



March 29, 2019

Asia Pacific Rayon Highlights Need for Consumers to Make Sustainable Fashion Choices

Consumers should opt for fashion garments made from fabrics with a lower footprint on the environment, according to APR

Jakarta – August 17, 2019: Asia Pacific Rayon (APR), the largest integrated viscose-rayon manufacturer in Indonesia, highlighted the need for consumers to consider the impact on the environment when choosing fashion garments, at the GAYA 'Future Fashion and Sustainable Lifestyle' event in Grand Indonesia mall, in Jakarta, Indonesia.

Held over 8-25 of August, the objective of the GAYA – Indonesian for 'style'- event is to engage Indonesian consumers on the need to care for the environment. Attendees at the event heard that waste generated from the fashion industry is becoming a global issue and consumers can play their part by choosing more eco-friendly and biodegradable materials such as viscose.

The objective and theme of the event are aligned with APR's commitment to operate its business responsibly and manage its environment impact, while also contributing to the development of the textile sector in Indonesia.



Speaking on a panel titled 'Sustainable Fashion: Our Modern Ethos', Basrie Kamba, Director, Asia Pacific Rayon, said: "Based on market data, fashion consumption is growing, which is why we need to become aware of our fashion choices and choose to consume responsibly, and to opt for fabric that has a lower impact on the environment."



In collaboration with local fashion designers from the Indonesian Fashion Chamber, Taruna Kusmayadi, Aldre, Natali C, and Novita Yunnas, APR supported a fashion show at GAYA which showcased fashion pieces made from viscose fabric. Following the event, the APR fashion garments were left on show, alongside displays from Sukkha Citta, KaIND, Jalin and other prominent Indonesian fashion designers, at the Sky Bridge on Level 1 in the Grand Indonesia mall.



In the front row at the event, Ayla Dimitri, a prominent Indonesian fashion blogger, said she was fascinated to learn “about the need to be conscious of the environmental impact of the clothes we buy, and also that APR produces viscose with material from biodegradable sources”.

Made from 100% wood cellulose, viscose-rayon is a natural alternative to acrylic, polyester, nylon and other petroleum-based synthetic fabrics. Viscose is biodegradable and naturally decomposes. APR is committed to serving the interests of communities in the areas where it operates and to providing value to customers.

About Asia Pacific Rayon:

APR, the first integrated viscose-rayon manufacturer in Asia, commenced operations earlier this year and has a production capacity of 240,000 tonnes per annum. Located in Pangkalan Kerinci, Riau province, APR's wood fibre comes from sustainably-managed plantations that are traceable along the entire value chain from nursery to viscose-rayon.

APR is committed to become a leading viscose-rayon producer that is sustainable, transparent, operationally efficient, serves the community's and country's interests and provides value to customers.

Media Contact:

Nenda Pratiwie
Corporate Communications
Nenda_Pratiwie@aprayon.com