



**FASHION**

**BOOK/01**

INDONESIAN  
CREATIVE  
INCORPORATED

[WWW.BEKRAF.GO.ID](http://WWW.BEKRAF.GO.ID)

ICIRCC



BOOK/01

**FASHION**

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# **CREDITS** **&** **ISBN**

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# CHAPTER

# I

# FOREWORD





# CHAPTER

# II

# INDUSTRY

# OVERVIEW








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## Indonesia Fashion Industry Today

Since the very beginning of its history, the fashion industry has always been a compelling subject. Partly due to its product's absorption behavior in the market where one person can have more than one fashion product at a time and hundreds in one's lifetime. As clothing is a necessity for every human being, population is key to this industry. Indonesia, as the fourth country with the largest population in the world according to World Population Review, houses a very promising market for the world's fashion industry. An article on [kompas.com](https://www.kompas.com) in 2019 quoted Nielsen Indonesia's Managing Director's statements mentioning that the findings from Nielsen's survey shows there is a rise in Indonesian consumers' purchasing power. The McKinsey Global Institute also regarded the possible growth of Indonesia's consumer class from 45 million in 2010 to 135 million by 2030. Influencing a small portion of Indonesian population is indeed equal to a big gain.<sup>1</sup>

Besides known as one of the top five largest population countries, Indonesia is also known as the home for the biggest Muslim population on earth.<sup>2</sup> Along with the recent rise of world's Modest fashion industry, and in relation to our purchasing power, Indonesia holds a valuable and massive playground for any country investing in in Modest fashion

The Muslim or Modest fashion industry is believed to have absorbed world's 1.1 billion of 3.8 billion fashion industry labors<sup>3</sup>, meanwhile Indonesia Ministry of Industry stated that in 2018, Indonesia is one of the Top 5 biggest muslim fashion exporter in the world after Bangladesh, Turkey, Morocco, and Pakistan.

---

<sup>1</sup>Rasyid, Fajrin. (2018, October 10). Unleashing the power of e-commerce for Indonesia. Retrieved from <https://www.thejakartapost.com>

<sup>2</sup>Kemenperin. Perluas Pasar Industri Fesyen Dalam Negeri Lewat Indonesia Fashion Week 2018. Retrieved from <https://www.kemenperin.go.id>

<sup>3</sup>Kemenperin. Serap 1 juta Naker Ekspor Busana Muslim Indonesia Ditargetkan Naik 10 persen.





It is likely that Indonesia will be at the front line of Muslim fashion worldwide by 2020. This is constructed by several aspects. One of them is that Indonesia has been one of the biggest consumers of modest fashion itself, raking the numbers of US\$20 billion with a growth rate of 18% per year<sup>4</sup> while receiving the honor to be the runner up of World's Best Muslim Fashion after the United Arab Emirates (UAE).<sup>5</sup> Another aspect is the government's vision to make Indonesia as a Muslim Fashion Mecca by 2020.

Beyond the modest and Muslim market, Indonesia's fashion industry growth has a promising future due to the escalating interest towards local brands throughout the country. This refreshed sentiment towards local products may have fruited from the continuous efforts from the key persons and stakeholders in the creative industries to push the quality of local designs and its products. Consequently, it has stimulated platforms for Indonesian creators with a self-made mindset. Jakarta Fashion Week, which was first held in 2008, Black Innovation Award in 2011, Brightspot Market in 2009, were several important platforms that nourished the sentiment. This is in line with what Amelia Ayu Kinanti, Editor in Chief of Fimela<sup>6</sup>, have said that for the past 10 years, the fashion industry in Indonesia has been remarkable.

Amelia also took a sign of the industry's rising from the wide availability of ready-to-wear pieces from local brands. On one hand, this may be responding to the global rising of ready-to-wear fashion culture, of which high-end labels, such as Gucci and Louis Vuitton had jumped into the competition. On the other hand, this also means there are high demand on fashion for daily basis where the local brands take profit. Indeed there are plenty of options for international agents and buyers, in Indonesia.

Digital disruption may also contribute to the rising of the local brands. With the changing landscape of the fashion industry from retail to e-commerce, now local brands need less investment on a physical facade to create a touchpoint for their possible buyers. E-commerce allows almost zero investment on the facade. Therefore, small and potential local brands can focus on their uniqueness and flourish. Today, the biggest market in Indonesia's e-commerce industry is the fashion category.

On April 2nd, 2019, a textile industry exhibition was held in Kemayoran, Jakarta, bringing "Welcoming Investment Making Indonesia 4.0" theme. The exhibition brought vast arrays of machines and tools for textile and garment industries, as well as state-of-the-art textile materials. The exhibitors were some of the biggest textile industry players in Indonesia, such as Inatex, Indo Dyechem, and Indo Text-print.

E-commerce players are not standing idly in the vast opportunity to gain some parts of the market volume. Initiatives to support local brands are appearing in many channels through many ways, such as a campaign activity called the Big Start by Blibli, an in-app channel for curated local brands called Style Space by Lazada, and a curated channel of Kreasi Lokal Pilihan from Maker Fest 2018 by Tokopedia.

Although digital disruption may have penetrated the industry well enough, offline existence can't be diminished. Festival, bazaar, exhibition, and fashion week are the most important and meaningful offline platforms that are widely preferred by the industry players. Several notable offline platforms are Indonesia Fashion Week, Jakarta Fashion Week, Jember Fashion Carnival, Jogja Fashion Week, Jakcloth, Jakarta Sneakers Day, and many more.

<sup>4</sup>Gareta, Sella. (2019, May 1). Indonesia Set to Emerge as Worlds Center of Muslim Fashion 2020. Retrieved from <https://www.en.antaranews.com>

<sup>5</sup>According to the State Global Islamic Economy.

<sup>6</sup>Fimela.com is an online media portal specifically for Indonesian women who are modern and have high mobility.

## Innovation in Fashion Industry

The exhibition showed that industry players are ready to provide cutting-edge technology, from 3D printing, automation, to the Internet of Things. They enable fashion designers to create innovative design and to support the industry's transformation towards Industry 4.0. Besides ensuring that the fashion industry has the supply chain it needs for innovation, industry stakeholders have also shown innovative business offerings that enable fashion designers to ideate, prototype and kick start their brands more easily.

