How A Muslim Fashion Brand Do the Brand Refreshing?

Trinitaria Marlis Putri¹, Yunita Engriani², Sharliza Wahab³

¹Universitas Islam Negeri Imam Bonjol Padang, Indonesia
²Universitas Negeri Padang, Indonesia
³Universiti Putra Malaysia, Malaysia

ABSTRACT

Background. Klamby, first known as Wearing Klamby, was one of the oldest and biggest Muslim fashion brands in Indonesia. They used to perform as the fastest selling-out brand where their supply could not fulfill their loyal customer’s demand. However, the pandemic followed by the rise of many new competitors has put Klamby in a difficult time where their sales were being extremely decreased.

Purpose. This study aimed to investigate successful and effective Klamby’s brand refresh which changes several things without replacing the genetic or core value of the brand. The changes involved: the name and logo, slogan, color palette and fonts, and marketing materials.

Method. This study uses mixed methods: a mix of qualitative and quantitative studies. For the qualitative approach, the researcher did the observation of the Wearing Klamby official Instagram posts within 3 (three) years, from 2019 to 2022. The data collected then being analyzed and highlighted the main issues relating to the brand refreshing. Data then served as the descriptive explanation. For the quantitative approach, a simple online survey has also been made to see which components customers prefer; do they choose the condition before or after the brand refreshing?

Results. The results show that the brand refreshing that Klamby did was successful. The customers prefer the new name and logo, slogan, color pallet and fonts, and marketing materials. Some acts show a significant role and some don’t. The brand's refreshing progress, hopefully, can contribute to the development of Indonesian Muslim fashion in the future.

Conclusion. This study has significant implications for the fashion industry. As Indonesia’s fashion industry is getting bigger and ready to be the center of Muslim fashion, more in-depth research about Muslim fashion is necessary.

INTRODUCTION

Muslim fashion has become one of the biggest sectors in Indonesia, based on the income it is given (Kadir, 2023). Ministry of Trade Zulkifli Hasan on the Road to Jakarta Muslim Fashion Week (JMFW) 2023 has predicted Indonesia could become the qibla (the ultimate reference) for the Muslim fashion industry in 2024 with Minister of Tourism and Creative Economics stated in Muslimah Creative Day 2023, that this event really showed the creativity of the Muslim fashion designers who performed a magnificent and unique collection (Uno, 2023). Muslim fashion in Indonesia has the potential to dominate the global
fashion market. The richness in culture, folklore and traditional vigor differs from one brand to another. Muslim fashion Indonesia export in 2022 has raised 2,85 million USD (or as much as 39.6%) compared to the same period in 2021. (State of the Global Islamic Economy Report, 2022).

Fashion muslim brands in Indonesia offers the Muslimah with different segmentation. There are prices segmentation: low, middle-low, and middle-high, product segmentation: daily wear or custom, and so on. All brands have contributed to the Indonesia’s economics. They campaign the “love your local products” movement in order to persuade people to choose local rather than global brands. They showed that Indonesian products have the same quality as international brand. There are many big brands in fashion muslim segment such as: Klamby, Ria Miranda, Vanilla Hijab, Restu Anggraini, etc. These brands have already been established for 1 decade.

The muslim fashion had its own struggle when the pandemic come. With the number of competitors from the local and also global brands were raised, it also came to the pandemic era where every business must be tested by that time of how to survive, including Klamby. Klamby is considered as one brand that had a big impact on their business. Before the pandemic, all of their collection sold out within 5 minutes. When it came to a pandemic, it was hard for them to perform sales. They often have to give a discount for their collection not too long from the time the collection was launched. This phenomenon should have warned Indonesia’s fashion industry to manage its business and implement strategies if it wants to dominate the fashion industry globally.

Learning from Klamby, right after the pandemic, they implemented strategies to refresh their brands. They developed several things but did not change their core business. They refresh the brand but don’t change their segmentation and market. They made changes to their products so it could help them to expand their potential market. This research is set to answer the following questions: What aspects changed in Klamby? How did customers see the change? How is Klamby’s business condition right now?

Brand Refresh

The refreshed brand identity is the result of a comprehensive brand strategy process, which included extensive research, analysis and input from stakeholders, customers, and industry experts (Proquest & Lengkap, 2023). Company usually used brand refresh to recall it’s best competences. Brian S. James from Carnegie Melon University describes brand refresh process as below: 1) Listen. Seek advices from brand ambassadors about the materials the brands using and what is their expectation for the future. These initial conversations will set the tone for alignment and keep the project focused. 2. Mind your brand’s age. Younger brands may decide to go all in on a rebrand (if they find that the current branding is not connecting well with the consumers) while more mature institutions may be better off refreshing core positive attributes that already exist. 3. Create a brand blueprint. Identify the stories and personalities that define your brand. 4. Involve leaders. Team should work with communicators at every level, including those from different colleges and departments to ensure stories were understood and rehashed consistently. Working with a variety of stakeholders helped them uncover new elements, like a secondary color palette that is now used in marketing materials. 5. Practice upkeep. Doing so reinforces the DNA of the brand and the culture of the organization (Bon & College, 2020).

