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## Sustainable Fashions Showcased at Bali Fashion Trend

*Asia Pacific Rayon highlights commitment to sustainability and locally sourced raw materials*

**Nusa Dua, Bali – 7 November 2019:** Asia Pacific Rayon (APR), the largest integrated rayon producer in Southeast Asia, highlighted its commitment to sustainable fashion in Indonesia at Bali Fashion Trend Spring Summer 2020.

Organized by the Indonesia Fashion Chamber (IFC), the fashion show brought together domestic designers and focused on a sustainable fashion theme, illustrated by the range clothing designs made of sustainable rayon fabric on show at the event.

Basrie Kamba, Director, Asia Pacific Rayon, said: “The concept of sustainable fashion and will strengthen opportunities for the domestic textile industry. By focusing on domestic textiles based on locally sourced raw materials, we can support the Government’s targets outlined in its ‘Making Indonesia 4.0’ roadmap”.

Asia Pacific Rayon recently launched its ‘Everything Indonesia’ campaign to promote the sourcing and production of fashion from Indonesia. The aim is to support Indonesia’s resurgence as a global centre for textile manufacturing, starting with viscose rayon as a catalyst for home-grown fashion design and creativity.



“Sustainable fashion has become a global issue. The advantages of viscose rayon, such as how it is sourced from the earth, and is biodegradable and renewable, make it an alternative

for the future of textile raw materials. The dream of making Indonesia as one of the world's textile and fashion powers can be achieved," said Basrie Kamba.

Ali Charisma, National Chairman, Indonesia Fashion Chamber, said companies were now required to prioritize not only beauty but also environmental sustainability. Products produced by APR could be the answer for designers looking to use renewable raw materials that are in line with the needs of the fashion world, he said.

"The issue of sustainable fashion is a major concern in Europe and America. At present, viscose rayon is one of the main alternatives for producing sustainable clothing, compared to other raw materials," he added.

At the fashion show, APR collaborated with designer members of IFC, Sav Lavin and Eny Ming, in showcasing 16 Indonesian-designed clothing made of rayon.

Held over November 7-9, 2019, the Bali Fashion Trend fashion show featured 35 well-known designers and a bazaar. This event was attended by many Indonesian fashion influencers.

### **About Asia Pacific Rayon**

Asia Pacific Rayon is Asia's first fully integrated viscose rayon producer from renewable industrial forest plantation. The plant with 240,000-ton capacity located in Pangkalan Kerinci, Riau, uses the latest technology to produce high-quality rayon for textile and personal hygiene products.

APR is committed to becoming a leading viscose rayon producer that has the principles of sustainability, transparency and operational efficiency, serves the interests of the community and country, and provides value to customers.

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