

MUSE CASTING & LIVE DEMO PROPOSAL

prepared by deanmua_ team · for tirtir indonesia x style korean indonesia

Submitted in direct response to the K-Beauty Festival brief — our reading of the objective, our proposed muse lineup, the exact TIRTIR product sequence we'll perform live on stage, and how it ladders up to the agreed scope of work.

EVENT

K-Beauty Fest by Style Korean ID

VENUE

Central Park Mall • Jakarta Barat

SOW

Talkshow + Makeup Demo + Reels
+ Collab Post

LEAD MUA

DEANMUA_ · Bridal & Bold Glam
Specialist

• The Brief, As We Understood It

Recap of the official TIRTIR x Style Korean Indonesia event details — so our proposal is grounded in exactly what was asked.

OBJECTIVE

- Engage beauty enthusiasts
- Highlight TIRTIR products' performance

SCOPE OF WORK

Offline Event (Talkshow + Makeup Demo) + Bundle Reels Story + Collab Post.

FORMAT NOTE

- Create an interactive & entertaining brand experience

Makeup demo performed live on stage by MUA + Muse; visitors attend as audience to watch the demonstration — our job is to make that watch-only format feel like a show.

LOOK BRIEF — BOLD GLAM

Guided by a professional MUA, focused on serving a bold glam look: flawless base (TIRTIR focus) → snatched contour & highlight → bold eyes & defined lips.

• **Our Proposed Lineup — Each Muse, Its Objective**

DEANMUA_ leads the demo; TIRTIR is the hero product line; Tengku Nadira and Patricia Gouw are our recommended Muse pairing — each one chosen to serve a specific brief objective, not just for reach.

DEANMUA_ · LEAD MUA

Objective: **prove TIRTIR's product performance live**, on camera, not just claimed on a label.

TIRTIR · HERO LINE

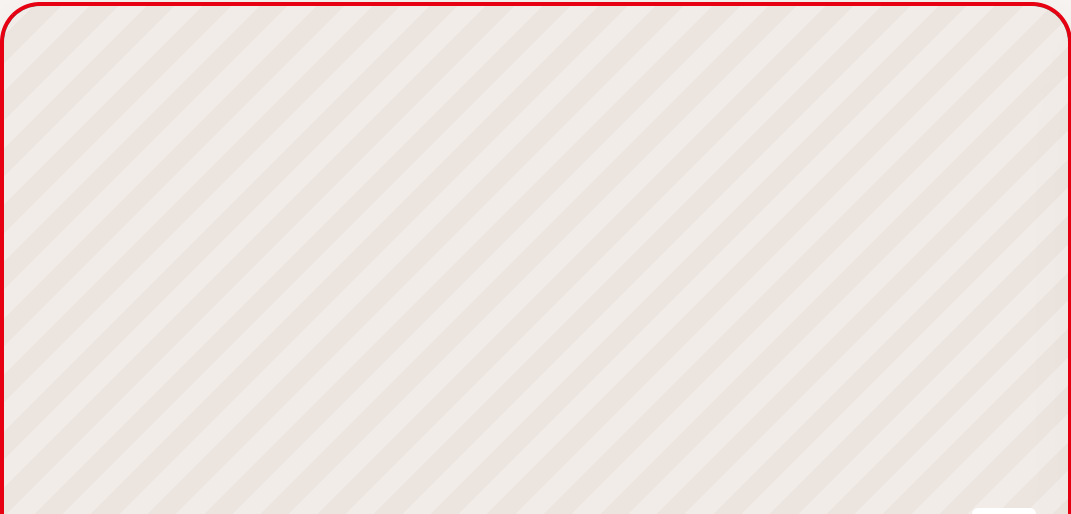
Objective: **anchor every demo step** in a real SKU, so engagement and product education happen in the same moment.

TENGKU NADIRA · MUSE

Objective: **convert via authenticity** — her 90% audience overlap with DEANMUA_ makes the bridal-trust story land.

PATRICIA GOUW · HOST-MUSE

Objective: **pull mall foot traffic** and turn the mandatory watch-only format into an interactive, entertaining show.



**DEANMUA_**

@deanmua_

Bridal Glam Specialist

OBJECTIVE → Perform the full Bold Glam sequence live so TIRTIR's product performance is demonstrated, not just claimed.

