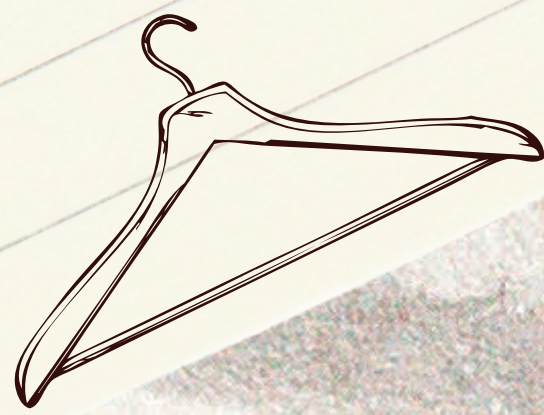


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## Objective

1. To create **engagement** with our experience creation and final products
2. To **reflect on social issues** about identity communications and self-expression and look for solutions using communication approaches.
3. To use the theme of "**Enrich, Engage, Empower**" and communications through fashion and encourage them to use their freedom of communication to express themselves.



## Why we do it

To **Enrich, Engage, and Empower** people to express themselves through their clothing choices without the fear of societal judgment

## Result

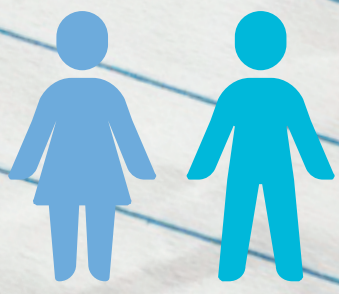
71.7%

feel more **confident** in expressing their true self through fashion

82.6%

want to **encourage people** to express their true selves through fashion

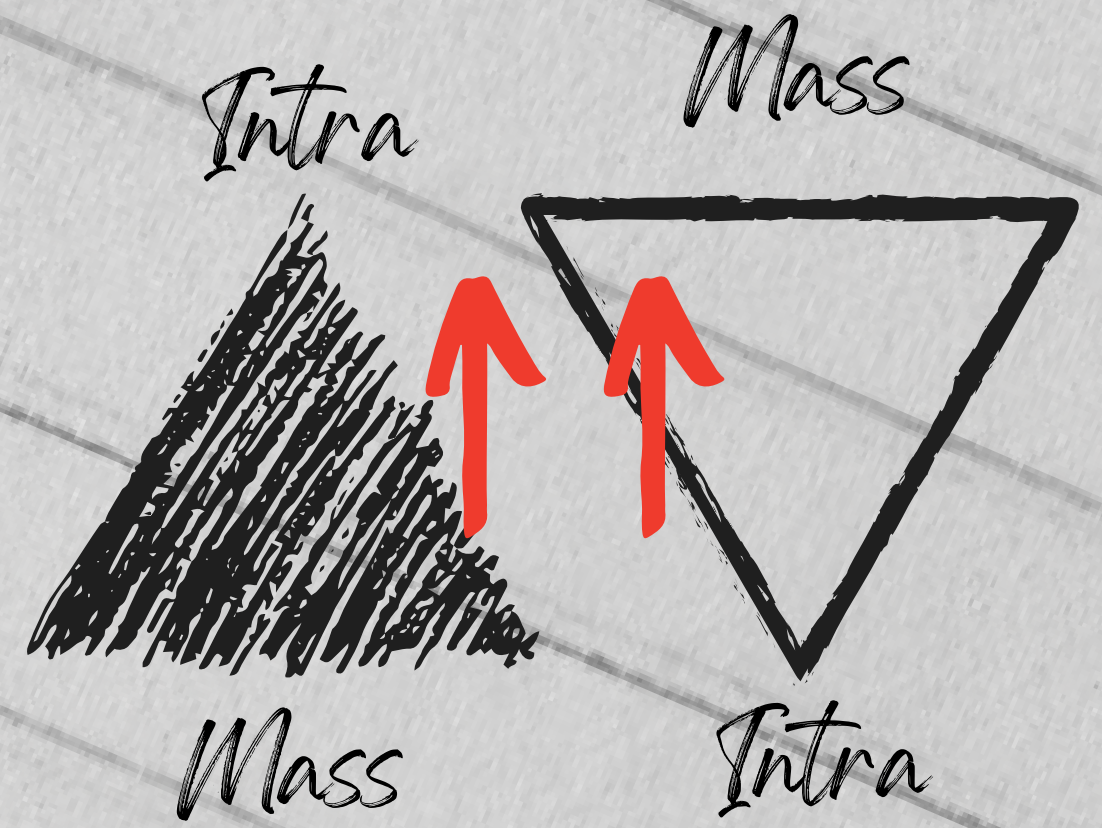
Reach over **29K people** on social media