Undoubtedly, the government should get involved in providing a safe landscape for innovation. Thus, intellectual property protection is highly important. For this interest, the government has created a regulation concerning copyrights under Regulation No. 28 Year 2014 which provides intellectual property protection for creative works, while encourages trade in creative economy-based products under Regulation No. 7 Year 2014.<sup>7</sup>

Today, we can start to see Indonesian designers, creators, and stakeholders work together to bring novel creations to the industry. Some examples are new textile materials by the creators from Bandung, West Java, which are made of mushrooms, chicken feet, and even bacteria.

The value of design and designers are unmistakably high when it comes to fashion industry which are changing and cycling faster than other creative sub-sectors. There are several efforts to help Indonesian fashion stakeholders to catch up with the pace. One of them is the initiative by Indonesia Trend Forecasting to capture global and local trend drivers. But beyond keeping pace with trends to make a profitable business, stakeholders in the industry should also join the global forces towards saving our environment and being socially responsible. Some of them have begun to amplify the efforts by holding a movement through Eco Fashion Week Indonesia which was first held in 2018.

This kind of campaign is pivotal to create a course for Indonesia's future fashion industry. Indonesia has to protect, not only its environment but also its rich traditional culture. Amelia, the Fimela's Editor-In-Chief, deplored on how the number of local weavers has decreased. For example, currently in Padang, the number of local traditional songket weavers is known to not even reach 10 people. It's good if songket is considered as rarities therefore exclusive, but it should not be rare for its high chance of extinction. The stakeholders should work together to create a supportive ecosystem for the past and future thrives.

Indonesia fashion industry is not a green field. Its local designers have to pave many achievements both in national and global scale. Some Indonesian fashion designers who have reached international spotlight are Tex Saverio with his on-fire dress on The Hunger Games movie; Rinaldy A. Yunardi whose fashion accessories had graced the looks of Madonna, Kylie Jenner, Taylor Swift, Katy Perry and many more; Harry Halim who had created outfit for Bebe Rexha, Chloe, and Halle Bailey; streetwear brand Dominate and Elhaus which were featured in Hypebeast; as well as Biyan whose collection has been available at the famed Net-A-Porter for quite a long time.

With the rise of streetwear hype in recent years, Andrey Tarigan, the Founder and Event Director of Jakarta Sneakers Day, had bred a successful platform for the streetwear landscape in Indonesia. He planned to bring five local brands to one of the biggest sneaker events in Singapore to give the local streetwear brands an extra push this year. He hoped to see more brands flourishing further outside Indonesia.

Amelia Ayu and Andrey Tarigan believed fashion industry in Indonesia has a greater potential to unleash. There are plenty of local young designers and fashion entrepreneurs producing fresh ideas for Indonesia fashion landscape, Amelia encouraged all of these designers to compete, not only at national level, but also international level because she believes that Indonesian fashion persona and industry can be bigger than what it is now. However, Andrey Tarigan regretted the significant and rather dismissing behavior of Indonesia local consumer. He captured the tendency to compare one brand to another especially local brands to international ones. Apparently, It created a bias. "It doesn't make sense at all," he emphasized. In his opinion, every brand has their own design, style, and market target. The behavior will make the journey of Indonesian local brands and the efforts to promote Indonesian ideas to the global level harder. Collective beliefs still matter to create a fighting spirit for everyone in the industry, and Indonesians should be ready to flip the mindset in order to move forward together.

<sup>7</sup>Yudistira, Andra Bayu. (2016, September 20). Regulasi untuk Mendukung Pengembangan Ekonomi Kreatif. Retrieved from <https://www.bekraf.go.id>

# CHAPTER

# III



# METHODS





In late 2018, The Indonesian Agency for Creative Economy (BEKRAF), expressed its plan to create a book as a tool for BEKRAF in promoting and marketing 16 Indonesia's creative economy subsectors abroad. Realizing the diverse information needs of each of the subsectors when it comes to promotion, and the various stakeholders each of it has, BEKRAF decided to approach the creation of this book differently than a typical informational book.

A Human Centered Design approach was used to map the needs and created a focused solution, both for BEKRAF and creative industries stakeholders.

Prior to this book, the process with Human Centered Design approach was done by these steps:

---

## Use Case Creation

Several discussions between BEKRAF and design consultants was conducted to map the journey and understand the experience of BEKRAF's officers in terms of promotion and marketing efforts. The use case then transformed as a workshop tool to trigger discussions between BEKRAF and invited sub-sectors' stakeholders in the workshop sessions later on.

---

## Interview Sessions

The interview sessions happened within 5 days, with a 1 hour session per participant. In each session, BEKRAF officers, interviews/workshop facilitators/consultants, notetaker, and participants are always present. The sessions were recorded (audio and video) for reporting and notetaking purpose. The use cases that were made from previous steps were brought as a discussion trigger along with a book mock-up of each sub-sectors.

---

## Interview Planning

Based on the use case created, BEKRAF recommended 32 names from 16 creative subsectors as participants and source person of the interviews. The planning period Included consideration of what topics should BEKRAF touch on the workshop and how to gain understanding of it from the participants. The participants comprised of industry experts from various backgrounds such as media, consultants, community manager, curator, festival director, designers and other creatives, association representative, marketing director, and many others.

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## Report

A report of findings and recommendations from interviews was developed and used to help navigate data collection and organize information that will be presented in the book.

