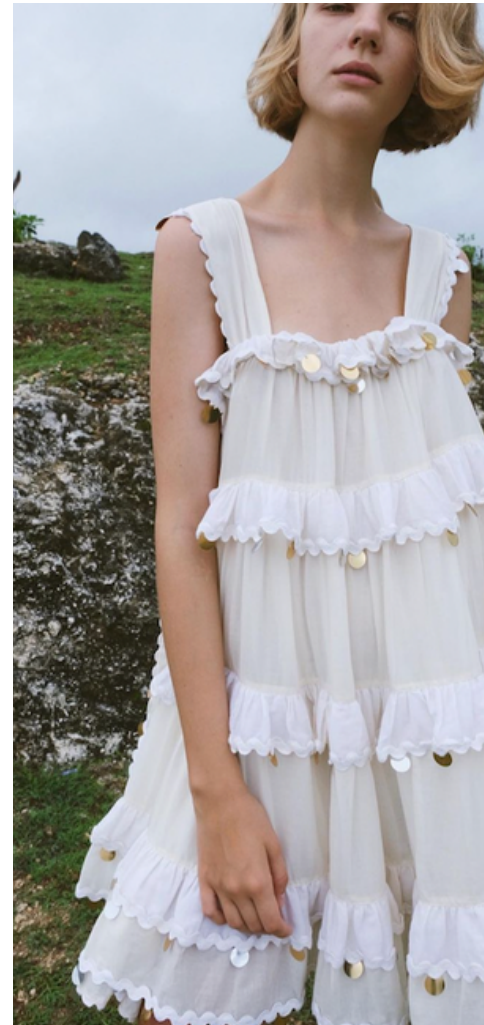


# INNIKA CHOO

READY TO WEAR PROJECT



BY:

*Lila Maiolo*

---

MARCH 31, 2023

I N N I K A C H O O

HISTORICAL  
OVERVIEW

READY TO WEAR PROJECT

# HISTORICAL OVERVIEW

Innika Choo is an Australian-born designer who now lives in Bali where she runs her own fashion label and raises her three children.

Choo began her line in 2015 by creating hand-embroidered smocks, which is what she was initially known for. Her vintage, smock-dresses became popular after she posted herself wearing one on social media. She then began selling them to others in small quantities.

Her Bali home and lifestyle inspire her designs, which are breezy, subtly colorful, and easy to wear. She moved from designing smock-dresses to blouses and shorts at the request of her friends. Choo now sells a variety of apparel items, including smocks, dresses, skirts, and tops. In addition to her traditional Women's line, she also offers some Girl's items in similar styles and patterns.

Just under eight years later, Choo's designs can now be found sold not only on her own website, but also at retailers such as Net-A-Porter, Tuckernuck, and Free People.

IMAGES COURTESY OF INNIKA CHOO/INSTAGRAM



# OPERATIONS

Innika Choo currently operates out of Bali, Indonesia. Two of her company's four total production facilities are located mere blocks away from her house in a small neighborhood.

While Innika Choo does not own her own production facility, she does strongly consider the ethical guidelines and practices of the facilities she chooses to work with. She also values building strong, long-term relationships with her suppliers.

Garments are carefully made and tend to take 10-15 weeks for production. Choo claims to hand number each garment they produce, as everything is done in small batches.



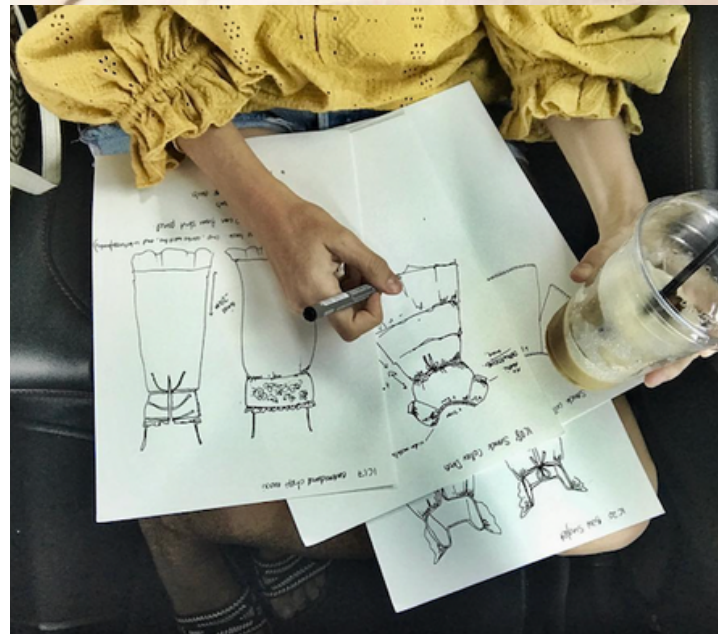
# TECHNOLOGIES

Innika Choo keeps her company fairly low-tech. Garments are made in small batches and embroidery is done by hand.

Hand-artistry has been a tenant of the brand since its creation in 2015, and is a foremost value of Choo's.

