divisions as well as facilities that are not yet good to support some activities of office employees so that this design need to done.

Key Word : Lee cooper, office design, brand history.