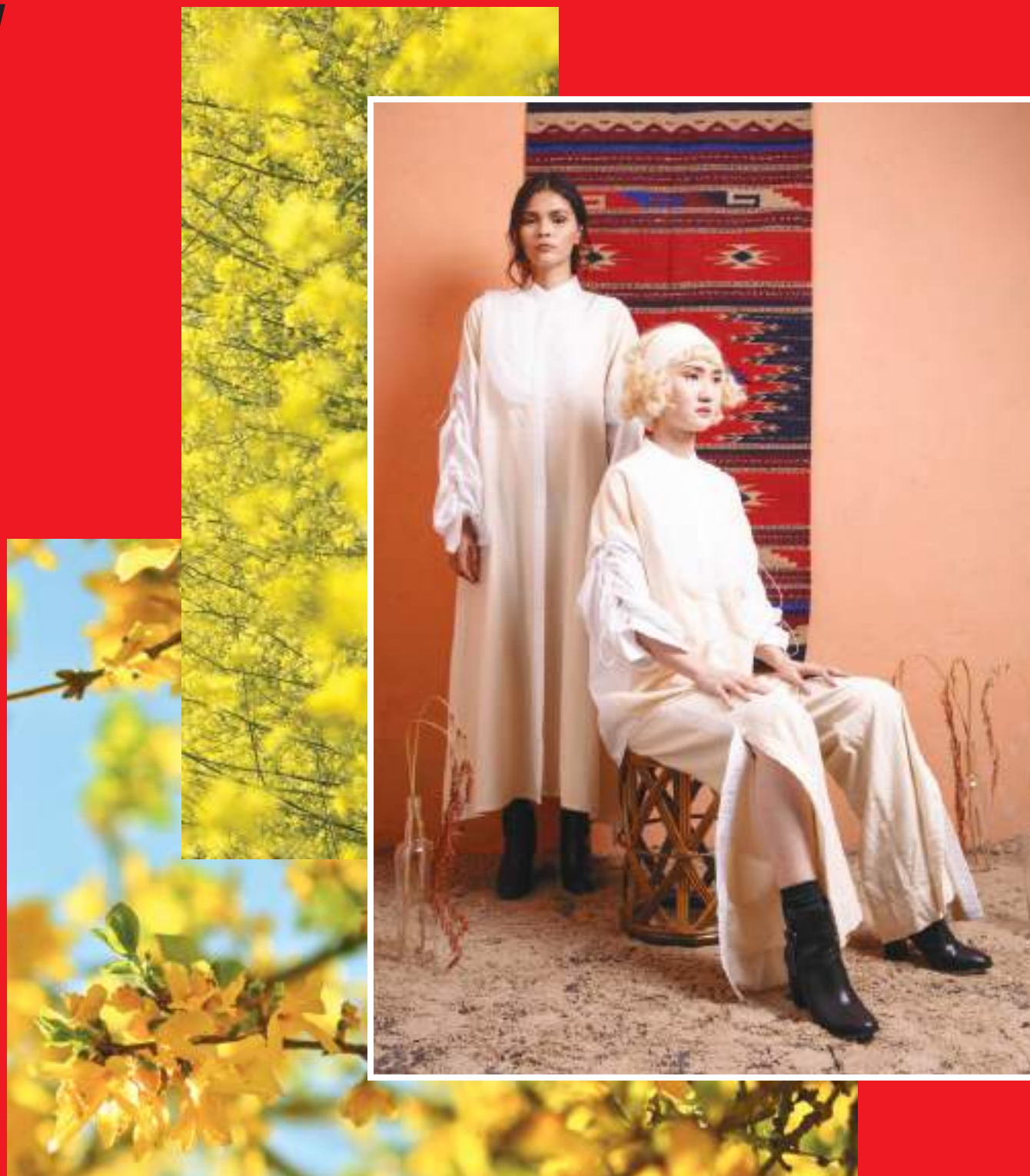
The process had given BEKRAF a recommendation on what kind of information and how it should be organized based on inputs from several stakeholders that BEKRAF believe are highly knowledgeable of their own industries. Hence, it is useful for the purpose that BEKRAF is aiming at.

# CHAPTER

# IV

**INDUSTRY**

**PROFESSIONALS**





(PT. ALEXALEXA SOE KREASI)

Genre fashion: ready-to-wear.  
Type of product: clothing.

Stockist:

- 1. The Goods Dept at Pondok Indah Mall 2, Jakarta.
- 2. Blckvenue at Senayan City Mall, Jakarta.
- 3. Happy Go Lucky! Bandung.
- 4. Lady N, Ho Chi Minh City, Vietnam.

Contact:

shopalexalex@yahoo.co.id  
+62811-9621-460  
www.alex-alexa.com  
@alexalexofficial

# alex[a]lexa

Alex[a]lexa is a fashion label founded by Monique Natalia Soeriaatmadja in collaboration with her husband and partner Sedy Soeriaatmadja. Having set out creating the label in Jakarta in 2011, the brand quickly became the talk of the town with their modern take on urban dressing. One thing that sets Alex[a]lexa apart is their take on creating urban wear with a playful twist. This is done through injecting a sense of whimsicality in the form of prints and applications, which compliments their take on modern yet laid back silhouettes perfectly.

### Notable collaborations & event participations

- 1. \_\_\_\_\_ Brightspot Market, Jakarta, 2018.
- 2. \_\_\_\_\_ Rinse Showroom, London, 2016.



Contact:

diniiraofficial@gmail.com  
+6281-7999-3456  
www.diniira.com  
@diniiraofficial

Stockist:

- 1. Atelier 266, Dharmawangsa Square.
- 2. DINIIRA, Central Department Store.

Genre fashion: modest fashion.  
Type of product: clothing.

(CV KARYA GEMILANG SEJAHTERA)

# DINIIRA

DINIIRA combines fashion between womenswear and modest-wear. With simple cutting and details such as 3D embellishments, embroidery, and beading, DINIIRA believes their products have the value of modern and elegance. The purpose that DINIIRA has in mind is to incorporate cultural details through a modern style.

### Notable collaborations & event participations

- 1. \_\_\_\_\_ Pop Up Store, Rising Fashion, Singapore, 2018.





(PT. TRIMITRA GARMEDINDO INTERBUANA)

Genre fashion: -  
Type of product: clothing, accessories.

Stockist: -

Contact: -  
info@bermock.com  
+62857-2232-7606  
www.bermock.com  
@bermock

# BERMOCK

Bermock was established in 2017 by two couples who are passionate in Home Living Decorations. Bermock is based in Bandung, Indonesia. It produces multifunctional blankets. Focusing on knitted fabric on their material products, Bermock tries to give the sense of warm embrace through its products. Bermock is designed for those with strong individuality and who appreciate it. What differentiates Bermock's blanket is the additional pad that can turn into a rug at the same time.

### Notable collaborations & event participations

- 1. \_\_\_\_\_ Event International Sourcing Expo, Australia 2018.
- 2. \_\_\_\_\_ Rising Fashion, Singapore 2018.
- 3. \_\_\_\_\_ 2 et Objet, Paris 2019.



Contact: -  
diniiraofficial@gmail.com  
+6281-7999-3456  
www.diniira.com  
@diniiraofficial

Stockist: -  
1. Anash Boutique, Kuwait City.  
2. Baby Fairest Boutique, Bahrain.  
3. TStore at TS Suites Bali.

Genre fashion: couture, ready-to-wear.  
Type of product: clothing.

(PT. DETAIL DESAIN KREATIF)

# D.TALE

D.tale (dee.tail) is a luxury womenswear brand which creates ready-to-wear couture pieces. D.tale was formed by Jasmine and Krista Darwin in 2014, where Jasmine took the role as the fashion designer after graduating from LPTB Susan Budiharjo Jakarta. Targeting the young and professional women, D.Tale's design interprets the masculine taste of North-American and Asian culture background of its designer through masculine-chic and well-tailored cuttings.