Innika Choo also places a strong emphasis on sustainability and has been carbon neutral for over two years.

Production centers are small, local garment factories, as opposed to large facilities with modern technologies and high carbon emissions.



# CONSUMER DEMANDS

Choo began as a designer by making embroidered smocks for herself and her children. When friends and other consumers expressed an interest in these garments, she made more available for sale.

Her non-tropics-dwelling friends demonstrated an interest in more wearable pieces like tops and skirts that could be paired with items like jeans. Choo met these demands by expanding her product offerings shortly after the brand's creation.



# GOVERNMENT REGULATIONS

Although many apparel producers in Asia cut corners in production due to lesser governmental regulations in these countries, Innika Choo maintains a strong focus on sustainability.

In addition to prioritizing sustainable business practices through production and sourcing, Innika Choo also plants one tree for every item sold to help create a positive impact on the environment.

Since December 2020, the brand has been entirely carbon neutral.

Although choosing not to use natural dyes to dye her fabrics, Choo explains that this choice was made because these dyes require more water than readily available dyes and ultimately results in more water waste. Given that water is sparse in Bali, Choo has chosen for this alternative thoughtfully, as she believes it is the best choice for Bali's environment.



# SOCIAL PARAMETERS

Innika Choo values her workers and their quality of life. Apparel companies are increasingly being expected to improve their workers' conditions and environmental footprint, and Choo has taken this challenge in stride.

In keeping with her values, Choo's production facilities in Bali are spacious, breezy, and filled with light. Her workers do not work weekends and are also paid a living wage along with benefits such as health insurance.

To ensure this experience, Choo and her family visit their production facilities in Indonesia several times per week.



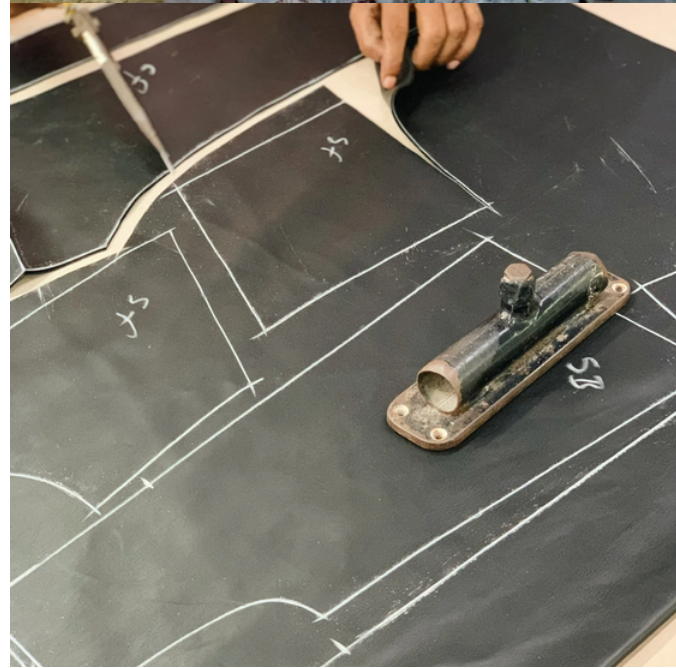


# SOCIAL PARAMETERS

Innika Choo also works carefully to source her materials ethically and intentionally.

To reduce waste and unnecessary shipping, Choo works to source her materials in the same regions as her production facilities for ease of transit.

She develops strong, long-term relationships with all of her partners.



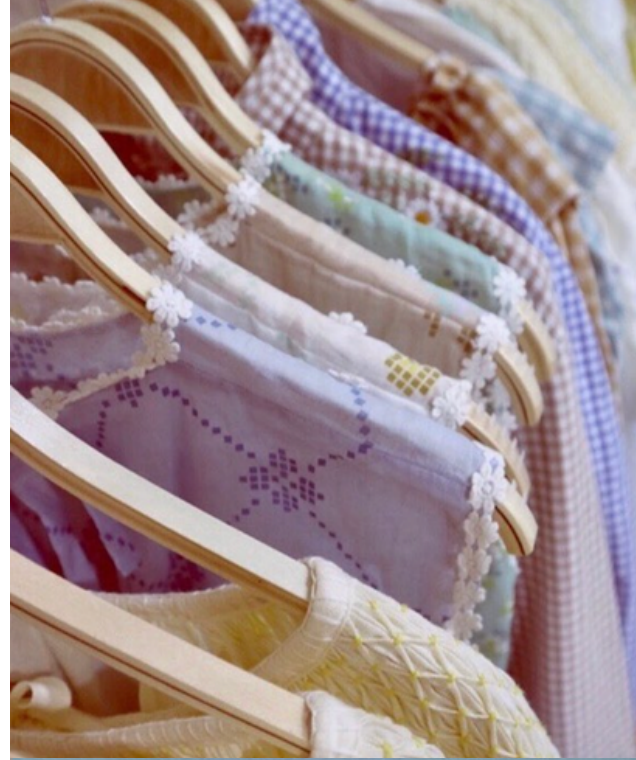
# BRAND POTENTIAL

Despite being a relatively new brand, Innika Choo has already found great success in the fashion industry.

