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Jakarta Fashion Week 2019 is Officially Open

Jakarta, 20 October 2018 – Following its 10th celebration, Jakarta Fashion Week returns for all fashion enthusiasts with its eleventh year anniversary, running from 20 to 26 October 2018 in Senayan City. Through the whole week, over 200 Indonesian and international designers are going to showcase their best collections in Jakarta Fashion Week 2019 (JFW2019).

Collaboration is this year's code word. Combining variety of elements into a bold fusion is the commitment of this year's biggest fashion week in South East Asia. Jakarta Fashion Week 2019 is now a part of ID Creative Week who, together with IdeaFest and Brightspot, is collaborating as the most sophisticated synergy of the home country's creative industry. This collaboration is expected to attract greater investment and industrial development from all over the world.

"Collaboration becomes our focus for yet another year. We are enriching our areas of creativity through international collaboration, crossing industries, generations, and even communities. By the merging of Jakarta Fashion Week, IdeaFest, and Brightspot in one platform, that is ID Creative Week, the celebration of creativity is expected to come together with more flourish," said Svida Alisjahbana, Chairwoman of Jakarta Fashion Week and CEO of Femina Group.

Adding to her remark, Svida said, "This year, in addition to our continuous exploration on local talents and cultural heritage, we are also collaborating with several countries including Australia, England, Japan, South Korea, France, India, and Pakistan."

Determination to introduce Indonesia's fashion talents to international platform is never diminishing. The continuous partnerships with international partners strengthen this determination. Bringing up the issue of inclusivity in fashion, British Council introduces us to English designer, Teatum Jones, who will share the stage with Sean & Sheila, designer from Indonesia Fashion Forward and one of designers who were appointed as this year's Dewi Fashion Knights.

Fusing Aboriginal culture with the rich Indonesian heritage, Australian Embassy hoists Aboriginal Art Centre to the stage with Novita Yunus, another designer from Indonesia Fashion Forward who's well known for her touch of ethnicity. And with the talented Vaishali S, Fashion Design Council of India is, again, returning as a valued part of Jakarta Fashion Week.

Meanwhile, to celebrate the 60 years mark of diplomatic relation with Indonesia, Japan Fashion Week Organization (JFWO) brings us designer and stylist Makoto Washizu to style three labels from Indonesia Fashion Forward, which are Bateeq, Danjyo Hiyoji, and NY by Novita Yunus. Makoto Washizu is also performing his brand, Tategami. With Amazon Fashion Week Tokyo, JFWO is also bringing labels such as Elendeek and UN3D, which are very popular among local public.

Cooperation with South Korea is also at peak this year, with the support of three institutions, which are Korea Content Creative Agency (KOCCA), Korea Foundation for International Culture Exchange (KOFICE), and Young Creator Indonesia Fashion Institute (YCIFI).

This year, Jakarta Fashion Week is partnering with Senayan City, Make Over, L'Oréal Professionnel, Matahari Department Store, UBS Gold, Blibli.com, POND'S Age Miracle, Wardah Cosmetics, Style

Theory, and Royal Philips. Jakarta Fashion Week is also supported by Ultra Sari Kacang Ijo, Intercontinental Jakarta Pondok Indah, Century Park Hotel, Orang Tua Group, Chroma Project, Energi Sembilan Perkasa, CBN Fiber, and Cape Discovery.

This is going to be the sixth year of collaboration between Senayan City and Jakarta Fashion Week. This continuous partnership had flourished from simply collaboration in organisation, to synergy of mission to polish Indonesian fashion talents in business department.

“For the sixth time, Senayan City becomes the host of the greatest fashion event in South East Asia, JFW 2019. In this year’s JFW, Senayan City is introducing five fashion presentations from collaboration with iconic Indonesian designers from October 22 to 26, 2018, in Fashion Atrium 1st Floor and Fashion Tent JFW,” informed Harlina, Leasing & Marketing Communications Director of Senayan City.

Senayan City is going to perform a number of fashion show along with national and international labels, including Bateeq, Raegitazoro, Saul, Under Armour, Bratpack, Danjyo Hiyoji, Hunting Field, KLE, Nikicio, and XY. And as the main event, Senayan City is going to present Deden Siswanto, Etterette by Vivian Lee, and Rama Dauhan on the main stage at October 25, 2018, from 4.30 PM to 5.30 PM.

Halina added, “As our support to local fashion industry, Senayan City is also hosting Fashionlink x #BLCKVNUE on 2nd Floor for fashion enthusiasts and Senayan City valued visitors. With these programs, we hope we can continuously entertain the needs of Indonesia’s fashion enthusiasts.”

This year, PT Paragon Technology and Innovation is also returning to support Jakarta Fashion Week. PTI brought not only Make Over, Wardah, and Emina for JFW2019, but Make Over is presented as the Official Make Up Partner.