### Notable collaborations & event participations

- 1. \_\_\_\_\_ Jakarta Fashion Week 2018.
- 2. \_\_\_\_\_ DFW Rising Fashion Singapore 2018.
- 3. \_\_\_\_\_ Hongkong Fashion Week HKDTC 2016.
- 4. \_\_\_\_\_ Indonesia Fashion Week 2016.
- 5. \_\_\_\_\_ Who's Next Prêt-à-Porter Paris 2015.





(HUNTING FIELDS INDONESIA)

Genre fashion: ready-to-wear.  
Type of product: clothing.

Stockist:  
-  
1. Isetan Singapore.  
2. Gnossem Singapore.  
3. Inverted Edge Asia.

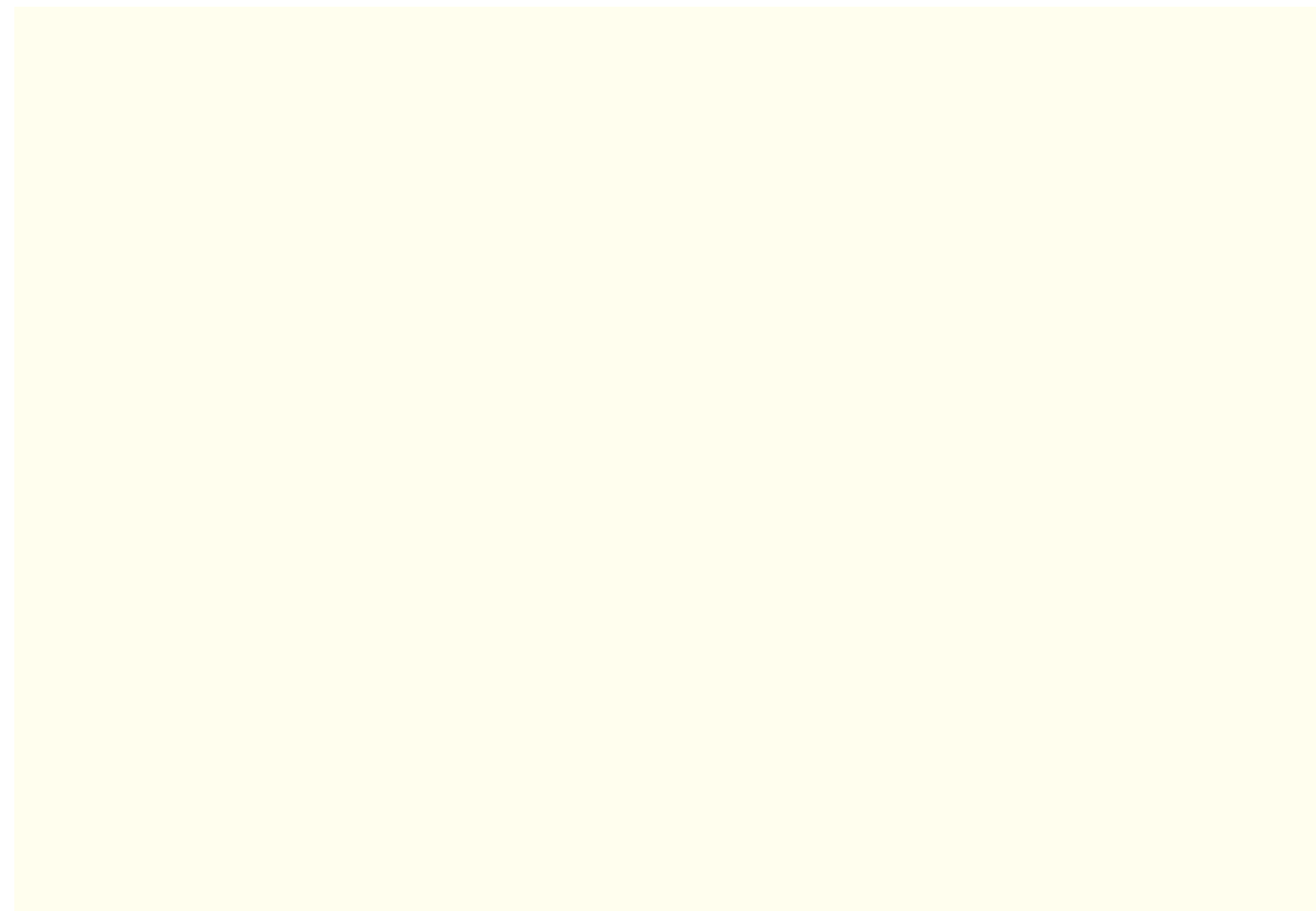
Contact:  
-  
hunting\_fields@yahoo.com  
+6281-5700-5050  
@hunting\_fields

# Lorem ipsum

Hunting Fields, a proud ready-to-wear brand based in Jakarta, Indonesia, offers distinctive style and modern look without abandoning that little detail and twist. Raiki Pasya, who is not a stranger in the local fashion industry started as the women's division Head of Designer for an internationally renowned local brand, UNKL347. He shows his enthusiasm in the fashion scene by participating in the 2007 International Biennale Jakarta showcasing his one of a kind fashion installation. Raiki is also known as a fashion stylist in numerous commercial and television programs in Indonesia.

### Notable collaborations & event participations

- 
- 1. \_\_\_\_\_ Re-style by Isetan Singapore.
- 2. \_\_\_\_\_ Pop Up in Paragon Singapore.
- 3. \_\_\_\_\_ Milan Expo 2018.
- 4. \_\_\_\_\_ Blue Print Trade Show Marina Bay Sands Singapore.



Contact:  
-  
info@fromtinyislands.com  
+62817-144-162  
www.fromtinyislands.com  
@fromtinyislands

Stockist:  
-  
1. BIN Select, Hong Kong.

Genre fashion: ready-to-wear.  
Type of product: accessories.

(PT. NATANE KREASI KHATULISTIWA)

From Tiny Islands was established in 2013 by Nathalisa Octavia and Jane Odelia, graduates of UPH's Product Design. Wanting to promote the beauty of the things that others would disagree, their products are wearable semi-precious stone. These contemporary handmade silver jewelry make a perfect gift.