One of the foremost reasons that Innika Choo has potential for success is that it has a strong brand identity in what is not yet an oversaturated product category. Her focus on hand-embroidered, smock-style designs places this brand in a unique niche that has the opportunity to set a trend.

Innika Choo also has a somewhat limited product offering, staying close to primarily dresses, tops, and skirts. This allows for lots of room for a product-line extension that could help build the brand.

IMAGES COURTESY OF INNIKA CHOO/INSTAGRAM



# BRAND POTENTIAL

Innika Choo is also not operating in an entirely unattainable price category, like many designer brands do. Although her products are expensive, these prices are warranted given the effort it takes to make these small batch, hand crafted pieces at such a high quality under favorable work conditions. Choo's prices sit nicely alongside other popular retailers like Reformation and Aritzia, which are certainly still attainable for purchase by many consumers. Overall, her prices make her competitive in the fashion market.



I N N I K A C H O O

PRODUCT  
CATEGORY &  
PRICING

R E A D Y T O W E A R P R O J E C T

# PRODUCT CATEGORY

Innika Choo designs apparel products predominantly in the Women's clothing category.

However, the brand has also previously done limited launches of their classic styles in Girl's sizes as well.

Innika Choo has various apparel product offerings, including dresses, smocks, tops, skirts, and bloomers.

Overall, these garments tend to err on the nicer side of casual. They can be worn as comfortable, feminine basics on the daily but would also be appropriate for some nicer occasions.



# PRICE ZONES & QUALITY

All products are made in small batches and are quality checked by hand. Therefore, Innika Choo ensures that all products are high quality and worth their market value.

Overall, Innika Choo products likely fall in a Moderate to Better price range. While some garments are affordable for many consumers, others may be considered investment pieces.

## PRICE RANGES

Shirts: \$15 - \$270

Dresses: \$50 - \$380

Skirts/Bloomers: \$30-\$200

Smocks: \$50-\$380



I N N I K A C H O O

TARGET  
CUSTOMER  
PROFILE

R E A D Y T O W E A R P R O J E C T

# WHO IS SHE?

## DEMOGRAPHIC

The target demographic is approximately women ages 22-45 with a medium to high level of income. These women tend to have a relaxed and perhaps coastal lifestyle.

## PSYCHOGRAPHIC

Innika Choo's target customers are playful, feminine, and value comfort. They also place importance on sustainable production and sourcing of the goods they purchase.

## SOCIO-CULTURAL

Target customers are active on social media and in the fashion community. They also strongly value sustainability and try to encourage others to shop with positive social intentions.

## GEOGRAPHIC

Innika Choo is based out of Bali, Indonesia but has customers worldwide. Although most of her garments are ideal for those living in warm, perhaps coastal climates, many of her pieces are also adaptable and can be suitable for women in faster-paced, city-like environments.





# BRIGHTON WADE

**AGE: 24**

## HOMETOWN

Sarasota, Florida

## LIVES IN...

Charleston, South Carolina

## PROFESSION

Real Estate Agent

## YEARLY INCOME

Individual: \$80,000

## LIFESTYLE & VALUES

---

### Lifestyle

- Works a flexible schedule as a real estate agent selling residential properties in the Charleston area
- Spends her free time going to the beach or getting dinner or drinks with her friends

### Values

- Work/life balance
- Sustainability

## FASHION TASTE

---

### Fashion Orientation

- Seeks out pieces than can transition from work to her personal life
- Comfortable, cute clothing

### Shopping Habits

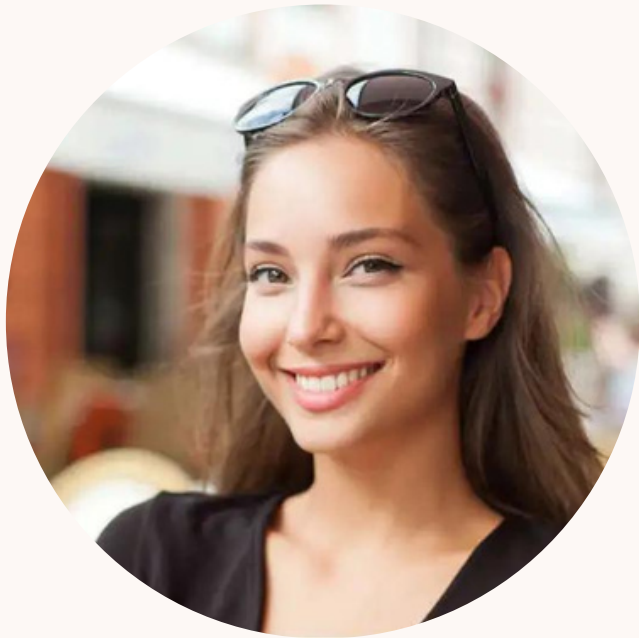
- Mostly online shops
- Tries to shop sustainably

