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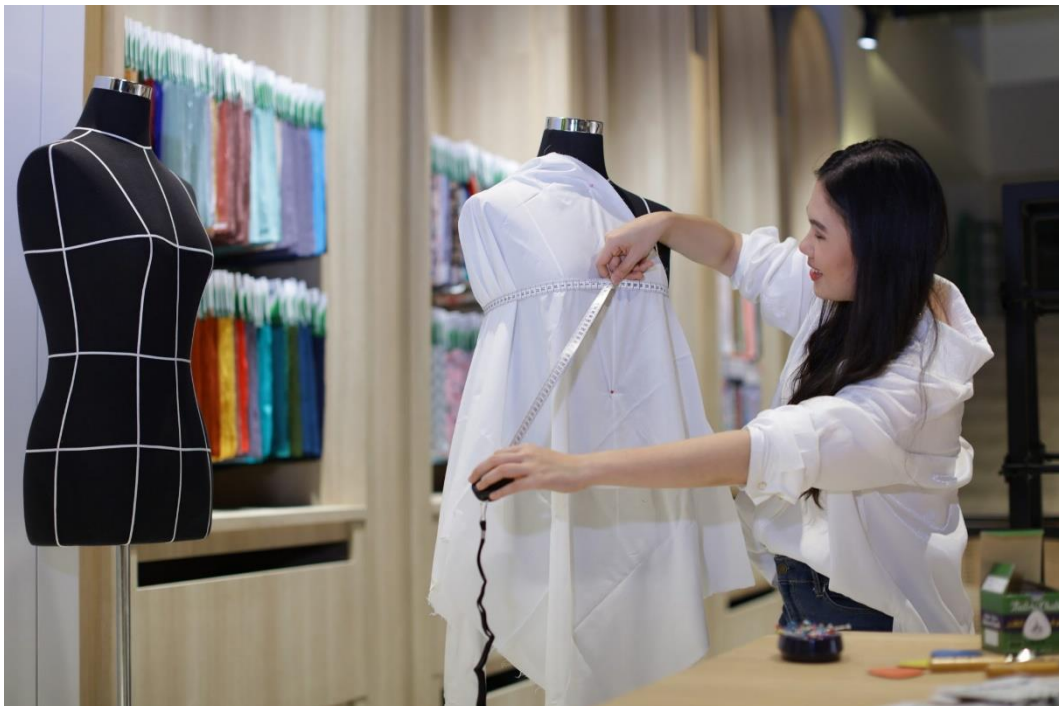
Jakarta Fashion Hub Set to Unlock Potential of Fashion and Textile in Indonesia

New collaborative space allows fashion enthusiasts to channel creativity, collaborate and innovate new designs

Jakarta, 18 August 2020 – The Jakarta Fashion Hub (JFH), a collaborative space that combines fashion and creativity for fashion enthusiasts, officially opened on Tuesday (18/8/2020). The JFH is a creative space for fashion enthusiasts and unlocks the potential of the domestic fashion, textile, and creative industries. The Jakarta Fashion Hub is an initiative by integrated viscose-rayon fibre manufacturer Asia Pacific Rayon (APR) with the vision to provide a collaborative space for fashion enthusiasts to formulate concepts, design products and create original works utilizing the hub's facilities.

The JFH, located in the Tanoto Foundation Building in downtown Jakarta, includes co-working spaces, workshops, photo studios, and a mini store for designers who collaborate with APR.

The Fashion Hub also offers a wide selection of fabric materials and designs, including APR's own sustainably produced viscose-rayon fibre.



Jakarta Fashion Hub by Asia Pacific Rayon is a creative space for fashion enthusiasts which located in the center of Jakarta

“We hope that the Jakarta Fashion Hub can become a platform for fashion enthusiasts, students, designers, and fashion business owners to continue to explore their potential in creating original Indonesian fashion trademarks and go global, in line with President Joko Widodo’s vision of encouraging #BanggaBuatanIndonesia,” said Asia Pacific Rayon Director Basrie Kamba.

“We believe the Fashion Hub will also help sustain the textile and fashion sectors as a driving force for the development of a creative domestic sector, while also supporting the downstream textile industry amid the pandemic”, he said.

Didiet Maulana, designer and owner of IKAT Indonesia, welcomed the launch of the Jakarta Fashion Hub as a platform to accommodate young Indonesians aspiring to channel their passion in fashion.

“Hopefully, the Jakarta Fashion Hub can serve as a gathering place for fashion designers and communities to innovate and support industry development,” said Didiet.

In light of the current pandemic, the Jakarta Fashion Hub will implement health protocols to ensure the safety and comfort of visitors. All visitors will have their temperature checked, and will be required to wear facemasks and maintain a safe distance. Hand sanitizers are provided in several spots in the centre.

For more information on Jakarta Fashion Hub, please access the information on the Instagram account @JakartaFashionHub. Membership fees are waived for the remainder of this year.

Webinar “Make Your Own Fashion Labels – Proudly Made in Indonesia”

The launch of the Jakarta Fashion Hub featured on the third Everything Indonesia webinar series, focused on the theme “Make Your Own Fashion Labels – Bangga Buatan Indonesia”. The event brought together panellist from Indonesia’s fashion and textile sector, and featuring Elis Masitoh, Director of Textiles, Leather and Footwear Industry, Ministry of Industry; Josephine ‘Obin’ Komara, founder of BIN House; Didiet Maulana, owner of IKAT Indonesia; Dana Maulana, co-founder of Danjyo Hiyoji; and Melinda Babyana, CEO of The Bespoke Fashion Consultant.



The third Everything Indonesia webinar with the theme “Make Your Own Fashion Labels – Proudly Made in Indonesia” on the opening day of the Jakarta Fashion Hub

According to Didiet, “creating your own label requires accurate research to determine product positioning and the need to create designs that suit market tastes. It is necessary to collaborate with suppliers of textile raw materials. It would be best if you also established competitive product prices for consumers.”

BIN House Founder Josephine ‘Obin’ Komara shared that innovation is the key to building a sustainable label. “Creating a brand is about creating a product that lasts, providing jobs for many, being proud of your own creations, and always creating something new by making breakthroughs and doing trials.”

Elis Masitoh, Director of Textile, Leather and Footwear Industry at the Ministry of Industry, added that efforts should be to continuously convince people that domestic brands are not inferior to foreign brands. “We need to work together to promote local brands and convince the public that local brands are not less superior to foreign brands. We need to create a common understanding that Indonesian brands are as good as foreign brands. The government has formulated an integrated action plan for the development of Indonesian fashion industry, from encouraging brand creation, improving product quality, promotion and marketing, market access expansion, and skills and knowledge improvement for the human resources,” said Elis Masitoh.

About Asia Pacific Rayon

Asia Pacific Rayon is the first fully integrated viscose rayon producer in Asia. The factory with 240,000 tonne capacity, located in Pangkalan Kerinci, Riau, uses the latest production technology to produce high-quality rayon to meet textile needs. 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 the country, and provides value to customers. APR is part of the RGE (Royal Golden Eagle) group of resource-based manufacturing companies.

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