### Notable collaborations & event participations

- 
- 1. \_\_\_\_\_ Finders Keepers, Melbourne 2016
- 2. \_\_\_\_\_ Pop Up Asia, Taiwan 2018
- 3. \_\_\_\_\_ International Jewellery Kobe, ITPC Osaka 2018
- 4. \_\_\_\_\_ Public Garden, Singapore 2016

# FROM TINY ISLANDS



(HUNTING FIELDS INDONESIA)

Genre fashion: ready-to-wear.  
Type of product: clothing.

Stockist:

- 
- 1. Isetan Singapore.
- 2. Gnossem Singapore.
- 3. Inverted Edge Asia.

Contact:

-  
hunting\_fields@yahoo.com  
+6281-5700-5050  
@hunting\_fields

# HUNTING FIELDS

Hunting Fields, a proud ready-to-wear brand based in Jakarta, Indonesia, offers distinctive style and modern look without abandoning that little detail and twist. Raiki Pasya, who is not a stranger in the local fashion industry started as the women's division Head of Designer for an internationally renowned local brand, UNKL347. He shows his enthusiasm in the fashion scene by participating in the 2007 International Biennale Jakarta showcasing his one of a kind fashion installation. Raiki is also known as a fashion stylist in numerous commercial and television programs in Indonesia.

### Notable collaborations & event participations

- 
- 1. \_\_\_\_\_ Re-style by Isetan Singapore.
- 2. \_\_\_\_\_ Pop Up in Paragon Singapore.
- 3. \_\_\_\_\_ Milan Expo 2018.
- 4. \_\_\_\_\_ Blue Print Trade Show Marina Bay Sands Singapore.



Contact:

-  
info@danjyohiyoji.com  
+62812-7205-2271  
www.danjyohiyoji.com  
@danjyohiyoji

Stockist:

- 
- 1. Leftfoot, Singapore.
- 2. Blackmarket, Singapore.
- 3. X2, Perth.

Genre fashion: ready-to-wear.  
Type of product: clothing.

(PT. DANJYO CIPTA REGA PRATAMA)

Danjyo Hiyoji is a fashion label company that specializes in ready-to-wear category. Launched in 2019, Danjyo Hiyoji focuses on providing an exciting fashion items both for men and women in which would transcend the global trend rapidly. Danjyo Hiyoji is a haven for style-savvy individuals.

# DANJYO HIYOJI

### Notable collaborations & event participations

- 
- 1. \_\_\_\_\_ Amazon Tokyo Fashion Week, 2019.
- 2. \_\_\_\_\_ Heineken Light, Indonesia, 2017.
- 3. \_\_\_\_\_ UMKM Binaan Bank Indonesia, Indonesia, 2017.



(PT KAMI IDEA INDONESIA)

Genre fashion: modest fashion.  
Type of product: clothing.

Stockist:

-

Contact:

-

info@kamiidea.com  
+6281-115-4171  
www.kamiidea.com  
@kamiidea

# kami.

In 2009, Kami Idea was founded by Istafiana Candarini, Nadya Karina, and Afina Candarini. Kami uses unique prints in their designs. Therefore, it will not be found in other products. That is one of the advantages of this label, as it is one-of-its-kind.

### Notable collaborations & event participations

-

1. \_\_\_\_\_ Outlet Malaysia, Kuala Lumpur, 2013 - now.
2. \_\_\_\_\_ Exhibition, Brunei Darussalam, 2017.
3. \_\_\_\_\_ Fashion Show, Fashion Kode, Korea, 2018.
4. \_\_\_\_\_ Exhibition Chicago, USA, 2016.



Contact:

-

koolastuffa.design@gmail.com  
+62811-901-439  
www.koolastuffa.com  
@koolastuffa

Stockist:

-

Genre fashion: streetwear.  
Type of product: clothing,  
accessories.

(PT. IDE IMAJI MANDIRI)

# koolastuffa

Established in 2008, Koolastuffa is an artwear brand with a unique take of casual life. Koolastuffa tries to share stories through motifs and illustrations that are applied in everyday products, starting from jacket, t-shirt, totebag, bucket hat, until drawing book.

### Notable collaborations & event participations

-

1. \_\_\_\_\_ Agenda Show, USA 2019.





(PT. MONSTORE)

Genre fashion: streetwear.  
Type of product: clothing.

Stockist:  
-  
1. Alchemist Mykonos.

Contact:  
-  
info@heymonstore.com  
+62818-131-514  
www.heymonstore.com  
Social Media: @monstore

# Monstore

Monstore is a lifestyle retail company, established in 2009, which currently focuses on selling wearable art through clothing and apparel business and other non-clothing merchandises. Monstore regularly launches a collaboration collection with interesting artist or brands that make their brands relevant to the popular culture.

### Notable collaborations & event participations

- 
- 1. \_\_\_\_\_ Tradeshow in Agenda Long Beach 2018.
- 2. \_\_\_\_\_ Tradeshow in Liberty Las Vegas 2019.



Contact:

-  
maisonmetc@gmail.com  
+62812-2637-7768  
www.maisonmetc.com  
@maisonmet

Stockist:

-

Genre fashion: couture.  
Type of product: clothing.

(PT. ROYAL ADI BUSANA)

# MAISON MET

Indonesian designer, Mety Choa, started her career as a fashion designer in 2004. Her luxury gowns business was established in 2014, catering to well-heeled Indonesian socialites with her effortlessly feminine and sophisticated designs. Maison Met specializes in custom made wedding dresses and evening gowns.

### Notable collaborations & event participations

- 
- 1. \_\_\_\_\_ Pop Up Store with BEKRAF, Paragon Mall, Singapore, 2018.
- 2. \_\_\_\_\_ New York Fashion Couture, New York, 2017.
- 3. \_\_\_\_\_ Bazaar Fashion Week, USA, 2016.



(PT. NIION INDONESIA)

Genre fashion: streetwear.  
Type of product: accessories.

