



Urban cool: Biem's Spring/Summer collection is packed with classic threads and modern chic.

Going on high Biem

Local fashion label stepping up on its marketing

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TARGETING young adults who have just stepped into the working world, local fashion label Biem, is ready to step up on its marketing.

The brand, which has been around since 2006 under Jordone Corporation Sdn Bhd, has already tied up with Universiti Tun Abdul Razak (Utar) to enable students to purchase formal and smart casual clothing at a reasonable price.

The company hopes to tie up with more colleges and universities in the future.

Merchandising manager Niki Leng said it was an apt initiative as the brand targeted young professionals between 20 and 35.

Leng said the label symbolised young, stylish and smart individuals who preferred urban living and had a strong passion for both career and life.

"The tie-up with Utar enables students to afford a top and bottom for professional use at a reasonable price," said Leng, adding that the normal price range for both the mens' and ladies' collection was between RM69.90 and RM239.

The label's Spring/Summer collection features a city life theme.

Leng explained that the collection was inspired by the city's architecture which was structured, basic and stiff.

This refers to the collection of jackets and pants for basic wear.

Two in one: A black and white piece that is suitable for day and night.



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Simple yet cool: Details such as this is an interesting feature in Biem's men's collection for the season.



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Sleek and fine: Some nicely tailored jackets for the ladies.

Armed with young designers in tune with the latest trends

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"Meanwhile, we balance that off with another feature of a city that is more romantic with Roman pillars and landscapes. The blouses come in pink and purple for this season.

"For men, it's mostly black, white and blue but the focus is on details like the labels, binding colours and so on," she said in a recent interview.

To capture the needs of young professionals, the label has a team of young designers to work on its collections.

Leng said there were four designers in their 20s and the young team were in tune with the current trends and always had fresh ideas.

Being alert on what's happening on the international fashion front also helps.

"The Internet and fashion runways and even what celebrities wear give much input into what we are doing here so professionals can stay fashionable," she said.

Materials used for most of the clothes ranged from rayon to cotton.

"However, we don't use 100% cotton for easier maintenance so customers do not have to be bothered so much about ironing.

"But we are constantly moving forward and looking for good materials.

"We have been around since 2006 but it is about time, we step up and grow bigger as the market is huge and there is a big opportunity here," she said.



Smart and casual: Biem for men and women — a clean, professional look.