

INTERIOR DESIGN OF OFFICE PT. LEE COOPER IN JAKARTA, INDONESIA

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Abstract

PT. Lee Cooper Indonesia has an important role as a place engaged in fashion in accordance with the style of dress that is popular in an era and culture. The company engaged in the design field is specifically focused on planning a fashion, shop and interior. Products produced from this company include The Cooper Collection, Lee Cooper and The Cooper. However, for the brand in Indonesia itself is Lee Cooper where the office is a representative in Indonesia. Regarding the interior of the office there is a lack of understanding of Lee Cooper's own brand concept, East London style. Spatial planning that does not adjust to the per-division section makes the work process for the users to be messy so as not to meet the needs of users. Interior design at PT. Lee Cooper Indonesia, which will be designed is also intended to clarify what exactly is the Lee Cooper brand concept itself which will later be applied to the interior design of Lee Cooper's own office. Therefore, the interior design of the office is made to clarify how the office atmosphere is comfortable, applying the Lee Cooper brand concept in the interior design of the office and fixing and adding supporting facilities to meet the needs of users and visitors of the office. Later this design was adopted from the corporate concept and brand identity as a reference in the interior design of PT. Lee Cooper Indonesia, which is the color of the product logo, product concept and the history of this product.

Keywords: Design; Interior; Facilities; East London; Lee Cooper