WHY US

- Jakarta-based bridal MUA
- Soft Elegant Glam signature
- Featured by Female Daily Network for Bunda Maia timeless look

INTERACTIVE

75%

MALL PULL

70%

WHAT WE DELIVER

- Flawless base specialist
- Snatched contour & highlight expert
- Bold eyes & defined lips translator
- Strong bridal community trust
- Live stage performer

SUPERPOWER**Turns TIRTIR performance into live art****TIRTIR**

@tirtir.id

Central Park Mall Pop-up Proven Winner

OBJECTIVE → Anchor every step of the demo in a real SKU so product education and engagement happen in the same moment.

STATS

- Global K-Beauty viral
- Hero: Mask Fit Red Foundation & Cushion
- Matcha Biome sold-out, Waterism Glow Tint 30 shades

INTERACTIVE

85%

PERFORMANCE

98%

MALL PULL

95%

HERO LINE-UP WE'LL FEATURE

- Mask Fit Red Foundation — luminous full coverage, second-skin
- Mask Fit Waterproof Setting Spray — 24H multi-proof
- Matcha Skin Toner & Calming Cream — Jeju Matcha PDRN, sensitive-friendly
- Waterism Glow Tint — 30 shades

SUPERPOWER**Viral base that actually performs on stage**

MUSE · MODEST



TENGKU NADIRA

@tengkunadiraadn

Bridal Soft-Girl Aesthetic

OBJECTIVE → Convert via authenticity — 90% audience overlap with deanmua_ makes the bridal-trust & skincare story land with real buyers.

STATS

- 152K followers • 2.3% ER • 3.62K engagement/post
- Entertainment/Beauty niche
- Aceh cultural elegance

INTERACTIVE

60%

MALL PULL

58%

STRENGTHS

- Hijab-friendly soft-girl aesthetic
- 90% audience overlap with deanmua_
- High trust bridal community
- Perfect canvas for Matcha Pads de-puffing + flawless base story

⚠ Low walk-in recognition for mall traffic

MUSE · ENTERTAINER



PATRICIA GOUW

@patriciagouw

Entertainer & Fashion Muse

OBJECTIVE → Pull mall foot traffic and host the crowd — turning the mandatory watch-only demo into an interactive, entertaining show.

STATS

- 1M followers • 3.59% ER (High)
- Model / TV Host / Asia's Next Top Model S4 Runner-up
- Miss Indonesia Top 15 / Puteri Indonesia 5x host & INTM Judge

INTERACTIVE

95%

MALL PULL

92%

STRENGTHS

- Professional host & model mentor
- Playful energy
- Broad lifestyle audience
- 6.5x reach vs Tengku, pulls mall crowd
- BA Ellips

⚠ Less niche MUA credibility, higher fee tier

SUPERPOWER

Makes TIRTIR feel bridal-essential

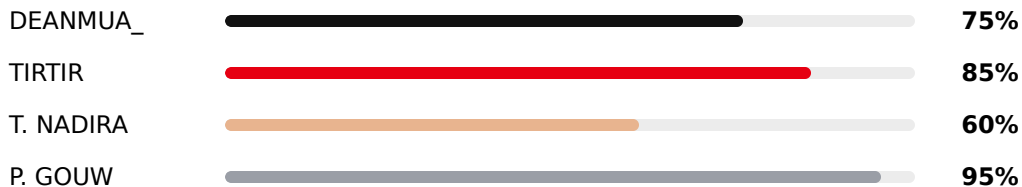
SUPERPOWER

Turns watch-only demo into interactive show

Comparison Matrix

● DEAN ● TIRTIR ● NADIRA ● PATRICIA

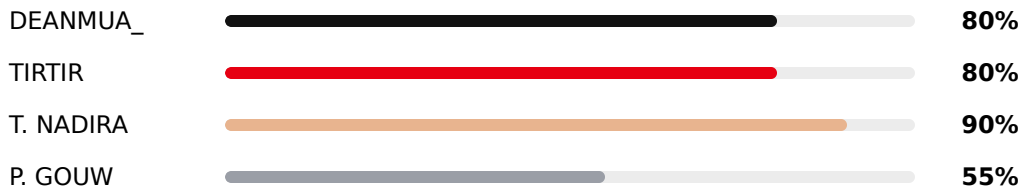
INTERACTIVE



PERFORMANCE SHOWCASE



AUDIENCE SIMILARITY



MALL TRAFFIC PULL



• The Bold Glam Look — Our Product-by-Product Plan

This is exactly how DEANMUA_ will sequence the full TIRTIR line on stage — proof we know the catalog cold, not just the hero SKU.

