

TIFFANY ANGELICHA

BA (H) INTERNATIONAL FASHION BUSINESS

Fashion is relative, but for me, it's a mean of communication and a form of art. I graduated with diploma of fashion design in Esmod Jakarta where I was awarded the best pattern drafter. I decided to broaden my knowledge around fashion business in NTU where I gained understanding on what it takes to build a brand aswell as marketing and buying that is based upon sustainable practices. I was encouraged to be highly versatile with in-depth analytical knowledge of current trends. I researched on gamification as part of a marketing strategy for Gen Z in my final project. I consider marketing as an area I'm interested in the fashion industry. These courses have provided me with robust understanding of fashion design, pattern drafting and fashion business. I put my hard and soft skills into practice when working on live projects with designers like Wilsen Willim & Pt. Panen Lestari Indonesia. I believe my strong mindset can help me achieve anything and continue to make me a better individual.

CONTACT

WEBSITE

INSTAGRAM

LINKEDIN



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