

RINGKASAN EKSEKUTIF

Solace merupakan brand fesyen yang menjunjung tinggi nilai-nilai nyaman, tahan lama, dan serbaguna. Produk utama Solace adalah Reversible Jacket dan Hoodie yang hadir dalam berbagai varian berdasarkan size chart, dan warna. Visi Solace adalah menjadi kekuatan pendorong dalam industri fesyen, membuka pintu kreativitas dan meningkatkan kesadaran akan penampilan pribadi, sekaligus mendorong semangat inovasi dan ekspresi diri di kalangan generasi muda.

Solace didirikan pada Agustus 2023. Namun produk pakaian luar Solace diluncurkan pada Maret 2024 setelah melalui proses penelitian yang panjang termasuk penelitian primer, sekunder, pengujian alfa, dan pengujian beta dengan harapan dapat memanfaatkan potensi signifikan dalam industri fesyen pakaian luar, yaitu senilai USD \$1.160.000.000.

Produk fashion Solace dijual melalui jalur daring melalui *marketplace* seperti Tokopedia dan Shopee. Dan seluruh kegiatan periklanan dan promosi kami dilakukan melalui media sosial seperti Instagram dan Tiktok dimana kami menargetkan audiens kami adalah pria dan wanita usia 17-35 tahun yang tinggal di jabodetabek.

Meski sudah beroperasi selama 4 bulan, Solace belum juga mencatatkan laba bersih. Namun Solace memperkirakan bisa mencapai *Break Even Point* (BEP) ketika total penjualan produknya mencapai 80 unit. Perkiraan waktu untuk mengembalikan investasi awal adalah 10 bulan.

Kata Kunci	:	Fesyen, pakaian luar, nyaman, tahan lama, serbaguna
Bidang Usaha	:	Fesyen

EXECUTIVE SUMMARY

Solace is a fashion brand that upholds the values of comfortable, durable, and versatile. The main products of Solace are Reversible Jacket and Hoodie which come in many variants by size chart, and color. The vision of Solace is to become a driving force in the fashion industry, opening doors to creativity and raising awareness of personal appearance, while encouraging a spirit of innovation and self-expression among young people.

Solace was founded in August 2023. However, the Solace outerwear products were launched in March 2024 after a long research process including primary, secondary research, alpha testing, and beta testing in hopes of tapping the significant potential in the outerwear fashion industry, which is valued at USD \$1.160.000.000.

The Solace fashion products are sold through online channels through marketplaces such as Tokopedia and Shopee. And all of our advertising and promotion activities are conducted through social medias such as Instagram and Tiktok where we target our audience to male and female ages 17-35 living in jabodetabek.

Despite operating for 4 months, Solace has not yet recorded a net profit. However, Solace expects to reach the Break-Even Point (BEP) when the total sales of the products reach 80 units. The projected time to recoup the initial investment is 10 months.

Keywords	:	<i>Fashion, outerwear, comfortable, durable, versatile</i>
Field of Business	:	<i>Fashion</i>