### Favorite Brands

- South Moon Under
- Free People

### Monthly Expenditure on Fashion

- \$300



# MARIA MARIOTTI

**AGE: 38**

## HOMETOWN

Anghiari, Italy

## LIVES IN...

Florence, Italy

## PROFESSION

Stay at home mom

## YEARLY INCOME

Individual: \$0  
Household: \$150,000

## LIFESTYLE & VALUES

---

### Lifestyle

- Spends most of her time caring for her two teenage daughters and family pets
- Gardens in her spare time
- Loves to be outdoors
- Travels with her family often

### Values

- Quality time with her family
- Relaxation

## FASHION TASTE

---

### Fashion Orientation

- Enjoys fashion and dresses comfortably but stylish
- Invests in quality pieces, especially to wear to events or on vacation

### Shopping Habits

- Shops both online and in person

### Favorite Brands

- Dior
- Zara

### Monthly Expenditure on Fashion

- \$500



# JESSICA SUN

**AGE: 28**

## HOMETOWN

Singapore, Singapore

## LIVES IN...

Sydney, Australia

## PROFESSION

Clothing Boutique Manager

## YEARLY INCOME

Individual: \$80,000  
Household: \$200,000

## LIFESTYLE & VALUES

---

### Lifestyle

- Works as a manager at a small clothing boutique
- Spends her free time eating out and going on adventures with her friends
- Loves to go for walks and play tennis

### Values

- Self-love
- Sustainability

## FASHION TASTE

---

### Fashion Orientation

- Invests in quality pieces that she can wear while working as well as to social events
- Has a feminine style

### Shopping Habits

- Shops often, both online and in person, due to working adjacent to the fashion industry

### Favorite Brands

- Alemais
- STAUD

### Monthly Expenditure on Fashion

- \$600



# AMARA CHEN

---

**AGE: 23**

## HOMETOWN

Bangkok, Thailand

## LIVES IN...

Wellington, New Zealand

## PROFESSION

Lifestyle Influencer

## YEARLY INCOME

Individual: \$120,000

## LIFESTYLE & VALUES

---

### Lifestyle

- Has a flexible work schedule due to being self-employed
- Travels often for brand deals
- Enjoys aesthetics, fashion, and decor
- Loves photography and takes pictures often for social media

### Values

- Travel
- Spending time with friends

## FASHION TASTE

---

### Fashion Orientation

- Seeks out pieces than can transition from work to her personal life
- Invests in unique pieces that her followers will enjoy and appreciate

### Shopping Habits

- Mostly online shops
- Tries to shop sustainably

### Favorite Brands

- ASOS
- Free People

### Monthly Expenditure on Fashion

- \$500



# AMELIA SCOTT

**AGE: 34**

## HOMETOWN

Albany, New York

## LIVES IN...

New Canaan, Connecticut

## PROFESSION

Stay at home mom & part  
time event planner

## YEARLY INCOME

Individual: \$50,000  
Household: \$450,000

## LIFESTYLE & VALUES

---

### Lifestyle

- Mom to two young girls
- Does part-time event planning for New England based functions
- Spends lots of time with her family on boats or at the beach

### Values

- Time with family and friends
- High quality purchases
- Relaxation and self care

## FASHION TASTE

---

### Fashion Orientation

- Likes colorful, feminine pieces that can be dressed up or down for any occasion

### Shopping Habits

- Shops in person as a social pastime but tends to buy most of her clothes online
- Values high quality garments and is willing to spend larger amounts of money to have special pieces in her wardrobe

### Favorite Brands

- LoveShackFancy
- Cynthia Rowley

### Monthly Expenditure on Fashion

- \$1,000



# CHARLOTTE EMORY

**AGE: 26**

## HOMETOWN

San Diego, California

## LIVES IN...

Los Angeles, California

## PROFESSION

Photographer

## YEARLY INCOME

Individual: \$110,000

## LIFESTYLE & VALUES

---

### Lifestyle

- Self-employed and has flexible schedule
- Enjoys beach walks and surfing
- Spends a lot of time exercising her creativity through photography and painting

### Values

- Aesthetics and beauty
- Self-care

## FASHION TASTE

---

### Fashion Orientation

- Casual, feminine style
- Aims to shop sustainably

### Shopping Habits

- Doesn't shop often but when she does she invests in quality pieces
- Prefers shopping online