Stockist:  
-  
1. Megafash Singapore.  
(Social Media: @megaxstore)

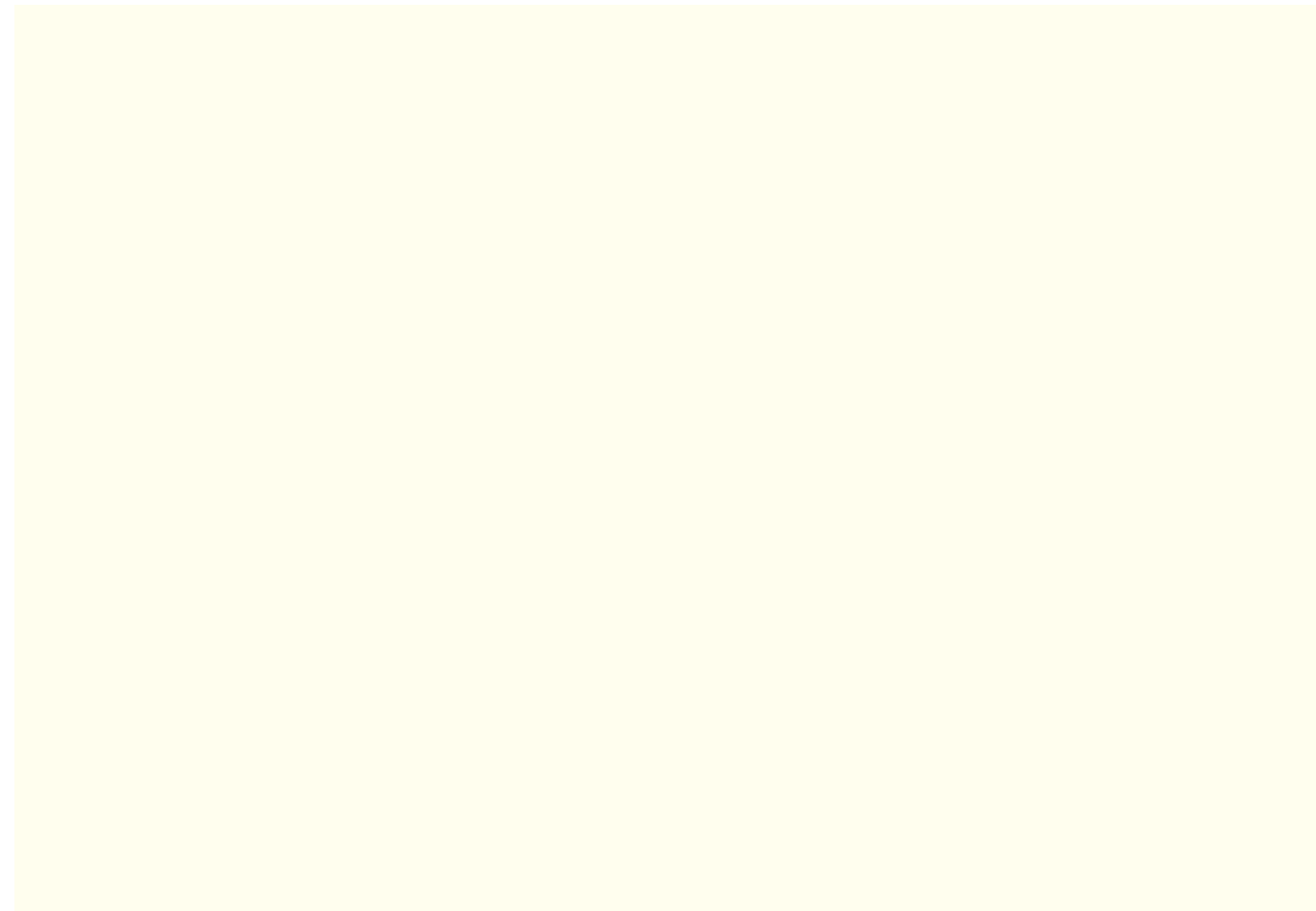
Contact:  
-  
niion.id@gmail.com  
+62878-2259-4278  
www.niion.co  
@niion\_id

# NIION

NIION is stealthily supporting Green Attitude through the value we attach to each of the product: less material combination, less accessories used, reusability, durability, made of natural and recyclable material.

### Notable collaborations & event participations

- 
- 1. \_\_\_\_\_ Pop Up Display, Agendashow 2019.
- 2. \_\_\_\_\_ Trade show, Agenda, USA 2019.



Contact:  
-  
business@oaksva.com  
+62812-1861-6488  
www.oaksva.com  
@oaksva

Stockist:  
-  
1. Indiigo Culture, Singapore.  
2. Cat Socrates, Singapore.

Genre fashion: handmade craft.  
Type of product: accessories.

(PT. PASIR REMPAH INDONESIA)

# OAKSVA Jewellery

OAKSVA envisions to promote Indonesian exotic beauty by designing, manufacturing, and selling modern designed resin-based jewellery that incorporate spices and sands—each with different stories to tell—from all over Indonesia to our products. Since the beginning of their journey, OAKSVA started the brand with one goal in mind: to provide exquisite jewellery for those who want to showcase their culture with pride.

### Notable collaborations & event participations

- 
- 1. \_\_\_\_\_ Rising Fashion, Singapore 2018.
- 2. \_\_\_\_\_ International Jewellery, Kobe 2018.
- 3. \_\_\_\_\_ Public Garden, SIngapore 2018.
- 4. \_\_\_\_\_ Indiigo Culture, New York 2019.



(PT. GRUP ORBIT INDONESIA)

Genre fashion: streetwear.  
Type of product: accessories, clothing.

Stockist:  
-  
1. Akenz Store Official.  
2. Goopi.co  
3. Energy Store.  
4. Shellsoul HK

Contact:  
-  
info@orbitgear.net  
+62812-9523-0080  
www.orbitgear.id  
@orbitgear

# ORBIT Gear

ORBITGear is a Jakarta-based technical gear and garment maker. Founded in 2008, ORBITGear modern history begins in 2017 with a decade of experience in carrying goods and technical gear making. ORBITGear believes in the higher value than just creating a product that works. Inspired by sportswear versatility, military gear practicality, and mountaineering gear functionality, every piece of ORBITGear is designed heavily focusing on functional details and practical features with a tailored fit for better experiences as daily wear. ORBITGear products designed and crafted at their in-house studio in Jakarta, Indonesia.

### Notable collaborations & event participations

- 
- 1. \_\_\_\_\_ Pop Up Store at Goopi.co in Taiwan.
- 2. \_\_\_\_\_ Event Highsnobiety Netherlands.



Contact:  
-  
info@pattentgoods.com  
+62811-205-665  
www.pattentgoods.com  
@pattentgoods

Stockist:  
-

Genre fashion: ready-to-wear.  
Type of product: accessories.

(PT. ARTHASTAMA ARSA PERSADA)

# PATTENT GOODS

Pattent Goods, a Bandung based brand, produces functional accessories such as blankets, socks, and hats with attractive visual designs. Pattent Goods pays attention to the materials they choose so it complements with their goal in creating products for those with a creative yet humbled lifestyle.

