

Information Booklet

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Company Profile



About Us

Vision

Empowering every individual and organization to discover and harness the transformative power of color, enhancing personal and professional appearance all across Indonesia.

Mission

To provide unparalleled color consulting services by delivering personalized color analysis and expert training. We aim to elevate brands, enhance individual styles, and educate consultants, fostering a deeper understanding and application of color dynamics to achieve aesthetic and functional excellence in personal and business environment.

Founders



Annisa Herdyana
CEO of DS Modest



Sunny Choi
Founder of Modestudio



Mel Sutikno
Executive Lead
Indonesia Fashion Week



Our Partner



Myshopper Korea

Ahra Kang, founder of Myshopper, serves as a mentor in personal color analysis and collaborates as a partner in developing color analysis curricula.

Profile

- Founder of Myshopper Korea, a professional image consultant based in Seoul with branches in Busan, Taipei, and Hong Kong
- Masters Graduate from Ehwa Women University in Color Design
- Handled high profile clients in Korea such as Yoo Jae Sook (of Running Man), Xiumin (of EXO), Stray Kidz, and Monsta X



Our Services



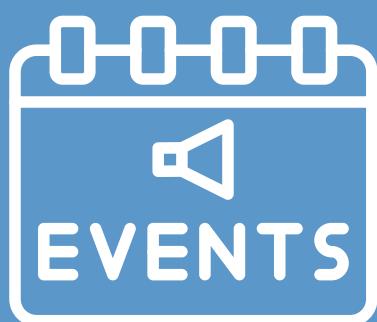
B2B Frontliner
Training



B2C Personal Color
Analyst Training



B2C Personal
Color Consultation



Events &
Collaborations



B2B Frontliner Training



Basic Personal Color Analysis Training

Training retail front liners in fashion and beauty in color training and how to conduct basic personal analysis for their customers.

Training Format

- 1 day workshop with max. 20 participants
- Total time: 8 hours (9 AM - 5 PM)
- Interactive Session (Morning)
- Hands-on Practice (Afternoon)
- Customized Training (Add-on)
 - Specific product lines incorporation
 - Styling techniques based on body shape
- Ongoing support and follow up



B2C Personal Color Analysis Training



Personal Color Analysis Training

Intensive and semi private personal color analysis training and certification from a curriculum developed by Modestudio and Myshopper to become a professional personal color analyst

Training Format

- 5 days workshop
- 8 hours/day (9 AM - 5 PM)
- Training Syllabus
 - Day 1: Theory of Color & 4 Seasons Color and Image
 - Day 2: History of Personal Color & 8/12 Type Theory and Difference of 16 Type
 - Day 3: Face Shape Analysis and Detail of 16 Type & How to do color analysis?
 - Day 4: 16 Type of Make Up & Make Up Practice
 - Day 5: Fashion & Hair Styling

B2C One on One Personal Color Consultation



Personal Color Consultation

Finding the best colors that will suit and compliment your skin, face, and overall complexion.

Package

Personal Color Consultation

Education, draping & best color selection, recommendation based on result.

- **Price:** Rp. 1.000.000 (1 person), Rp. 1.500.000 (2 persons)
- **Duration:** 1 hour max (1 person), 1.5 hours max (2 persons)

Opulent Package

Personal Color Analysis + Make Up Consultation (PCA Consultation, client's make up pouch analysis, make up recommendation based on personal color)

- **Price:** Rp. 1.350.000 (1 person), Rp. 2.000.000 (2 persons)
- **Duration:** 1.5 hours (1 person), 2 hours (2 persons)

Signature Package

Personal Color Analysis + Make Up Consultation + Make Up Application Guide (PCA Consultation, Makeup Consultation, personalized makeup application guide based on color and face shape)

- **Price:** Rp. 1.700.000 (1 person), Rp. 2.500.000 (2 persons)
- **Duration:** 2 hours (1 person), 2.5 hours (2 persons)

Event & Collaborations



Product Collaboration

Contributing expertise to product development and collaborate with brands

Event Collaboration

Collaborating with brands, companies, or organizations on various events and engagements, such as:

- Mini workshop
- Product launch
- Customer gathering
- Pop-up Event

Events Highlights





Media Highlights

Event & Media Partners



my:shopper

FIMELA

btñprioritas

OKEZONE.COM

HERSTORY



MARGARIA
GROUP

IDN TIMES

Wardah
Inspiring beauty

TSM
TRANS STUDIO MALL
CIBUBUR

Sarinah

LOTTE MALL

avoskin
all about your beauty



Our Team



Rezy Andria

Makeup artist and stylist Rezy Andria, with seven years of experience, has worked with celebrities like Wulan Guritno and on ads for brands like KFC. Known for her "Makeup for Healing" initiative, she manages "Spontaneous Beauty" and hosts the podcast "Heart to Heart". In fashion, she works on web series, fashion labels, and a film project.

Services & Pricing

- Personal Color Analysis Consultation
 - Rp. 1.000.000 (1 person), Rp. 1.500.000 (2 persons)
- Opulent Package (PCA + Makeup Consultation)
 - Rp. 1.350.000 (1 person), Rp. 2.000.000 (2 persons)
- Signature Package (PCA + Makeup Consultation + Makeup Application Guide)
 - Rp. 1.700.000 (1 person), Rp. 2.500.000 (2 persons)



Anya Dwinov

Anya Dwinov, an Indonesian actress, presenter, and entrepreneur, has extensive experience in the entertainment industry. She is involved in TV, radio, and an online fashion business, managing a fashion rental platform for Indonesian women. She is also a certified 12 and 16 type personal color analyst with a passion for fashion and styling.

Services & Pricing

- Personal Color Analysis Consultation
 - Rp. 1.000.000 (1 person), Rp. 1.500.000 (2 persons)



Our Team



Jihyun Kim

Formerly the Human Resources Outsourcing Director at HiMax Consulting Inc., Hilda & Jude's fashion bag company founder, specializing in leather bags and shoes. Established and operated exclusively in Korean factories with a showroom and online shopping mall. Later transformed into JG International Inc. Currently serving as CEO of Milkrie, a fashion apparel company.

Services & Pricing

- Personal Color Analysis Consultation
 - Rp. 1.000.000 (1 person), Rp. 1.500.000 (2 persons)
- Opulent Package (PCA + Makeup Consultation)
 - Rp. 1.350.000 (1 person), Rp. 2.000.000 (2 persons)



Siro

Siro has worked as a hijab model since 2013. As a model, she has showcased clothing from well-known brands like Barli Asmara and Dian Pelangi. Besides modeling, she is also a content creator and influencer for brands like Wardah, Instaperfect, and Emina.

Services & Pricing

- Personal Color Analysis Consultation
 - Rp. 1.000.000 (1 person), Rp. 1.500.000 (2 persons)
- Opulent Package (PCA + Makeup Consultation)
 - Rp. 1.350.000 (1 person), Rp. 2.000.000 (2 persons)



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