### Favorite Brands

- Reformation
- Madewell

### Monthly Expenditure on Fashion

- \$350

I N N I K A C H O O

BRAND  
CONCEPT

READY TO WEAR PROJECT



FEMININE

PLAYFUL

DELICATE

RELAXED

SUSTAINABLE





I N N I K A C H O O

# LOGOS

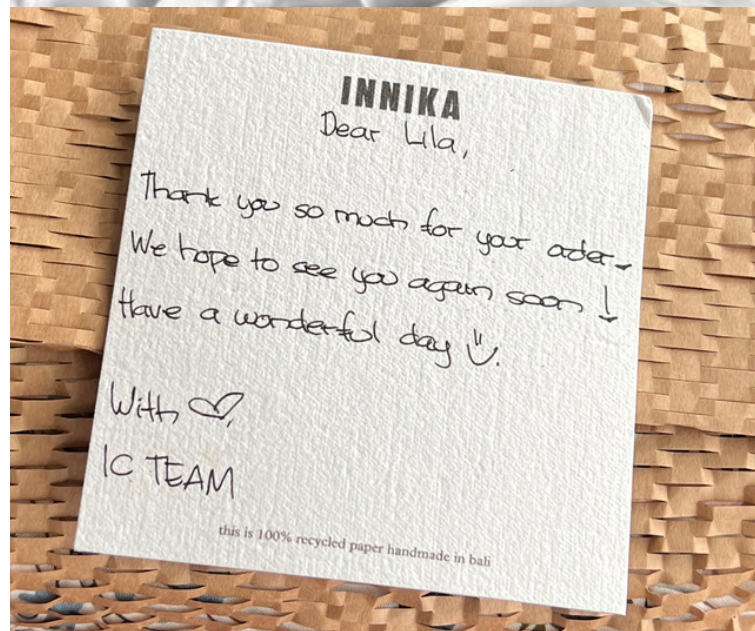
R E A D Y T O W E A R P R O J E C T

# LOGO & PACKAGING

Although Innika Choo is an online retailer, they still exercise strong branding through their packaging. The packaging uses sustainable materials and feature the brand's logo on all items.

Each package includes:

- Swing tags
- Mailers
- Calico bag
- Tissue paper, tape, and stickers



**INNIKA**



I N N I K A C H O O

COMPETITOR  
ANALYSIS

READY TO WEAR PROJECT

# COMPETING BRANDS

FREE PEOPLE

LOVESHACKFANCY

FOR LOVE AND LEMONS

ALTAR'D STATE

SEA NEW YORK

# FREE PEOPLE

- Moderate price range
  - Shirts: \$20-\$1,300
  - Dresses: \$30-\$1,200
  - Bottoms: \$50-\$1,500
- Target customers
  - Young, creative women with a free spirited nature who value comfort
- Brand Image
  - Comfortable, bohemian, relaxed, feminine
- Product Assortment
  - Large variety of product offerings in varying degrees of quality and price



# LOVESHACKFANCY

- High price range (designer)
  - Shirts: \$225-\$600
  - Dresses: \$300-\$1,200
  - Bottoms: \$165-\$525
- Target customers
  - Middle to upper class women with feminine style and love to dress up
- Brand Image
  - Feminine, dainty, vibrant, elegant, extravagant
- Product Assortment
  - The brand's smaller ensures very high quality products across product range
  - Offer shoes and accessories in addition to apparel



# FOR LOVE & LEMONS

- Moderate price range
  - Shirts: \$35-\$190
  - Dresses: \$50-\$650
  - Bottoms: \$30-\$170
- Target customers
  - Middle to upper class women with a strong sense of individuality and femininity
- Brand Image
  - Feminine, dainty, empowering
- Product Assortment
  - Relatively small price range ensures consistently high quality across products
  - Many product lines



# ALTAR'D STATE

- Moderate price range
  - Shirts: \$30-\$60
  - Dresses: \$70-\$180
  - Bottoms: \$50-\$90
- Target customers
  - Young women with feminine, modest style who likely value faith and value affordability
- Brand Image
  - Feminine, mindful, comfortable, modest
- Product Assortment
  - Wide product range at relatively low prices results in moderate product quality
    - Often cheaper fabrics and materials



