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Snapshot of Fashion Trends in 2021: Jakarta Fashion Hub Hosts Virtual Fashion Show and Shopping Events

Four fashion labels collaborated in their use of sustainable viscose-rayon fibres produced in Indonesia.

Jakarta, January 27, 2021 – The Jakarta Fashion Hub (JFH) has kicked off 2021 with a virtual fashion show and virtual shopping event. The JFH, a collaborative space that brings together fashion and creativity, recently partnered with four well-known fashion labels: Purana, Interim Clothing, Eureka and KC Sleepwear.

Each label displayed six ready-to-wear “Lounge ‘n Leisure”-themed collections. All of the collections presented at the event were created using viscose-rayon fiber (VSF) as the main raw material, supplied by Asia Pacific Rayon (APR).



“Considering the change in our lifestyles during the pandemic, each of the designs presented has been tailored in such a way that they’re both stylish and flexible, and can be worn daily both indoors and when doing activities outside your home. This is our reasoning

behind the 'Lounge 'n Leisure' title for this virtual fashion show," said Djarot Handoko, Head of Corporate Communications for Asia Pacific Rayon.

The use of viscose-rayon helps to support the increasing popularity of sustainable fashion, due to the fabric's renewable and biodegradable properties.

Viscose-rayon also has the benefit of being able to optimally absorb coloring, which results in the production of plain and patterned fabrics that are rich in color. In addition, viscose-rayon has a soft, comfortable texture that is suitable for everyday wear.

"In line with the 'Everything Indonesia' and 'Proudly Made in Indonesia' campaigns, APR and the Jakarta Fashion Hub are committed to always supporting Indonesian fashion designers and labels in their work, especially through the use of viscose-rayon material, as it is a natural product of Indonesia," said Djarot.

Complementing the virtual fashion show was a virtual shopping program held at the end of the show. Through its "see now, buy now" approach, the Jakarta Fashion Hub provided fashion lovers in the country with direct access to the collections that were displayed at the virtual fashion show. Asia's Next Top Model season 3 winner Ayu Gani and radio announcer Bayu Oktara served as hosts for the virtual shopping event.

The Jakarta Fashion Hub, which was set up by APR, is expected to inspire and give rise to new fashionpreneurs and creativepreneurs who can spur the growth of the domestic fashion and textile industries.

Located at Tanoto Foundation Building, Jalan Teluk Betung No. 33, Jakarta Fashion Hub provides a variety of facilities to cater for fashion enthusiasts and inspire them to generate new ideas and creations in fashion through its co-working spaces, its comfortable workshop areas, its photo studios, its galleries and its mini-stores, as well as through its access to various fabrics made from APR-produced viscose-rayon.

Collaboration Descriptions:



Purana collaborated with photographer Hakim Satriyo for a collection titled “Synchronized” that presented loungewear designs combining various motifs and colors. Together, they are creating new motifs from photography works printed on fabrics leftover from products that are then combined with viscose-rayon materials made from natural fibers. The colors in this collection were generated through a variety of different experiments. The blue colors were created through watercolors frozen in refrigerators to create unique shapes. The red colors, which represent the element of fire, were created through cloth burned and fried in a frying pan. The white colors were produced through the photography of cloth textures against a backdrop of a clear sky. Finally, the green colors were generated through elements of soil and other surrounding plants. The result was a Purana x Hakim Satriyo collection that looked stylish and unique, while also remaining flexible for everyday wear.



Interim Clothing, a label pioneered by designer Dibya Hody, has consistently presented a range of ready-to-wear clothing using locally-made materials since it was first founded in 2014. Through a new collection, titled Saisei, Interim Clothing once again used materials that contain viscose-rayon fiber from Asia Pacific Rayon, with designs inspired by East Asia. Through simple and modern designs, this collection, with its dominating colors of black, red, and pink, represented an evolution of modern fashion that emphasized comfort and care for the environment, while maintaining an attractive appearance.



From its initial aspirations of providing a variety of ready-to-wear clothing for pregnant and breastfeeding women, KC Sleepwear has since successfully expanded its collection to the realm of loungewear. Its latest collection, called Seminyak, was a reference to the holiday nostalgia in Bali that is sorely missed in the current pandemic. Through its sensitivity to pandemic-induced lifestyle changes, KC Sleepwear is purposefully designing this new Seminyak collection with soft pallets made from viscose-rayon as a means of providing comfortable and stylish loungewear designs for everyday wear, whether it's for working at home or for your outdoor activities. The result was a line of daytime dresses with feminine nuances, matching tops and relaxed shorts that are typical of the dress styles found in Seminyak, Bali.



To welcome Chinese New Year celebrations, Eureka presented a capsule collection titled Leisure Lunar that once again brought back iconic motifs from Eureka's previous collection, Savannah Dream, launched at the end of 2020. The designs in this collection came packaged with a series of palettes that represented the lucky colors of the metal buffalo, namely, steel blue, mint green, and red. The festive atmosphere of Chinese New Year were also depicted through the accents of the strap buttons, as well as through the mandarin collars on the neck and waist. Every single detail in the Leisure Lunar collection contained a hint of hope for good luck and prosperity in the New Year while maintaining a relaxed, chic and playful loungewear theme.

About Asia Pacific Rayon

Asia Pacific Rayon (APR) 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 upholds the principles of sustainability, transparency and operational efficiency, serves the interests of the community and the country, and provides value to customers.

www.aprayon.com

Media contact:

Djarot Handoko

Head of Corporate Communications, Asia Pacific Rayon

Djarot_Handoko@aprayon.com