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## **‘Everything Indonesia’: APR Returns to Muslim Fashion Festival 2020**

*APR showcases 72 sustainable rayon-themed designs based on ‘Plantation to Fashion’ concept*

**JAKARTA – 21 February 2020** – Asia Pacific Rayon (APR) a leading producer of sustainable viscose rayon, recently highlighted its commitment to sustainable fashion and the modest fashion (Muslim fashion) market in Indonesia. For the second year in a row, the company participated in the 2020 Muslim Fashion Festival (Muffest), held at the Jakarta Convention Center (JCC).

At the fashion show, which was themed ‘Everything Indonesia: From Plantation to Fashion’, APR collaborated with six fashion designers, who are all members of the Indonesia Fashion Chambers (IFC), to showcase a total of 72 outfit collections. Of these, eight collections, by designers Anggiasari and Aninda Razmi, were displayed at the opening of the event, while 64 collections by the other four designers – including Rosie Rahmadi and Deden Siswanto, who collaborated with Gajah Duduk – displayed on the second day.



Parade of the models of APR fashion show in collaboration with Indonesian Fashion Chamber designers

APR also participated in the Styling Competition which was held on the second day and supported the Modest Young Design Competition (MYDC) that took place on the third day. Celebrity and influencer Tantri Namirah was the overarching muse for the fashion show.

“Our participation in the Muffest event is in line with APR’s support for the revitalizing of the Indonesian textile industry. This includes raising awareness of sustainable fashion, encouraging modest fashion exports and helping Indonesia to become the center of the Muslim fashion world,” said Basrie Kamba, Director, Asia Pacific Rayon.



Tantri Namirah (far left) the muse of APR fashion show, and the Designers Rosie Rahmadi, Bateeq, Deden Siswanto, Sukriah Rusydi, Eugene Effectes.

Indonesia has the potential to become a center for Muslim fashion, as evidenced by the significant number of Muslim fashion transactions in the country. In the latest State Islamic Economy Report 2019, Indonesia was the third largest Muslim fashion shopper in the world with a total transaction value of USD21 billion.

However, based on the report, Indonesia is not yet among the top five Muslim clothing exporters. Instead, China is the largest Muslim fashion exporter in the world with a total export value of USD10.6 billion.

IFC National Chairman, Ali Charisma, said that sustainable trends are becoming a new movement in the fashion world to create clothing materials that are more environmentally friendly and sustainable. The presence of APR has greatly helped the fashion industry, especially designers, to meet the high demand for sustainable and responsible fashion, said Ali.

“The spirit of ‘Everything Indonesia’ in APR’s sustainable products serves as an inspiration for Indonesian products to compete internationally. As designers, we are greatly assisted by the availability of sustainable raw materials that come entirely from Indonesia. We hope that APR rayon products can be a solution for a more environmentally friendly fashion industry,” he said.

APR rayon fibre comes from renewable raw materials that are managed responsibly and sustainably, biodegradable, cool and easy to combine with other raw materials. Within a year, APR has been able to produce 240,000 tons of rayon fiber to meet domestic and global market demands.

APR also cooperated with three partners for the four-day exhibition – batik producer PT. Dan Liris, PT. Multi Sandang fabric manufacturer and Gajah Duduk sarong producer.

**Media Contact**

Djarot Handoko

Head of Corporate Communications, Asia Pacific Rayon

Djarot\_Handoko@aprayon.com