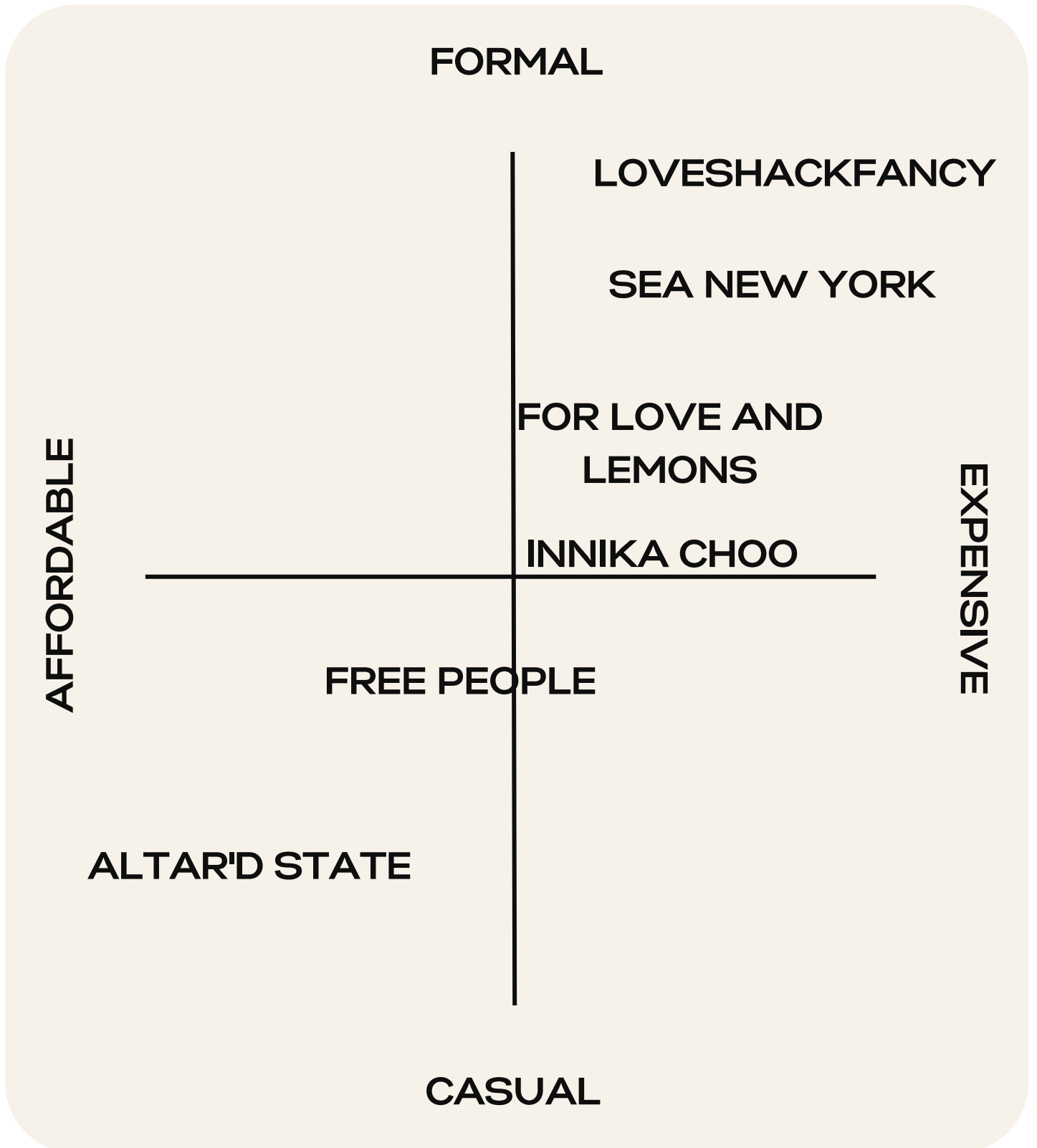


# SEA NEW YORK

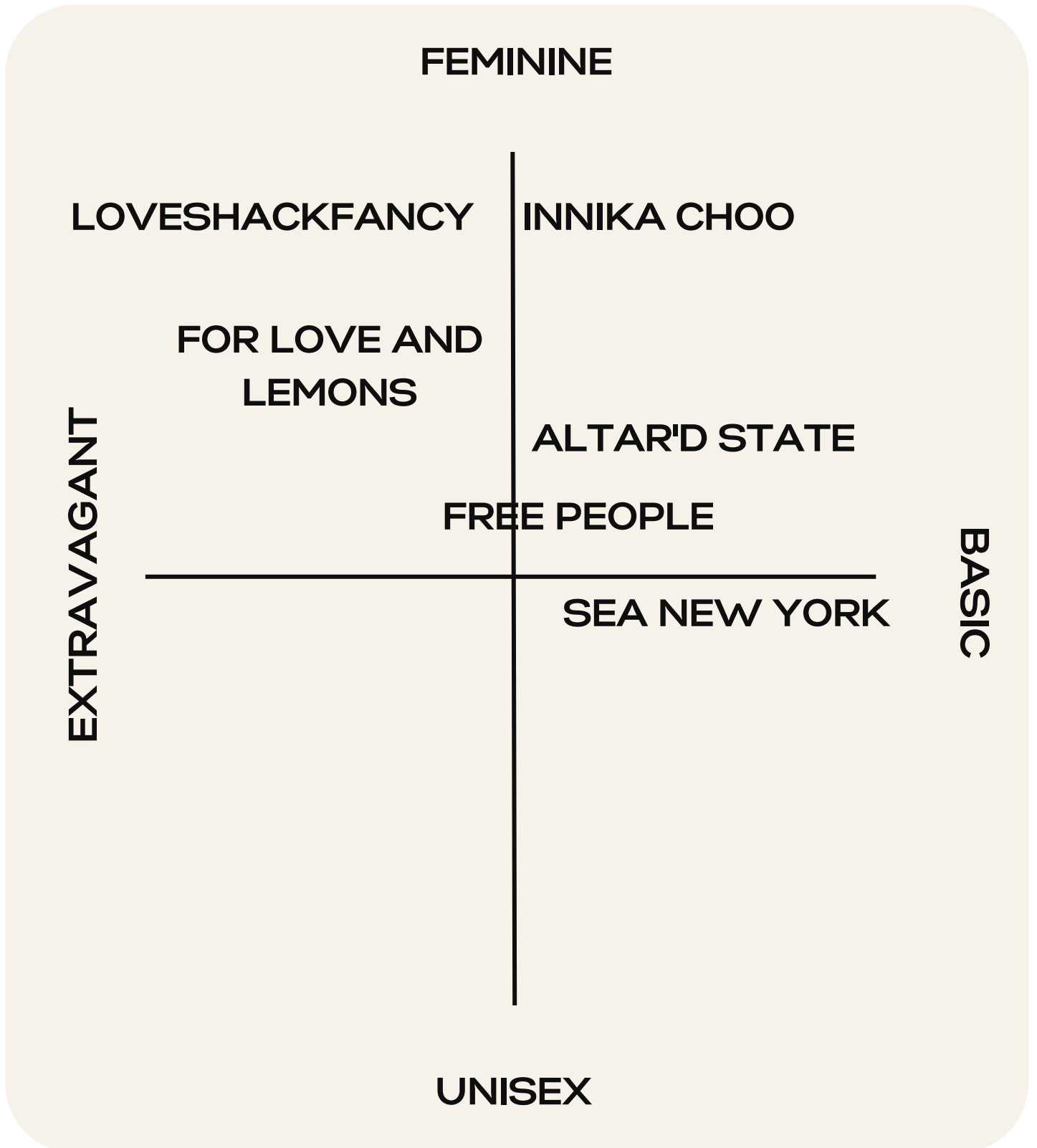
- High price range
  - Shirts: \$150-\$600
  - Dresses: \$300-\$1,300
  - Bottoms: \$255-\$700
- Target customers
  - Women with a classic, feminine, New England inspired style and high disposable income
- Brand Image
  - Classic, comfortable, relaxed
- Product Assortment
  - Wide product assortment at consistently high prices
  - Very high level of quality