## Procedure

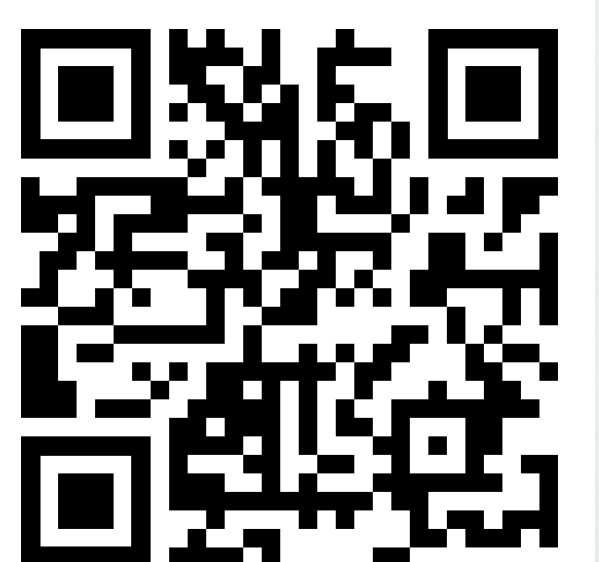
- Step 1 - Research
- Step 2 - Planning
- Step 3 - **Experience Creation** (Production!!!)
- Step 4 - **Write the Articles!!!**
- Step 5 - Media Planning & Publishing
  - Facebook ✓
  - Instagram ✓
  - WordPress ✓
  - Photobook (Issuu) ✓
- Step 6 - Evaluation
  - Quantitative
    - Social Media Performance
    - Satisfactory Form
  - Qualitative
    - Focus Group Interview

## Findings



Stigmas against expression often **start as Mass Media** trickle down the communication pyramid to a smaller group until they end up getting stuck in an individual's head. In order to **reverse the damage**, we are **starting from the base (Intrapersonal Communication)**.

Individuals are in some form a brand



Link Tree

# Dressing Room PROJECT

# Dressing Room PROJECT

Instagram DRESSINGROOM\_PROJECT

Facebook DRESSING ROOM PROJECT

## What we do

### TRY

Invite people for an experience creation where they can wear clothes they think reflect their identities but have always been too afraid to try

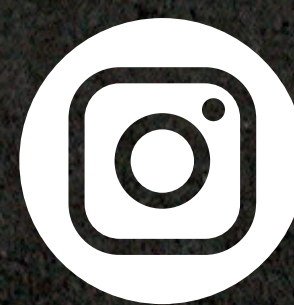
### SHINE

Let them walk around and shine as they can fully express themselves while having friends who support them.

### SHARE

As our participants felt more empowered to express who they are through fashion, we just had to share the positivity!

## Available on



Instagram

Facebook

WordPress

Issuu

### Episode 01



Follow Dean's journey as he gets a chance to experience 'feminine clothes' and finds the answer to the question of whether clothes have genders or if it was the society that labeled that thing on the cloth hanger.

### Episode 02

Can age truly stop you from wearing what reflects who you are? Let K'Cherry tell you will it 'look old' to be the real you?



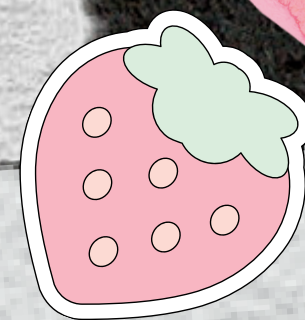
### Episode 03

"Fat," "slutty," "bla bla bla," have criticism ever caged? Have you ever wanted to try breaking free from that cage as Claudia did? It might not be super easy, but it is not too hard either.



### Episode 04

When one fears expressing themselves through fashion, can kind words, support, and love be the antidote to that fear? Dominik can answer that now.



### Special Episode

Allow Nakan, a well-known cosplayer, to share her experience of how community and the boundaries of the mind make her confident to express herself and ward away the negativity that attacks her.



### Final Episode

Instead of being told not to do something, why not encourage yourself and each other to show who they are and express themselves as freely as their hearts desire? Tell them to "do," not "don't."