Brand refresh shows almost similar indicators as rebranding. Rebranding according to the (Market Business News, 2019) is a process that companies do to change the brand image in the eye of consumers through change the logo, symbol, or the mix of all. (Sketchdek, 2020) stated a brand refresh is more like a fresh coat of paint in terms of your voice and visual branding. It may involve tweaking your logo or color palette, testing out a new font, sprucing up your marketing material, or updating your tagline. Meaning, a brand refresh is far less dramatic (and less costly). To make it any clearer, the difference between rebranding and brand refresh (Rawit, 2023) provides in the table below:
Tabel 1. Different between brand refresh and rebranding

<table>
<thead>
<tr>
<th>Brand Refresh</th>
<th>Rebranding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Changing design/logo</td>
<td>Creating new image</td>
</tr>
<tr>
<td>Changing slogan</td>
<td>Designing new company background</td>
</tr>
<tr>
<td>Changing color palletes and fonts</td>
<td>Changing market positioning</td>
</tr>
<tr>
<td>Fixing the marketing materials</td>
<td>Creating a whole new brand image</td>
</tr>
</tbody>
</table>

Source: Data Process

**Muslim Fashion**

Muslim fashion (Balascescu, 2017) is the way Muslim dress themselves, starting from choosing the materials and designing the style which covers up the Muslim body well. Muslim fashion is promising not only in Muslim-majority countries but also globally (Craciun, 2017). Luxury brands such as DKNY, Dolce & Gabbana, and Tommy Hilfiger even launched the “Ramadhan Series”. It shows how dynamic and promising Muslim fashion is globally. It has been a part of fashion business to gain profit (Rahim, 2022).

Muslim fashion in Indonesia also shown different approachment among the muslim woman. They have heterogenous type of muslim fashion definition (Jones, 2010). There are shari, scarf, modern hijab, pashmina, and so on. However, they have same perception that as muslim, they should obey to cover their head and neck area with hijab (Shafee, 2020). As further explanation by (Aris et al., 2018), muslim fashion, also refers as Islamic fashion should require four fundamentals as highlighted: length (long enough to cover essential part of woman bodies), volume (not being apparently tight), opaque material (not transparent) and head cover.

**RESEARCH METHODOLOGY**

This research was conducted through a mixed-methode type of research. The qualitative and quantitative approach have been mixed to get clearer results (A. Muri Yusuf, 2017). For the qualitative, researcher used observation as it’s research instrument. Researcher screened social media Instagram of Klamby (@wearingklamby) for 2019-2022 period. The changes were observed in November to December 2022, focusing on the changes that appeared from Klamby’s Instagram feed. We classify them based on the brand refreshing: design/logo, slogan, color palletes and fonts, and marketing materials. We compared the findings from before and after the brand refreshing applied. The results will be shown in descriptive analysis between the elements of brand refreshing.

For the quantitative, researcher took an online-survey through Instagram stories, designed to be filled by the Klamby’s customers who were being asked to choose between the two options: old elements (before brand refreshing) or new elements (after brand refreshing). The surveys were designed in a Instagram story, being published online for 24 hours, and being filled by 100 respondents. The results will be shown in a statistic tabel and analyze in descriptive explanation.

**RESULT AND DISCUSSION**

**Changing Design and Logo**

Before 2019, Klamby was known as Wearing Klamby that spell in 4 syllables. Recognizing it is hard to spell and remember. The Wearing Klamby often shortened as Wearing or WK which were not really attractive, especially if Klamby wanted to set target to go global. Klamby then deleted the word Wearing in it’s name. Now it is known as Klamby with 2 syllables which is easier to spell and remind. It is also likely to be more accepted for the global market. Supporting it, the number of customers who loved the old name was only 31% and the other 69% chosen the new name.

![Old logo](image1) ![New logo](image2)

Picture 1. The difference of old and new logo of Klamby
This finding supports the previous research by (Chotijah et al., 2020), (Puspitasari & Istiyanto, 2019) where they found that the changing of logos from government brands has raised into positive results. The change on logo also worked in Small, Micro Entrepreneurs as founded by (Hidayat et al., 2022).