# BRAND POSITIONING MAP



# BRAND POSITIONING MAP



# BRAND POSITIONING MAP

TRENDY

LOVESHACKFANCY

FOR LOVE AND  
LEMONS

FREE PEOPLE

ALTAR'D STATE

INNIKA CHOO

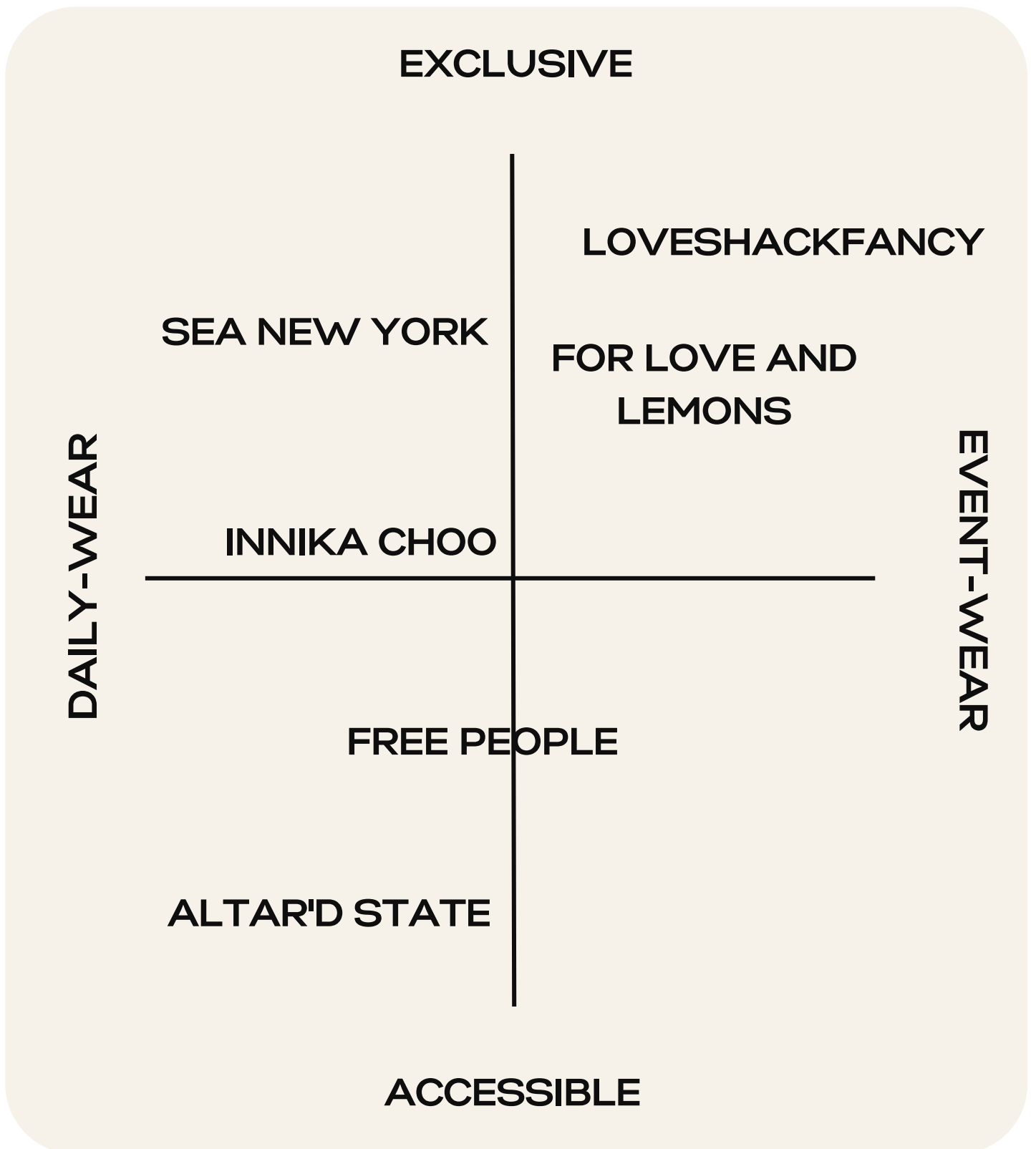
SEA NEW YORK

CLASSIC

LOWQUALITY

HIGH QUALITY

# BRAND POSITIONING MAP



I N N I K A C H O O

SWOT  
ANALYSIS

R E A D Y T O W E A R P R O J E C T

# STRENGTHS

- Sustainable business practices and ethical sourcing
- Strong brand identity which is reflected through product lines
- Frequent posting on social media and high engagement rates
- Sells through multiple retailers which increases profit opportunities
- Good customer service and relationship management

# WEAKNESSES

- Lacks brick and mortar retail stores
  - Fail to reach audiences who prefer in-store shopping
- Has limited social media channels (no TikTok)
  - Limits opportunities to reach younger audiences
- Singular style offering may limit interested consumers
- Small batch production results in limited stock

# OPPORTUNITIES

- Lacks brick and mortar retail stores
- Popularity of other retailers as possible selling channels (ex: Revolve)
- Untapped apparel product categories
  - Shoes, hats, bags, jewelry

# THREATS

- Current events such as weather or politics may conflict with overseas shipping
- A social push for brands to be more gender inclusive
  - Innika Choo's products are very clearly geared towards female audiences



I N N I K A C H O O

GAPS IN  
I N N I K A C H O O

R E A D Y T O W E A R P R O J E C T

# COMPANY GAPS

## LIMITED PRODUCT CATEGORIES

Innika Choo only sells garments in a handful of product categories. Namely, they sell dresses, smocks, tops, skirts, and bloomers. Many of their competitors have more extensive offerings, including shorts, jeans, pants, shoes, bags, and accessories. These are all opportunities for Innika Choo to expand their product line.

## ONLINE-ONLY RETAILING

Since the brand is based in Bali, Indonesia, and is somewhat small, the only channels it sells through are online. It may benefit the brand to expand to opening a brick-and-mortar storefront in the United States or Europe, or perhaps even consider opening a pop-up shop or selling in department stores.

## LIMITED MANUFACTURING CAPABILITIES

It would not be beneficial for Innika Choo to shift to mass manufacturing because it would deviate from their sustainable and ethical values. However, their sustainable, small-batch retailing results in low-stock and limited availability for many popular items. A recommendation to help them keep up with the production rates of their competitors could be to add another manufacturer or increase staff. This would increase production without compromising the brand's integrity.

