

DESIGN EXHIBITION 2022

MAKIN BANGUN
MELAKSANA

College of Creative Arts, UiTM Kedah Branch

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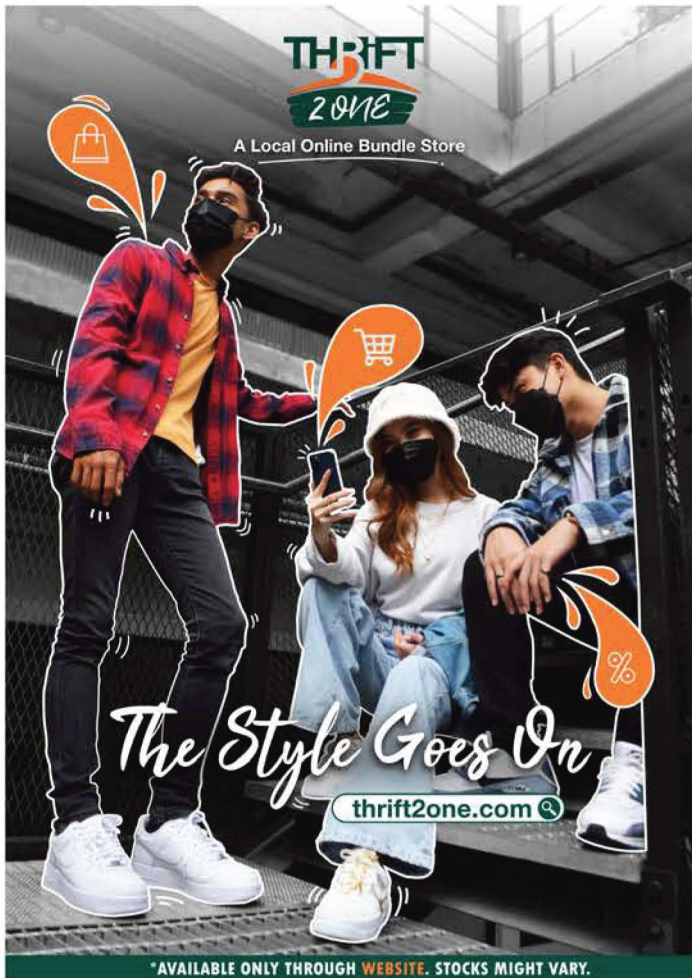
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THRIFT 2 ONE

Company (A Local Online Bundle Store)

Design Advisor : DR. FARYNA MOHD KHALIS, SIR ABDULLAH KULA ISMAIL & SIR MOHD SYAZRUL HAFIZI HUSIN

The name of the company is "Thrift 2 One". It's an online bundle company that sells their product through online platform such as Instagram, Facebook, etc. The name itself speaks for what the company stands for. The word "Thrift" inspired by the activities of "thrifting" whereas the number "2 One" represents the ideas of creative, self-expression, optimism, and inspiration. In addition, the "2 One" also resembled the 21st century, which is the century that we are currently in. The name "Thrift 2 One" complements one another very well as it carries out well with what the company trusted. "The Style Goes On" was the tagline selected for this company. Despite the different in era and style of the clothes, the style doesn't stop. The company was founded by Amir Mahsuri in 2020, although the company are still relatively new in the business, he understands the market and had strategy to his vision on the company. There were already a lot of competition when the company began, in order to survive, each have to be creative and think outside of the box to attract customers. The competition is the fuel to keep going and compete with one another. What had contributed to the establishment of their company are the varieties of clothing that they provided. Thrift 2 One are committed in distributing good quality products that comes with attractive price. Giving the consumer what they want, is how they established a loyal and returning customers. "The best advertisings are done by satisfied customer" – Philip Kotler. The challenge in this industry is to change the way people perceived the "bundle store". When speaking of the word "bundle clothes", majority of people are not comfortable with the idea as the product are used and that they may have concern about the quality and cleanliness of the product. To overcome the problem, the idea of "fresh" are always tied when redesigning some of the aspect of the company. With the right formula, we can let the consumers change with the way they see the world of bundle clothes. The target consumers for this company are mainly among the teenagers. However, this company welcomes at all ages to their products & services. Priorities are being set among the teenagers because they have a stronger role in shaping the trends and future. Which is why this company sees this as an opportunity to educated and influenced others about the importance and benefits of their services through the priority's consumers. As we are headed towards the future, Thrift 2 One holds an important role towards the environment. Which is why reuse, reduce & recycle are always the main priorities. Achieving zero carbon can only be possible if we reduce as much as we could and reuse with the things that we already have today. This company believe that for a more sustainable and safer environment, it is very crucial for each one of us in playing our role in protecting the environment.



THRIFT ZONE
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Business Card (front & back)



Envelope (front)

Envelope (back)



Letterhead



Corporate Folder



GRAPHIC DESIGN & MEDIA DIGITAL

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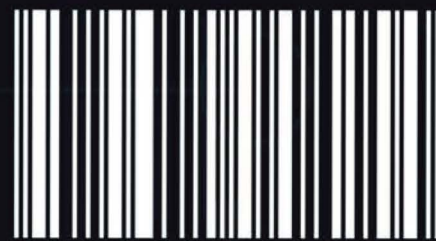
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