



April 21, 2022

APR Partners with 7 Local Brands in Muffest 2022 to Affirm Commitment to Sustainability in Modest Fashion

Jakarta, 21 April 2022 – Sustainable viscose fiber producer Asia Pacific Rayon (APR) affirmed its commitment to sustainable fashion in the Indonesian Muslim fashion market through its participation in Muslim Fashion Festival (MUFFEST) 2022 held on 21-23 April 2022 at the Grand Ballroom of The Ritz Carlton, Pacific Place, Jakarta.



APR organized a fashion show entitled “Sustainable Modest Fashion” during the festival. For the event, APR collaborated with seven modest fashion brands, namely Gajah Duduk, Inen Signature, BT Batik Trusmi, Bajufuku, Gamaleea, IDE Indonesia, and Aruna Creative & Nicolò, all of them members of the Indonesia Fashion Chamber (IFC). The collaboration presented a collection of 60 pieces of sustainable modest fashion, from contemporary to sharia clothing, all of them made using fabrics made from sustainable [viscose-rayon](#) fibers produced by APR.

“We are proud to be able to participate in this year’s MUFFEST+. This is also in line with APR’s contribution to the efforts to revitalize Indonesia’s textile industry, and to increase awareness about [sustainable fashion](#). We also hope that our contribution can encourage the export of modest fashion and make Indonesia a mecca for Muslim fashion, which is in line with the government’s target,” said APR Director [Basrie Kamba](#).



On the occasion, Aruna Creative & Nicolo presented a collection of eco-friendly viscose denim 'wastra' produced by women craftsmen in their villages. BT Batik Trusmi, a conservationist of Indonesian batik, took "NATURA" as the theme for its collection to pay tribute to the Mega Mendung motif from Cirebon, representing the wisdom of the preservation of Indonesia's Culture and Nature.

The Muslim Fashion Festival is one of IFC's flagship programs and has been held for the past seven years with the aim of making Indonesia the world's Muslim fashion hub. This year, MUFFEST comes with a different concept, with the addition of the symbol "Plus" (+), to become MUFFEST+, in accordance with the new vision to promote the Muslim lifestyle.

On this occasion, Minister of Cooperatives and SMEs Teten Masduki said MUFFEST+ is not only an event to promote the Muslim fashion industry in Indonesia, but also to connect various parties, from MSMEs, designers, academics to associations, so as to create and maintain a good ecosystem to make Indonesia a mecca for global Muslim fashion.

Currently, the consumption of Muslim clothing in Indonesia reaches US\$20 billion or equivalent to Rp286.9 trillion per year with a growth rate of 18.2%. Indonesia is the world's third best Muslim fashion developer according on The State of Global Islamic Economy Report 2020/2021. In 2019, Indonesia was ranked fifth in the world, indicating a significant progress in the country's Muslim fashion industry. "This shows that Indonesia has the potential to become the largest producer and trendsetter of halal products in the world," said Teten in his remarks at the opening of MUFFEST+.

National Chairman of the Indonesia Fashion Chamber Ali Charisma said that Indonesia's Muslim fashion industry has enjoyed a significant increase and offers a wide range of local content that other countries do not have. This is particularly notable in terms of [sustainability](#) trend, which is becoming a new movement in the fashion world to create clothing products that are more environmentally friendly and sustainable.

“As designers, the availability of sustainable raw materials that are originally from Indonesia really helps us to create environmentally friendly fashion. We hope that APR’s rayon products can be a solution for a more environmentally friendly future for the fashion industry,” he said.

APR rayon fiber comes from renewable raw materials that are managed sustainably, has the advantage of being [biodegradable](#), and are easy to mix with other fibers. APR can produce 300,000 tons of rayon fiber per year to meet the demand of both domestic and global markets. APR’s products are exported to 22 countries, including Pakistan, Bangladesh, Vietnam, and Brazil, as well as a number of countries in Europe.

About Asia Pacific Rayon:

Asia Pacific Rayon is Asia’s first fully integrated producer of viscose rayon from renewable industrial park forests. The factory with a capacity of 300,000 tons, located in Pangkalan Kerinci, Riau, uses the latest production technology to produce high quality rayon for textiles and personal hygiene products. APR is committed to being a leading viscose rayon producer that adheres to the principles of sustainability, transparency and operational efficiency, serves the interests of society and the country, and provides value to customers.

Media Contact:

Djarot Handoko
Head of Corporate Communications, Asia Pacific Rayon
Djarot_Handoko@aprilasia.com