I N N I K A C H O O

DESIGN  
BRIEF

READY TO WEAR PROJECT

# SPRING/SUMMER 2023

## FASHION THEMES

### MAIN THEME: Playful in Paradise

Innika Choo's designs consistently convey a sense of play, fun, and femininity. Each piece is designed to be regarded as a special keepsake and is inspired by a relaxed lifestyle.

### SUB THEME: Flower Child

A Bali-based brand, Innika Choo values time in nature and sustainability. While this can be seen through her business practices, it is also shown in the themes of her designs.

### SUB THEME: Rolling in Ruffles

In keeping with her playful themes, this seasons designs are clearly marked by ruffles and frills.





# PLAYFUL IN PARADISE





# FLOWER CHILD



# FLOWER CHILD

## INSPIRATIONS

Florals for spring and summer are nothing new, but Innika Choo puts a unique twist on it with her dainty floral patterns. Inspired by a childhood of picking wildflowers rather than buying commercial bouquets, these designs take us back to nature.

## STYLES

Innika Choo incorporates florals into most of her designs, most notably being her floral print on lightweight tops and dresses. However, floral lace and embroidery on heavier fabrics can also be seen across her line.

## COLORS

Like the rest of her line, Innika Choo sticks to light, whimsical colors when working with floral patterns. Thus, lots of light blues and playful oranges are used.

## FABRICS

Pieces are all made from light fabrics, such as linen and voile. Floral embroidery is done by hand to create thoughtful, intricate details.



# ROLLING IN RUFFLES





# ROLLING IN RUFFLES

## INSPIRATIONS

Summer parties, baby showers, and dancing outside at sunset -- these garments are inspired by the sweet, playful memories to be made while wearing them.

## STYLES

Ruffles can be seen in many Innika Choo garments, from dresses of all lengths to frilly skirts and tops. Across the board, they are comfortable and loose fitting.

## COLORS

Colors tend to be light and feminine, often in the pastel family. Baby blues, pinks, and sunshine yellow create a look reminiscent of springtime.

## FABRICS

Pieces are all made from light fabrics, such as linen and voile. Details like intricate schiffli lace are all hand embroidered.