### Notable collaborations & event participations

- 
- 1. \_\_\_\_\_ Collaboration with The Parks Apparel (USA).
- 2. \_\_\_\_\_ Collaboration with Hijack Sandals, 2018.
- 3. \_\_\_\_\_ Collaboration with Riders & Rules, 2018.
- 4. \_\_\_\_\_ Event Rising Fashion BEKRAF in Singapore, 2018.
- 5. \_\_\_\_\_ Collaboration with Japanese Videographer, Yosuke Kurosawa, 2018





(CV KEMBAR TENGAH BERSAUDARA)

**Genre fashion:** ready-to-wear, streetwear.  
**Type of product:** accessories, clothing.

**Stockist:**  
-  
1. Urban Outfitters, US.  
2. Sup Clothing, Singapore.

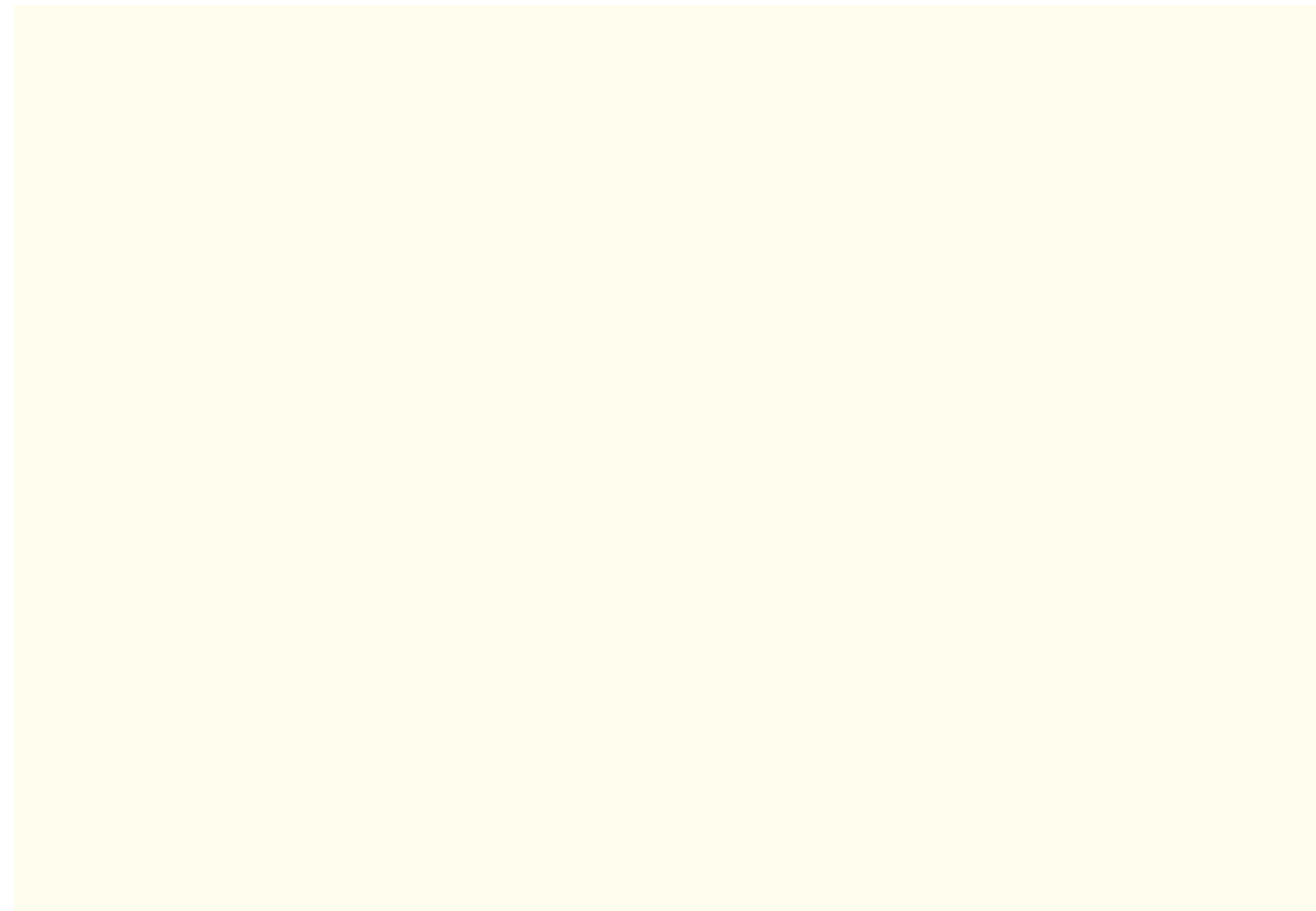
**Contact:**  
-  
hendry@popmeetspopdenim.com  
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@popmeetspop

# POP MEETS POP

Founded in 2009, Pop Meets Pop is an Indonesian denim brand that is inspired by the creative grass-roots movement. Combining the rugged workwear style with contemporary aesthetic, the label strives to provide unwavering quality menswear collection that is made of globally sourced materials.

### Notable collaborations & event participations

- 1. \_\_\_\_\_ Trade Show, Liberty Fairs, Las Vegas, 2019.
- 2. \_\_\_\_\_ Trade Show, Agenda Show, Long Beach, USA, 2018.
- 3. \_\_\_\_\_ Pop up Store, Isetan The Japan Store KL, Kuala Lumpur, 2018.



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-  
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@puraindonesia

**Stockist:**  
-  
1. House of Explore Indonesia, Los Angeles.  
2. Ganache Boutique, Kuwait.

**Genre fashion:** ready-to-wear.  
**Type of product:** clothing.

(PT. PURANA GAYA INDONESIA)

# PURANA

Purana, which means 'old scripture' in Sanskrit, was established in 2008, with the commitment to adapt to local wisdom in its pieces by utilizing artwork made by local artisans and combining them with fashionable cuts, patterns, and color mix. Purana creates accessible fashion infused with Indonesian local wisdom. Purana collections are presented in multi-function, multi-style, free-size, and relaxed loose-cuts to provide flexibility for all-shaped active women to be comfortably stylish.

### Notable collaborations & event participations

- 1. \_\_\_\_\_ Fashion Show and Pop Up Store 'Explore Indonesia' in California, USA 2016.
- 2. \_\_\_\_\_ Fashion Show 'Los Angeles Fashion Week' 2016.
- 3. \_\_\_\_\_ Hong Kong Fashion Week, 2017.
- 4. \_\_\_\_\_ Rising Fashion, Singapore 2018.
- 5. \_\_\_\_\_ Made in Indonesia, Cape Town, 2019.