**Changing Slogan**

Klamby made a slight change to its slogan. It was from modest wear to modesty reimagined. This change understood as a much better idea by the 80% while the other 20% preferred the old slogan. It supports the previous researches: (Budi et al., 2020) (Bantilan et al., 2018) which also found the significance chance of the slogan to gain positivity from its consumers.

**Changing Color Pallettes and Fonts**

The pallettes of Klamby’s collection used to be bold, dark, and vintage-vibes. Now they reinventing their colors into fresh, more pastel, and modern. It gained positive responds from the customers. 94% choose the new color palletes of Klamby, only 6% remained the old one. It supports idea of (Budi et al., 2020)(Dewi et al., 2022).

![Picture 2. The different palletes of Klamby](image)

The old version has a classic motif and fully printed in the whole fabrics, combined with dark colors pallete. The vibes of the old collection was more traditional and available to wear only in limited occasion. It is more likely used in a semi-formal occasion. The new version of the palletes look fresher, dynamic, and up to date. With less motif and not fully printed, it can be used in more occasions. The design is more playful and can be used in daily occasions. Klamby has satisfied the customer’s expectations for their latest collection and make sure they did not miss one.

The new fonts, same as the new logo, valued 69% positive comments. The new fonts is more modern, firmer, and more eye-catching. (Rani Hermita & Mislija Murti, 2022) in their research has found that colors is one of most important thing that use to attract customers in. They conducted research in a restaurant and from this research found that it is also relatable to the fashion industry. Klamby also made some changes to the logo. It consisted of two alphabets before: “w” and “k” (see the old brooch picture) and changed the logo two curved shape (see the new brooch picture). It is also considered as an successful act, since the percentage of liking the new logo was 69%. Only 31% preferred the old logo.
Fixing the Marketing Materials

Klamby done several changes for the marketing materials, including from the products, packaging, place, ambassador, models, muslim image, and the photoshoot background. They fix the way they handle it, being more-manageable, bringing full of new ideas and innovation environment. For the products, Klamby innovated in producing other products, such as: bag, shoes, fragrance, and homestuffs. However, it is not really well accepted, since 77% choose to buy only scarves and clothes, only 23% decide to buy bags, shoes, and homestuffs at Klamby. They might trust the other brands for their bag, shoes, and homestuffs. It can be concluded that Klamby is trustworthy as a fashion brand, not a bag/shoes/homestuffs brand.

The packaging of Klamby was also reinvented. It used to have a softbox as the packaging. These softboxes were often design in a dark color. The boxes motif following of what the products inside. The motif and colors the products inside have will be delivered also in the boxes. It is considered a high-cost packaging since every box should be designed differently, either it was for the scarf or for the clothes. Klamby then changed their boxes into the hard-broken white box for the clothes, and the hard-motif box for the scarves. It received a well acceptance. 82% of consumers love the new packaging rather than the old ones. The new design of packaging is valued as simpler yet tough and could resist for a longer time. Unlike the old boxes, it is also rare to find the hardboxes broken during delivery.

(Tokutake et al., 2019) stated that product packaging is an important element of branding that directly affects product sales. It is also lead positive customer’s behaviour in their intention to buy a product. This research also revealed that aside the packaging, the colors pick also give contribution in leading customers to like a product. Klamby has implemented both the packaging and the color palletes that this research supported the previous research in packaging and color palletes.

Klamby, after the pandemic also innovated in opening an offline store. They were known as the pioneer of online shopping using website and now decide to open the store. But it is not considered as a wise step since the customers still decide to buy online. 86% prefer to do online shopping, while only 14%
will go directly to the store. Opening the store might not be the best choice for boosting the selling, but it could gain trust. It is good for Klamby’s brand image since people know that this brand actually existed both online and offline.

Klamby also stepped on change in picking their ambassador. They usually used hijab influencer like: Hamidah, Tantri Namirah, Aghnia Punjabi, and so on to help them boost their sales. Now they are cooperating with celebrities whose names are already big, such as: Raisa, Maia Estianty, Patricia Gouw, and so on. This might not really necessary and needs to be done often, since the 61% of customers still chose hijab influencers as the muse of Klamby. Only 31% stand for celebrity muse although the previous researchers found that celebrity played important roles in building brand in board range areas, such as: tourism (van der Veen, 2008), politics, luxury fashion (Carrillat et al., 2019).

This findings, which regards influencer rather than celebrity muse, has been studied before as (Schouten et al., 2020) research finding. This could happen because influencer is more likely similar to normal people rather than celebrity. Influencer is more down to earth, easier to be connected, and have more similarities to the customers comparing to a celebrity does. This research has been supporting Schouten, proved by 61% chose influencer muse for Klamby’s catalogue and or fashion show. Celebrity support more for building a brand, not directly effect the sales as said in (Spry et al., 2011) and (Dwivedi et al., 2015).

