

BRAND PROFILE

KLOPS STYLE ID



@KLOPS_STYLE

[LINKTR.EE/KLOPSSTYLE](https://linktr.ee/klopsstyle)

101

KLOPS is a local Indonesian footwear brand inspired by the Javanese word “klop,” which means harmony, compatibility, and perfect fit. Built on this philosophy, KLOPS is designed to move in rhythm with the dynamic lifestyle of modern urban society.

Each pair is created to seamlessly accompany everyday moments, from school and campus life to work, casual outings, and everything in between. With a focus on clean design, practical function, and everyday comfort, KLOPS aims to deliver footwear that feels naturally aligned with the people who wear it. More than just shoes, KLOPS represents balance, simplicity, and a sense of belonging in every step.

KLOPS



ALPHA

TRIPLE BLACK



VISION AND MISSION

VISION

To become a trusted Indonesian footwear brand that seamlessly blends function, comfort, and contemporary design, empowering people to move confidently through their everyday lives.

MISSION

To create thoughtfully designed footwear that supports daily activities with comfort and reliability. To continuously develop products using quality materials and responsible craftsmanship.

To make well-designed footwear accessible to a wider community through fair and reasonable pricing.

PINK

SK



OUR GOALS

At KLOPS, our goal is to build more than just a footwear brand, we aim to create something that feels personal, familiar, and genuinely useful in people's everyday lives. We believe that a good pair of shoes should not only look clean and versatile but also work effortlessly across different moments of the day. Whether it's for school, work, or leisure, KLOPS strives to be the brand that fits naturally into every step.

We are committed to growing KLOPS into a trusted local name that represents the balance between function, comfort, and thoughtful design. Every product we create reflects our belief in purposeful simplicity, footwear that looks right, feels right, and lasts through daily use. By combining durable materials, responsible craftsmanship, and a grounded design approach, we ensure each pair of KLOPS shoes delivers both reliability and ease.

Our goal extends beyond making shoes; it's about shaping a lifestyle built on harmony and confidence. We want people to see KLOPS as a companion, something that moves with them, grows with them, and becomes part of their everyday story. As we continue to evolve, we aspire to bring Indonesian craftsmanship to the forefront, proving that quality, comfort, and authenticity can come from right here, at home.



LOGO

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The KLOPS logo represents direction, growth, and forward movement. At its center is an inward arrow, symbolizing opportunity and the flow of positive momentum into the brand. It reflects the idea of welcoming progress, new ideas, and continuous development.

Beneath the arrow, the layered lines form a stepped foundation that represents gradual growth. Each layer illustrates the journey of building the brand step by step, through consistency, effort, and steady progress.

Together, these elements express the spirit of KLOPS, moving forward with clear direction while building a strong foundation for long-term growth.



KLOPS

The KLOPS logotype is designed with a bold and structured typographic form, reflecting the brand's confident and dependable character. Its strong geometric proportions create a solid visual presence, representing stability, reliability, and everyday functionality.

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The letter K is intentionally integrated with the brand's arrow symbol, connecting the logotype with the core visual identity of KLOPS. This element represents direction and momentum, symbolizing the brand's continuous movement toward growth and progress.

Combined with the clean curves and balanced letterforms, the typography reflects the essence of KLOPS: a brand that moves forward with clarity, built on a strong foundation while staying simple, modern, and approachable for everyday life.

ALPHA SERIES

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Alpha represents the starting point of KLOPS - a design that reflects the brand's foundation in simplicity, balance, and everyday functionality. Created as one of the earliest expressions of the brand's identity, Alpha embodies the idea that good footwear should feel natural, versatile, and easy to wear in daily life.

The design combines clean lines with a balanced structure, blending classic sneaker proportions with modern practicality. Its layered materials and solid construction are intended to provide durability while maintaining a timeless visual appeal.



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BLACK WHITE



BROWN



TRIPLE BLACK

CLASSIC SERIES

101

Classic reflects the essence of simplicity within the KLOPS collection. Designed with a clean and balanced silhouette, the model emphasizes clarity in form and function, removing unnecessary elements while keeping the character of a timeless everyday sneaker.

The smooth panel construction and flowing side detail create a subtle visual rhythm, giving the shoe a refined yet approachable appearance. This balance between minimal structure and distinctive identity allows Classic to adapt naturally to different moments of daily life.



Within the KLOPS lineup, Classic represents the idea that true versatility comes from simplicity—where thoughtful design and everyday practicality come together in one effortless form.

YELLOW



BLACK WHITE

TIFOS SERIES

101

Tifos represents the sporty heritage within the KLOPS collection. Inspired by classic indoor training silhouettes, the design carries a low-profile structure that emphasizes agility, balance, and everyday comfort.

The layered upper construction and reinforced front panel reflect the functional roots of traditional indoor trainers, where durability and stability were essential. At the same time, the flowing side detail introduces a modern visual identity that connects the design with the broader KLOPS aesthetic.



With its streamlined form and dynamic character, Tifos bridges the spirit of sport and lifestyle—created to move naturally with daily activity while maintaining a timeless, athletic presence.

BROWN



BLUE

SK SERIES

SK represents the most essential expression of the KLOPS philosophy: simplicity, accessibility, and everyday usability. Designed with a clean and straightforward silhouette, the model focuses on practicality and comfort for daily movement.

Inspired by classic vulcanized sneaker shapes, SK embraces a minimal structure that feels familiar and effortless to wear. The addition of the signature side detail connects the design with the broader KLOPS identity, ensuring that even the most simple form still carries the brand's character.



Within the KLOPS collection, SK serves as an approachable starting point, a model created to make the KLOPS experience accessible while maintaining the balance between simplicity, functionality, and modern everyday style.

PINK





