

# S. CLARS

TEXT JENNIFER SUPIT

“What I know is that I’m always happy when I walk out the store,” said Fergie in her song Labels or Love that was released in 2008. Back then, people would always go to the store every time they wanted to buy something. As the years passed by, technology became more and more advanced and the proof was everywhere. People started doing everything online, including shopping! Instead of going to the stores, a lot of women nowadays prefer to shop online. It’s definitely more practical in terms of time and energy spent on shopping. They could just relax on their couch at home, while scrolling through their laptops or phones to choose the outfit that they wish to buy. One of these online fashion labels is S. CLARS.

S. CLARS was created in 2016 by Sherlyn Clarice Andika. Sherlyn said that she’s had a passion for drawing and designing ever since she was a child, “I used to design and buy fabric to be made by tailors back in 6th grade, I used to make dresses for my sister and mother.” In eleventh grade, after managing a fashion show for her high school’s annual art show, Sherlyn realized she wanted to do more things like that. She decided to make dresses and gown for rent, and after a few months, Sherlyn really wanted her “designs to be worn by more people and styles to be recognized” so she gathered all her courage and created S. CLARS.

Back then as a high school student, Sherlyn admitted that it was not easy for her to start her own fashion label because she did not have a background in that field. However, she did not let the challenges stop her; she would always learn from books, articles, and even her competitors. Now at 19 years old, Sherlyn is currently studying Fashion Business at Royal Melbourne Institute of Technology (RMIT) to pursue her true passion. If there was one famous person she could have the chance to meet it would be Amancio Ortega, the founder of Inditex fashion group, best known for its Zara shops. Sherlyn said she would love to ask Ortega for some successful business tips. At such a young age, Sherlyn has shown a lot of people the huge amount of potential that she had inside of her through her fashion label.

S. CLARS believes in expressing through the looks. It focuses on feminine daily wear, and each of their pieces has a background story that becomes an inspiration behind those pieces. “Temerity, my first collection, was about taking big decision without really calculating the risk, because it’s better to have ‘oops’ than ‘what ifs’. Sedate, which was the title for the second collection was more about being calm, not rushing, taking a break from busy life, comfort zone, and contentment. The third one was ‘Womanhood’, as you go into adulthood, being at work and having all the responsibilities make you forget about how to recklessly be yourself and do whatever you want without caring about what others think, ‘Womanhood’ was about that,” explained Sherlyn about the three collections S. CLARS have released so far.

As for the actual clothing pieces, S. CLARS have made various kinds of tops, bottoms, and dresses. For the latest collection, ‘Womanhood’, the designs focused on celebrating women’s maturity, femininity, gentleness, as well as fierceness. Women could wear S. CLARS pieces for daily wear and for special occasions too, like a fancy night out for example. The pieces embodied the beauty of women’s figure by accentuating the shape and showing just the right amount of skin. S. CLARS used many calm and feminine colors like plum, soft blue, beige, ivory, golden brown, and dusty rose. As for the fabrics, this label used a lot of silk satin materials which showcased that unique shine and glow with a soft touch.

“Successfulness is what inspires me most, another thing would be the fast paced world, everlasting classic styles, and effortlessly elegant designs,” Sherlyn answered when asked about what inspired her. One advice she would like to share with other new designers is to, “Be authentic, have an artistic worth in every stage of your process, it won’t be easy, it will take a lot, but it will be worth it.” In the next few years, Sherlyn hoped to be recognized worldwide, have offline and online stores, have recognition in the fashion industry, and be able to showcase her products in international fashion shows.