1 PREP & CALM

2 FLAWLESS BASE — TIRTIR FOCUS

Matcha Tea Pads · Matcha Skin Toner · Matcha Calming Cream

70 dual-sided pads soaked in Jeju Matcha Water + 1% Matcha PDRN instantly cool, de-puff & calm redness on stage under hot lights. Followed by the low-pH Matcha Skin Toner (10,000ppm Jeju Matcha-PDRN) and the bouncy-pudding Matcha Calming Cream (5% Niacinamide, 6-Ceramide Complex) to prime and barrier-protect sensitive skin before base.

Mask Fit Red Foundation

Luminous Full Coverage with a satin-glow finish; long-wear porous powder controls oil so the base stays cakey-free under stage heat; second-skin, breathable feel powered by Red Hibiscus, Red Propolis & Astaxanthin skincare.

3 SNATCHED CONTOUR & HIGHLIGHT

Glide & Hide Blurring Concealer

2-in-1 dual-action: liquid creamy tip conceals, silky balm stick blurs pores & texture. 72-hour featherlight wear; multi-use for contour, highlight or full complexion evening — the exact tool for DEANMUA_'s signature "snatched" finish.

4 BOLD EYES & DEFINED LIPS

Mood Glider Lip & Blush Stick · Waterism Glow Tint · Glow Pop Tinted Lip Oil

3-in-1 Mood Glider builds bold eyes, cheeks & lips in one swipe. Waterism Glow Tint (30 shades, 12H hydration) and Glow Pop Tinted Lip Oil (Shea Butter, Jojoba, Mango) layer for the finished glossy, defined lip DEANMUA_ is known for.

5 LOCK IT FOR THE STAGE

Mask Fit Waterproof Setting Spray

4 Multi-Proof Technology — waterproof, sweatproof, transfer-proof, smudge-proof — locks the full look for 24 hours with a semi-matte finish. Applied X-and-T formation at 15–20cm, before and after the demo, so the Muse's makeup survives stage lights, photos and mall foot traffic all afternoon.

OUR RECOMMENDATION

DEANMUA_ TEAM · 13 SEPT 2026

DEANMUA_ leads the demo, Pat Gouw hosts the Talkshow, Tengku Nadira is our on-stage Muse = a full-funnel show for TIRTIR

We bring the technical execution — bridal-grade base work and a bold glam finish across the entire TIRTIR line, performed live and built to survive 3 hours on stage. Pat's reach and hosting energy turns the mandatory watch-only format into genuine crowd interaction; Tengku's 90% audience overlap with our own community makes the base-and-skincare story land with the exact bridal audience TIRTIR wants to reach. TIRTIR's hero base stays the hero, on camera and in person, from open to close.

WHY IT WINS

95% Interactive + 92% Mall Pull (Pat) + 90% Audience Overlap to deanmua_ (Nadira) = full funnel, backed by a demo we can execute flawlessly.

STAGE FLOW

Pat opens the crowd, DEANMUA_ performs the 5-step Bold Glam demo on Nadira live with TIRTIR heroes, then Q&A + conversion moment.

DELIVERABLES (SOW)

Offline Talkshow + Makeup Demo, bundled Reels/Story, and a Collab Post — all shot and captioned around this exact product sequence for reuse post-event.

SOURCES: TIRTIR × Style Korean Indonesia "Offline Makeup Demo Details" brief (event details, look brief, product knowledge) · Instagram first-party accounts: @deanmua_, @tirtir.id, @tengkunadiraadn, @patriciagouw · ER & follower counts as per brief.

Prepared by DEANMUA_ Team for TIRTIR Indonesia ×
Style Korean Indonesia — K-Beauty Fest 2026
Design: TIRTIR Red #E60012 · Outfit + Instrument
Serif