Of course, a number of dazzling shows are ready on the schedule. With Final Show Gadis Sampul with Emina during the opening, Wardah follows with Barli Asmara, Dian Pelangi, ETU, Norma Hauri, Ria Miranda, and Zaskia Sungkar, as well as finalists of Wardah Fashion Awards. As official make up partner, Make Over is also presenting eight winners of MAKE OVER MUA HUNT 2018, featuring Tities Sapoetra, Rinda Salmun, and Paulina Katarina.

Not only that, Jakarta Fashion Week 2018 is also celebrated with talk shows and young designers’ competitions from Wardah, Make Over, Kementrian Perdagangan, Fashionlink Showroom, and Fashionlink Market in The Hall, Senayan City, 8th Floor. Fashionlink area is going to be officially opened on Monday, October 22, 2018, and will be held for five days until the closing of Jakarta Fashion Week 2019 on Friday, October 26, 2018.

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About Jakarta Fashion Week

Jakarta Fashion Week is the front-running fashion event in Indonesia since 2007. Hailed as the initiator platform to forward Indonesia’s fashion industry, Jakarta Fashion Week acts as the beacon of fashion enthusiasts, while also devoting a prestigious dais to showcase talents and creativity of local fashion society. Jakarta Fashion week also holds year-round programs to advance Indonesia’s creators’ participations in international platforms. Jakarta Fashion Week is held by Azura Activation, a part of Femina Group.

About Indonesia Fashion Forward

Initiated in 2012, Indonesia Fashion Forward is a collaborative project from Jakarta Fashion Week, Badan Ekonomi Kreatif, The British Council, and Center for Fashion Enterprise (CFE) London. The curated intensive agenda is a part of advancement program to develop Indonesia designers’ capacity to integrate themselves in both regional and international markets by giving directions and trainings on business strategy and branding. Currently, Indonesia Fashion Forward has hosted six generations with 52 national labels.

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About Senayan City

Senayan City, in its 12th year, maintains its focus as the central of shopping district by providing the best service and shopping experience for its loyal customers.

In its mission of becoming international-scaled shopping centre, Senayan City had featured some premium brands and flagship stores, including the biggest ZARA in Southeast Asia, Stradivarius, Bershka, Masimmo Dutti, Sephora, PUMA concept store, and many more, dedicated to its lifestyle- and fashion-forward visitors. Best culinary choices spanning from Western to Asian best can only be found in Senayan City.

Collaborating with Jakarta Fashion Week for the 6th times, Senayan City had become a consistent supporter for Indonesia's fashion industry and market, as well as creative advancements of local designers.

Welcome to a year of refinement at Senayan City!

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About Make Over

Make Over is the leading professional cosmetics brand in Indonesia, established in 2010 with commitment to high quality products. Make Over promises bold and edgy performance with its intense and greatly varying colour palettes, proudly dedicating itself to "Beauty Beyond Rules". Make Over believes that each individual reserves the freedom of expression and should be proud to strut their individual uniqueness through make up and fashion, just like Jakarta Fashion Week 2019.

This year's grandest fashion week in Indonesia will introduce Make Over Spring Summer 2016/2017 to nouveau collections by the many designers who believes in individual beauty. Through this year's Jakarta Fashion Week, Make Over will stand even taller as a professional cosmetics brand that is consistent in creating fashionable products to enrich trends and beauty of Indonesia.

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About L'Oréal Professionnel

L'Oréal Professionnel is a division of L'Oréal Group that dedicates its products for professional hairstylists. L'Oréal Professionnel had applied the most advanced technology to ensure perfect aesthetics. They developed this scientific approach to provide specific treatments in hairstyling business, such as hair colouring, straightening, curling, to styling and special hair treatments. For hair colouring, L'Oréal Professionnel provides products such as INOA, Majirel, and DIA. In hair treatment, L'Oréal Professionnel has Serie Expert, Hair Spa, and Serioxyl. For curling and straightening, L'Oréal Professionnel offers X-Tenso dan Curliá. Now, L'Oréal Professionnel also offers Smartbond that provides total hair protection against chemical treatments. These products had been exclusively distributed to professional hairstylists. Currently, L'Oréal Professionnel is being marketed to over 2,000 hairstylists for over 30 years in Indonesia. L'Oréal Professionnel aims to be the best partner in creating the best and brightest of hairdressing world through three pillars: innovation, inspiration, and education.

About PT Matahari Department Store Tbk

Matahari Department Store is the first and the largest *department store* in Indonesia. Nowadays, Matahari Department Store is operating 146 outlets with around 948.200 squared meters of business centres in 68 cities across country. Matahari provides trends in fashion and style, as well as best beauty products and more domestic goods. MDS is proud of its contribution to nation-wide economic advancement by employing over 40.000 workers and partnering with over 850 local vendors.

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About UBS Gold

Established in 1981 in Surabaya, PT. UBS or popularly known as UBS Pusat Emas Model Baru is the best, the most trusted, and the most comprehensive in Indonesia and the world's gold jewellery industry for 35 years. UBS had become the leading brand in Indonesia's gold market, and an established industry in international platform.