[sclars.com](https://sclars.com)



man! I feel like a woman

PHOTOGRAPHY TEUKU AJIE STYLING PRASOMYA SANTIKA

Hair and Make-up Yosefina Yustiani Model Angelina at Wynn Model

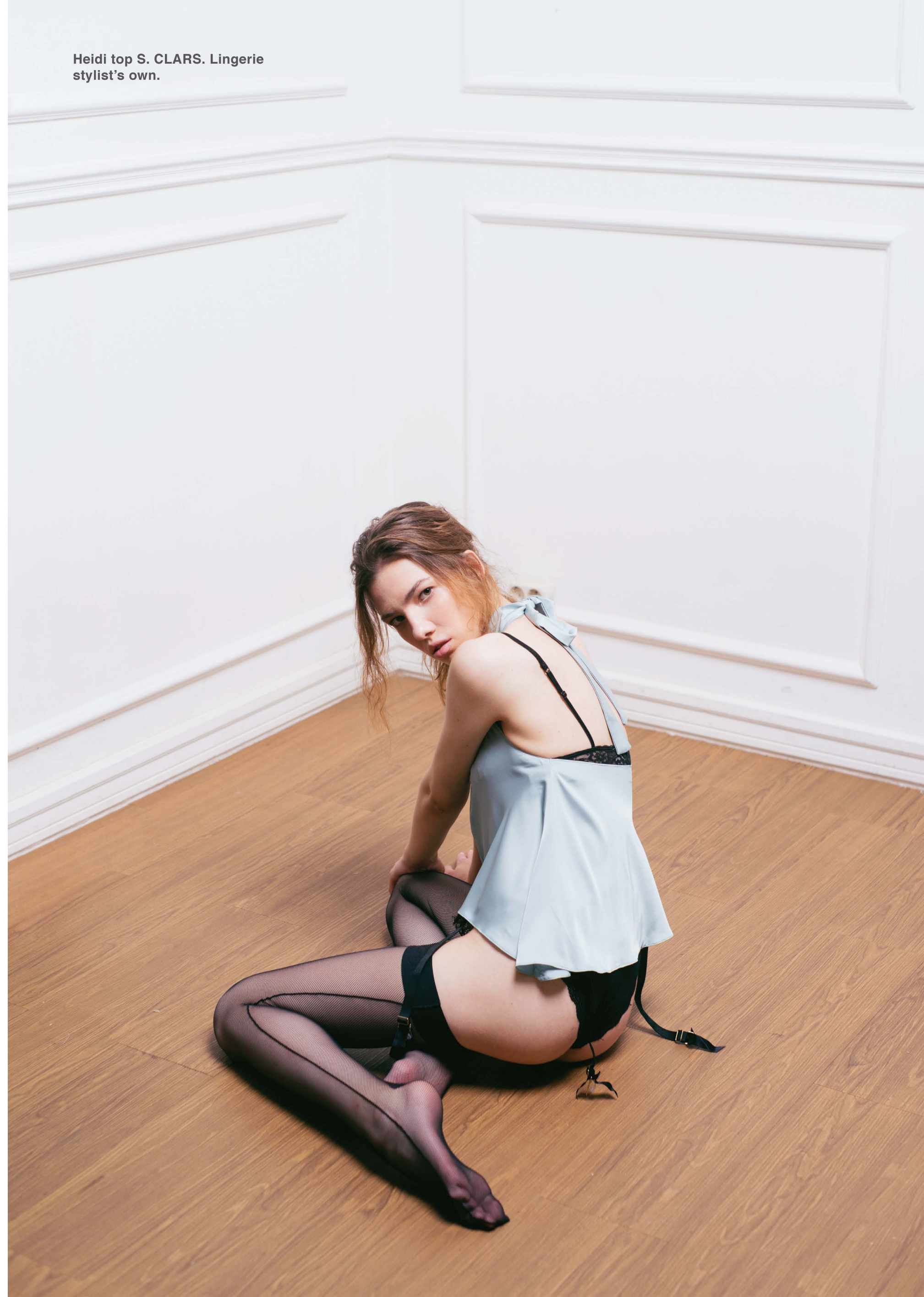
Heidi top S. CLARS. Sunglasses sa.ga.la eyewear.  
Pants Uniqlo.



Carrie pants S. CLARS. Lingerie and detachable bell sleeves stylist's own. Shoes Adidas Grand Indonesia.



Heidi top S. CLARS. Lingerie stylist's own.





Laurie top and sherri pants  
S. CLARS. Sunglasses sa.ga.la  
eyewear. Knitted top and lingerie  
stylist's own.



Heather top blonde S. CLARS.  
Jeans Zara. Lingerie stylist's  
own. Shoes Adidas Grand  
Indonesia.