Klamby for a long time has sold local faces as representatives of their brands. Though, Klamby decided to try to put international faces for some of their collection. 77% of customers like the local faces rather than 23% picking international. Klamby did not used global faces for no reason except for their plan in going internationally recognized brands. It might not be well-received by the local customers, but it will impact the international future buyers.
Muslim image also was in this discussion. Klamby, known as muslim fashion brand, are now using non hijab models in their catalog. But it seems like customers were fine with this decision since 48% support the non-hijab models. It is almost half and Klamby could keep doing it still in order to expand their market. Klamby wants to show that their products can be worn by the hijab or non- hijab users.

Klamby also changed the pick on the photoshoot background. Klamby used to do the photoshoot indoors: in a studio, a building, a café, etc. Now Klamby is often doing their photoshoot outdoors, at the beach, garden, forest, and the park. It got positive responds where 87% of customers love to see the shoot outdoors. The motifs, colors, and patterns might be seen clearer in outdoor arena.

Table 2. Online Survey Results for Klamby Brand Refreshing

<table>
<thead>
<tr>
<th>No</th>
<th>Brand Refresh</th>
<th>Percentage of Liking</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Name and Logo Name</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Old Naming</td>
<td>31% like the old naming</td>
</tr>
<tr>
<td></td>
<td>New Naming</td>
<td>69% like the old naming</td>
</tr>
<tr>
<td></td>
<td>Old Logo</td>
<td>31% like the old naming</td>
</tr>
<tr>
<td></td>
<td>New Logo</td>
<td>69% like the old naming</td>
</tr>
<tr>
<td>2</td>
<td><strong>Slogan</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Old Slogan</td>
<td>20% like the old slogan</td>
</tr>
<tr>
<td></td>
<td>New Slogan</td>
<td>80% like the old slogan</td>
</tr>
<tr>
<td>3</td>
<td><strong>Color Pallete and Fonts</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Old Color Pallete (bold)</td>
<td>6% like the old slogan</td>
</tr>
<tr>
<td></td>
<td>New Color Pallete (pastel)</td>
<td>94% like the old slogan</td>
</tr>
<tr>
<td></td>
<td>Old Fonts</td>
<td>31% like the old slogan</td>
</tr>
<tr>
<td></td>
<td>New Fonts</td>
<td>69% like the old slogan</td>
</tr>
<tr>
<td>4</td>
<td><strong>Marketing Materials Products</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hijab and Clothes Bag</td>
<td>77% like the old products</td>
</tr>
<tr>
<td></td>
<td>shoes, homestuff</td>
<td>23% like the developed products</td>
</tr>
</tbody>
</table>
An online survey has been conducted after observation. Data collected from observation has been published by comparing the old brand elements to the new one. Online survey conducted from researchers account and ask Klamby’s customers to fill. Respondent have being asked to choose which version attract them most. The customers amount was 100 (one hundred). All of them are woman and also Klamby’s customers. Result shown by the percentage in the table above that the new version after brand refreshing proved to gain more attraction to the customers. From the logo, slogan, color palletes and fonts, customers agreed that the new version is fresher. From the product materials shown that customers chose to buy online, prefer hijab influencer to present, most like local models and outdoor photoshoot, and they don’t mind if the models don’t use hijab for the brand prepare going global.

**CONCLUSION**

Klamby as one of the biggest muslim fashion brands has proved it’s resistency to the change. They survived in hard times by doing the brand refreshing. Klamby did not change their core business or their DNA, their core values are still the same, but they did several acts to give a slight difference of what they had before. Klamby changed the way they communciate to it’s customers through: name, logo, color palletes, fonts, and also marketing materials including; products, packaging, models, muse, and photoshoot area. Results have been proven right as the customers give the changes a positive respond for the change that Klamby made. Klamby has gained very positive responds in changing their name, logo, color pallete, fonts, packaging, and the photoshoot background. Unsignificant impact were shown in the change of: ambasador, muslim image, offline store, and boarding the products into bag, shoes, and homestuffs. It can be concluded that Klamby is now stronger on their track and prepare to go global.

This results will contribute in Klamby’s next strategies that they could effectively implemented. It could also be suggestion for the other muslim fashion brands in Indonesia which have the same characteristics as Klamby. As for the customers, it could be the motivation for them to take part in contributing to the fashion industry development. As for the researcher, it might be a new discussion topic that still are boarden. Brand refreshing is still board to explore and to be compared to the rebranding process.
REFERENCES


---

**Copyright Holder :**
© Trinitaria Marlis Putri. et al. (2023).

**First Publication Right :**
© Imara: Jurnal Riset Ekonomi Islam

**This article is under:**
[Creative Commons BY-ND license]