About Blibli.com

Blibli.com is a familiar name in fashion industry with its constant presence in big Indonesia's fashion events such as Jakarta Fashion Week, Muslim Fashion Festival, and Ramadhan Fashion Festival. Blibli.com collaborates with a number of local fashion designers and fashion brands by featuring their exclusive collections. Blibli.com also offers a ready-to-wear fashion line from its private label, Papercut.

Blibli.com is a local e-Commerce with B2B2C (Business to Business to Consumer) model. Blibli.com comes forward as an online mall with great variety of products, encompassing primary daily needs to lifestyle supplies in numerous categories such as Women Fashion, Men Fashion, Health and Beauty, and Galeri Indonesia. A total of 15 product categories is available in Blibli.com website, in collaboration with over 50.000 merchant partners.

Blibli.com is endorsed by internal logistic team, Blibli Express Service, as well as other 15 logistical partners to provide nation-wide product delivery, along with 5 warehouses and 14 hubs to ensure a faster delivery.

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About POND'S

Pond's Age Miracle is an anti-aging care brand by PT Unilever Indonesia Tbk. It has been caring for Indonesian women's skin since 2008. As a market leader of anti-aging beauty product in Indonesia, Pond's Age Miracle believes that every woman deserves to "Never Stop Glowing", and to continually beam her youthful gleam and maximum charm on her daily life as an inspiration to her surrounding, either through her beauty or her talents.

This grand Indonesia's fashion event is the perfect opportunity for Pond's Age Miracle to invite women of Indonesia to shine their beauty while expressing her creative self. Pond's Age Miracle consistently endorses the advancement of Indonesia's fashion and beauty industries through Jakarta Fashion Week 2019 that features numerous talented Indonesia's female fashion designers and their wondrous creations.

Official Site : www.ponds.co.id/agemiracle	Facebook : Ponds Indonesia
YouTube : Ponds Indonesia	Instagram : @pondsindonesia

About Wardah

Wardah is a cosmetics brand established in 1995 under PT Paragon Technology and Innovation (PT PTI). Initiated by Nurhayati Subakat, current PT PTI's commissary, this *halal* cosmetics brand strives to maintain their product quality to support each female's respective beauty. Wardah's tagline, "Inspiring Beauty", is also the basis of its activities. Wardah also applies "Earth, Love, Life" philosophy, as expressed through Wardah's commitment to contribute to environment (Earth), care for living creatures (Love), and lead a meaningful living (Life).

In its attempt to provide care in every element of life, Wardah also gives attention to the world of fashion and art. Wardah is involved in a number of big fashion events in Indonesia, including Fashion Nation and Jakarta Fashion Week. Wardah also endorses artistry through its involvements in Indonesian cinematics, including Habibie & Ainun, 99 Cahaya di Langit Eropa, Surga yang Tak Dirindukan, Air Mata Surga, Negeri Van Oranje, I Am Hope, and Ketika Mas Gagah Pergi.

Wardah also tries to embrace everyone as a part of their company family. Therefore, Wardah brand ambassadors always come from varying professions and backgrounds. Ineke Koesharawati is an inspiration for strong women. Dian Pelangi, Ria Miranda, and Zaskia Sungkar are fashion designers. Dewi Sandra and Tulus are singers, while Tatjana Saphira, Wardah's youngest brand abassador, as well as Natasha Rizki are actresses. These eight figures are collaborating to show how Wardah's products work for women of every age and every background.

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About Style Theory

Style Theory is an application-based company that provides designer's clothing rental through means of subscription. Established in 2016 in Singapore, Style Theory launched its service in Indonesia on November 17, offering over 5.000 clothing articles from 160 local and international designers. Style Theory is a smart and practical fashion solution for Indonesian women, with ensured hygiene and clothing quality. Style Theory is collaborating with GO-SEND from GO-JEK as logistical partner, as well as Pressto as its premium laundering service partner. Its users can rent unlimited choice of clothing articles spanning from tops, bottoms, outers, to jumpsuits that suits every occasion only by Rp. 590.000,- monthly subscription, complemented by free laundering and delivery services. Nowadays, Style Theory is the first and the biggest subscription-based fashion rental application in South East Asia.

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About Royal Philips

Royal Philips (NYSE: PHG, AEX: PHIA) is an established name in healthcare technology company which aims to advance general healthcare facilities, including betterment of healthy lifestyle as well as prevention, diagnosis, treatments, and home care. Philips is applying the state-of-art technology with in-depth clinical and consumer-oriented knowledge to provide integrated solutions. This company is the leading name in diagnostic monitoring, imaging and therapeutics, patient care and medicinal informatcs, as well as consumer and home care. Headquartered in The Netherlands, Philips reached EUR 17,4 billions sales in 2016, and employed 71.000 workers across over 100 countries.

News articles about Philips can be found in www.philips.com/newscenter.