

Web Design Application for Fashion Product Marketing in the Era of New Wave Marketing (Case Study: Fashion Brand of Jersey Lacey, Bandung)

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Abstract

Lace, as one of the latest fashion trends, now comes in more creative design. Jersey Lacey, a youth fashion brand that produces lace as its product's raw material, takes this opportunity. This trend rapidly spreads all over Indonesia through internet and along with the presence of Web 2.0, which thereafter creates a new culture of "global village" where its people are called as netizen (internet citizen).

Since the beginning, Jersey Lacey sells its product by online, as a form of awareness to the effect of the presence of global village. Most of Indonesian youths nowadays, especially Jersey Lacey's main marketing target, are netizen. Netizen love to communicate and share through internet and gadget. This habits create New Wave Marketing era, a new era in marketing, where marketing and sophisticated technology of web 2.0 support each other, with human as the main focus.

Based on the said two phenomenons, lace fashion trend and New Wave Marketing era, researcher is interested in doing a research on both phenomenons' relationship, especially pertaining to Jersey Lacey's web application design concept as its main utility to market its product, so that it can adapt with the New Wave Marketing era.

Keywords: Fashion, New Wave Marketing, Web Application

1.Introduction

Lace, as one of the latest fashion trends nowadays, has its uniqueness on its texture and motif. Its perforated or net character makes lace, or as known as brocade, eye catching. Most of its motifs are flowers motif. Lace development for fashion product is wide, in addition to clothes; lace now is used for shoes, bag and accessory materials.

Jersey Lacey is one of youth fashion brands that takes the advantage of the said fashion trend phenomenon and focus on fashion product development with jersey and lace fabric for woman since 2011. Lace is Jersey Lacey's DNA that makes it different with other fashion brands in the market.

Jersey Lacey is not merely aware towards latest fashion trend, but also can adapt to the latest technology and apply it on its product marketing system. Since the beginning, Jersey Lacey focuses on online marketing through webstore. Its target market is young women from netizen. Netizen, as its abbreviation, is a compilation of two words of Net (internet) and Citizen (people). In this "global village" era, all netizen can be connected each other and information flow moves rapidly from all over the world.

This new communication process influences almost every sector not to mention marketing. A too-fast-information-flow changes customer behavior and creates a new era in

marketing, that is New Wave Marketing era, an era where marketing and sophisticated technology of web 2.0 support each other, with human as the main focus, so that he or she can stand on the same par. Potential markets currently are youth, women and netizen or as known as “search generation” or active/participative generation.

In order to be able to adapt with the New Wave Marketing era, researcher tries to design a new web application for Jersey Lacey. A web that is not merely has a function as a selling media but also accommodates netizen’s main needs as sharing, communicating and socializing. It will be created on HTML basis so that it can be accessed without certain gadget, as long as there is a web browser.

Adapt “Co-Creation” - product concept in New Wave Marketing, a more dynamic and interactive product, comes from multi resources and involves customer on the making of the product, therefore, a marketing system offered on the web application is customized or made by order. The most possible product to be offered online is shoes, because it is possible to be produced with customized system and because shoes is Jersey Lacey’s best selling product. Therefore, this research will focus on the web application design for customized shoes product of Jersey Lacey.

2. Research Method

2.1. Data Collecting

In conducting this research, researcher collects data through literature review and survey. In addition, there is also interview with some expertise relate with this research as well as with ten of Jersey Lacey’s customer chosen based on market target criteria.

Survey is conducted especially to know Jersey Lacey’s business profile and other supporting data. Interview is conducted with the owner and designer of the company, as well as the owner of the similar online shopping. It is important to know character of customers that do online shopping. Other than that, direct interview with ten active customers of Jersey Lacey is also conducted to know how far are the customers’ interest on the customized product and their understanding on customized system in general. And the most important is their interest on the similar online shopping.

2.2 Data Analysis Process

Data of literature, survey and interview are collected and analyzed to be used as the base of web application design.