(CV. SEMBILAN MATAHARI)

**Genre fashion:** ready-to-wear, streetwear, activewear, clothing.  
**Type of product:**

**Stockist:**  
-  
1. 3cho Amano, Ibiza, Spain.  
2. Apache Concept Store, Playa de las Americas (Arona) Terenife, Spain.

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-  
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# REINKARNASI

Reinkarnasi Clothing is known for its grunge motifs on each of its fashion pieces, as this brand is heavily inspired by grunge music icons. Passionately measured and fully handcrafted by experience, their collection presents more than just a graphical embodiment of life.

### Notable collaborations & event participations

- 
- 1. \_\_\_\_\_ Limited Edition Designer T-shirt, Canggu Bali, 2018.
- 2. \_\_\_\_\_ Collaboration Mural Artist, Music and Art at Our Flagship Store, Canggu Bali.
- 3. \_\_\_\_\_ Trade Show at Agenda Show, Las Vegas, USA, 2019.



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-  
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**Stockist:**  
-  
1. Society A, Singapore.  
2. Good Wood, Washington DC.  
3. La Fille En Vert, Paris.

**Genre fashion:** ready-to-wear.  
**Type of product:** clothing.

(PT. ALEXALEXA SOE KREASI)

SOE Jakarta's designs explore the potentials of Indonesian traditional handwoven textiles infusing them with modern, urban aesthetics. Most pieces in their collections use textiles that are developed after intensive discussions with weavers from different parts of the archipelago to create beautiful pieces of clothing.

# SOE Jakarta





(CV. BIRUTUA BERSERIKAT)

Genre fashion: heritage menswear.  
Type of product: clothing.

Stockist:  
-  
1. Standard and Strange, Oakland.  
2. PTC Mart, Thailand.  
3. Cultizm

Contact:  
-  
Contact: social@oldblueco.net  
+62818-622-583  
www.oldblueco.net  
@oldblueco

# The Old Blue and Co.

Founded in the early 2010, Oldblue is heavily inspired by the vintage American work-wear, mainly from the era of the late 1800s to the 1960s. The working class and blue-collar worker inspired them to bring back denim as a work-wear. Oldblue crafted rugged-looking yet classic work-wears with good quality and high durability. As a company, they believe quality is derivative of proficient minds, skillful hands and passionate hearts.

### Notable collaborations & event participations

- 
- 1. \_\_\_\_\_ Trade Show Agenda, USA, 2018.
- 2. \_\_\_\_\_ Trade Show, Liberty Fairs, USA, 2018.
- 3. \_\_\_\_\_ Trunk Show, USA, 2018.
- 4. \_\_\_\_\_ PTC Mart, Bangkok, 2016.



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-  
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+62813-1234-5385  
www.woodka.fun  
@woodka\_

Stockist:  
-  
1. Little Bandung, Paris.

Genre fashion: handmade craft.  
Type of product: accessories.

(PT. WOODKA KREASI MUDA BANGSA)

# WOODKA

Woodka is a brand that stands for a carefully crafted watch. Each screws, metal knots, and other elements inside Woodka's watches are meticulously, and beautifully made while remaining functional, natural looking, and ethically produced. Woodka uses Japan first-rate movement for its timepiece and several kinds of woods, such as maple, sonokeling, and also teak as the main material to be crafted by craftsmen from small village in Yogyakarta. To complement the natural look of the watches, its straps are carefully tailored using Indonesia tenun fabric and genuine cow leather to produce ravishing interchangeable straps.

### Notable collaborations & event participations

- 
- 1. \_\_\_\_\_ Hong Kong Watch & Clock Fair, 2019.
- 2. \_\_\_\_\_ Rising Fashion, Singapore, 2018.



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ORBITGear  
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# CHAPTER

# VI



# IMPORTANT

# CONTACTS



## GCM Group

### Jakarta Fashion week

One of the oldest annual fashion weeks in Indonesia. Started in 2008, Jakarta Fashion Week provides an access for fashion enthusiasts and fashion stakeholders including sellers, designers, buyers, companies, organisations, stylists, and even fashion photographers to meet, discuss, and showcasing their thoughts of the future prediction of national fashion industry.

**Contact:**

-

contact@gcmgroup.id  
(021)-2123 2070  
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## JakCloth Jakarta Clothing Expo

Jakcloth is a well-known clothing bazaar among the youth. Started in 2009, Jakcloth was the first clothing bazaar that set a place for the local independent clothing and distribution store. Since day one, Jakcloth has given a big influence on the growth of streetwear fashion in Indonesia. Alongside with the escalation of technology, Jakcloth has come in digital version and managed their own marketplace.

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-

sales.support@jakcloth.co.id  
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www.jakcloth.co.id

## C&C Projects & LTD (Leonard Theosabrata Design) (Brightspot)

Brightspot market was the first curated fashion, lifestyle, food and art collectibles bazaar back in 2009. After 10 years, the event has grown to take in up to 190 vendors and more than 60.000 attendance.

## APPMI

### Asosiasi Perancang Pengusaha Mode Indonesia

### Indonesia Fashion week

Indonesia Fashion Week or IFW is one of the biggest fashion week events in Indonesia. The first event was held back in 2011. Presented by Indonesian Fashion Entrepreneurs and Designers Association (APPMI), IFW is mainly aiming to preserve Indonesian fashion heritage while promoting the culture towards international market.

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(021)-7591 3912

## Jakarta Sneaker Day

Jakarta Sneaker Day (JSD) is an event to accommodate all the sneakers communities across Indonesia. For the past years, there has been a significant growth of a streetwear fashion especially sneakers culture in Indonesia. That is why Andrey Noelfry and Muhammad Triangga initiated this event to spread and share the awareness and knowledge with all sneakers enthusiasts.

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## APPMI

### Asosiasi Perancang Pengusaha Mode Indonesia

### Indonesia Fashion week

Initiated by Ms Poppy Dharsono, Ms Pia Alisjahbana and Mr Harry Darsono with the support of 20 other designers in an informal gathering, the Indonesia Fashion. The organization serves as a training ground, in grooming up-coming talent and introducing them into the fashion market, then bringing forth fresh innovations in creativity and flavor in the industry

**Contact:**

-

(021)-7591 3912

## Indonesian Fashion Chamber

Indonesian Fashion Chamber (IFC) is a non-profit organization whose membership consists of Indonesia's foremost fashion entrepreneurs and fashion designers who cover the gambit of ladieswear, menswear, jewelry, and accessory designs.

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CREATIVE  
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