2.3 Web Application Design Process

Design procedure follows interactive design guideline that consists of three steps as follows:

- Discovery: competitive research regarding writing material, visual, story board, moodboard, dan comparative study with similar product.
- Prototyping: design and test for refining
- Detailed Design: design is refined then packed

1. Web Application Design

3.1. Visual Concept

- **Theme**

Theme selected to be developed is *Decorum* (*Virtualuxe Trend Forecasting* 2013). *Decorum* concept focuses on current woman phenomenon, especially adult and productive women that has a big role on decision making including buying decision. Because of their big role, women are no longer as an object but as a subject, therefore women customers demand a special attention. This situation has changed the market and become the background of the presence of New Wave Marketing. The same background focuses on the active role of woman now makes *Decorum* the main theme to be developed. From 4 subthemes of *Decorum*, *Graciously Dynamic* is chosen to be developed.

Graciously Dynamic is inspired by dynamic and elegant women but still maintains their gentleness and sensuality which is represented by beautiful and dynamic curves as well as natural and elegant colors in accordance with Jersey Lacey's characteristic as shown on moodboard with "*Graciously Dynamic*" theme as follows:



Picture 1. *Moodboard Graciously Dynamic*

Source: Bastaman, 2013

- **Color**

In web application design, color selection is a development from merely neutral colors in Graciously Dynamic's color trend, especially for web background. Neutral color selections such as Russet, Earth Yellow, and Ecu, are intended to make informations such as text or picture to be visible and still become the main focus of the web, while dark colors are used for text color.

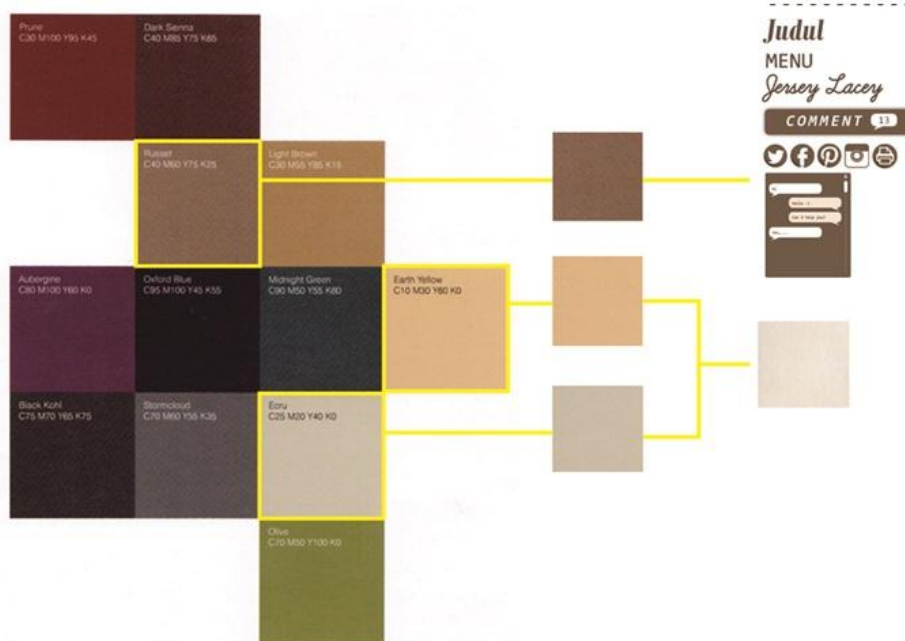


Figure 2. Color trend of Graciously Dynamic: Color usage for web application design layout

Source: *Virtualuxe Trend Forecasting 2013* (page 77), illustration by Bastaman, 2013

4. Comparative Study of similar Web

Based on researcher's observation, similar web application has been offering shoes with customized system since 2009 – 2010 along with the introduction of New Wave Marketing era. From all web application references, researcher takes three samples of web application to be researched further; Shoes of Prey (www.shoesofprey.com), Adidas (www.adidas.com), and Portee Goods (www.porteegoods.com). Those three samples are considered as web applications that are much better than others, based on consideration as follows:

- design visualization
- navigation, especially in customizing process
- menu of offered features

After analyzed those three web applications, it is concluded that web application for customized shoes will be designed as follows:

- Display product in 2D format, because 2D format won't reduce customer's understanding of shoes' shape and detail. Texture and material color information will be presented by real photos of the material (digital imaging). Loading process of the picture won't take too long as 3D picture or picture that can be rotated 360 degrees.
- Provide a simple register and order process, so that the customer won't get bored.
- Menu on header are menu that directly relates or supports main service offered of customized shoes such as About Shoes, Lookbook, Service, and Social. And other supporting menu on footer that are Company, Customer, Confirm Payment, Track Order, and Contact Us.
- Additional features such as "My Profile" consists of "Identity", "My Collection", and "My Order". As well as features that can fulfill the main needs of netizen for sharing, communicating and socializing on the internet such as Product Review, Share, and Chat With Stylist. Pictures in Lookbook can be shared to social media in order to fulfill customer's needs. Then in every photo there is a feature of product review that displays customers comment about the product, so that it can become an evaluation for the company. In addition, with many testimonials and displayed photos, it is not merely

make it become a barometer as a trusted web application, but also can make it as a source of reference or recommendation for other customers. Two ways communication is expected to help Jersey Lacey's fashion brand development in the future, especially in global village.

- **Site Map of Web Application of Jersey Lacey**

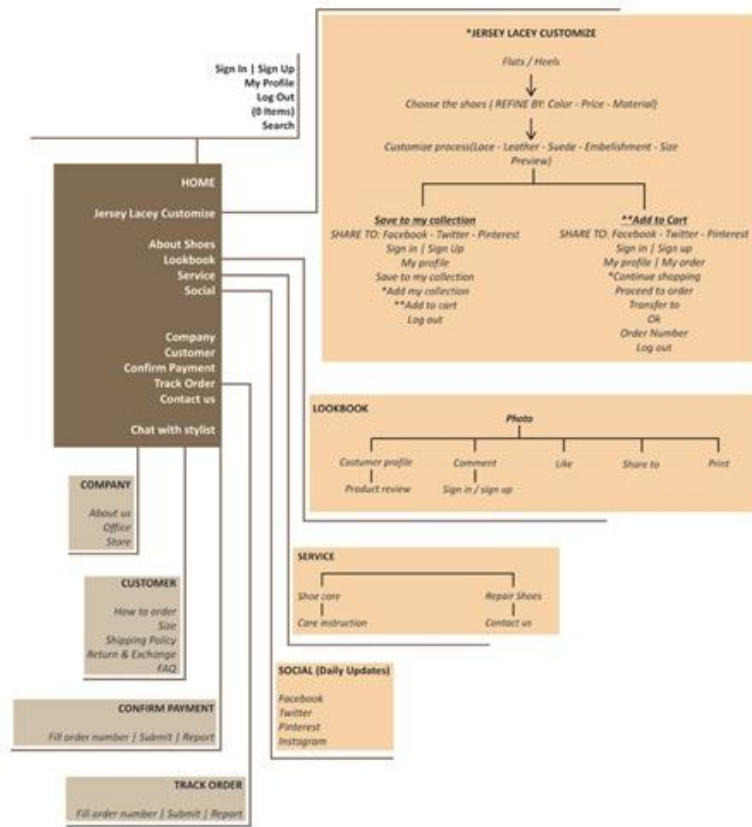


Figure 3. Site Map of Web Application Jersey Lacey

Source: Bastaman., 2013

- **Site Map : Process of Customizing and Order**

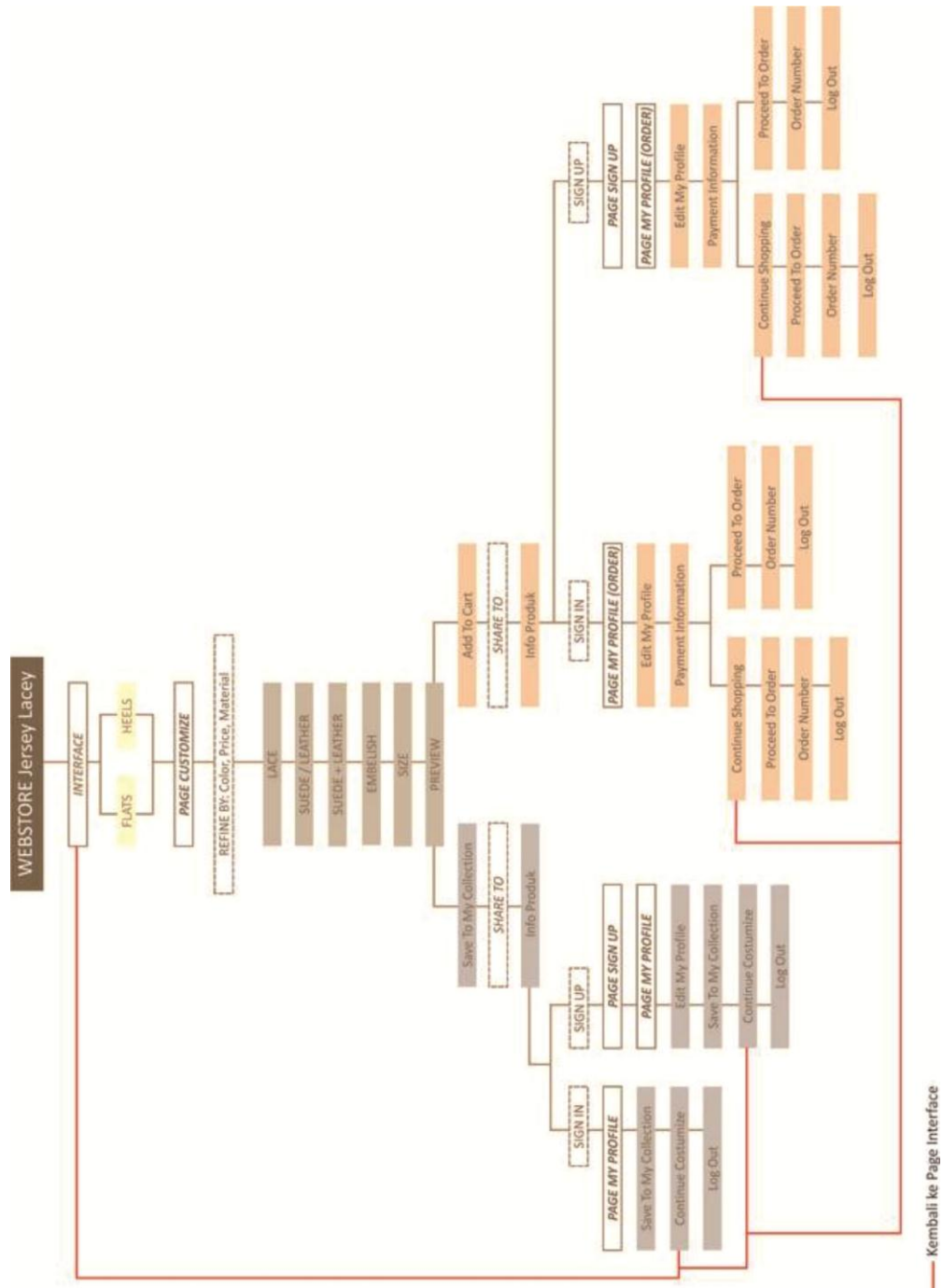


Figure 4. Site Map of Process of Customize and Order

Source: Bastaman, 2013



Figure 5. Design Result of Jersey Lacey's Web Application

Source: Bastaman, 2013

5. Conclusion

Adapt the main concept of New Wave Marketing, where marketing and sophisticated technology of web 2.0 support each other with human as the main focus, therefore, a web application for customized shoes of Jersey Lacey is designed. With features on the web that supports main activities of netizen such as Social, Product Review, Share, and Chat With Stylist, it is expected that Jersey Lacey can adapt with the New Wave Marketing era nowadays, not merely market the product but also can create its own community.

In order to be adaptive with the development of trend and technology, it is better that this research concept, especially the one that relates with website interface, can be made and adjusted with character template as platform connected to e-commerce. Sample of the said platforms are Wordpress, Prestashop, or Joomla. So that Jersey Lacey, as the admin, can simply change or include new content as well as access updated latest platform technology.

Nevertheless, this research method is open for a review in the future as well as to be made an own platform.

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