



ARGYLE
&
OXFORD

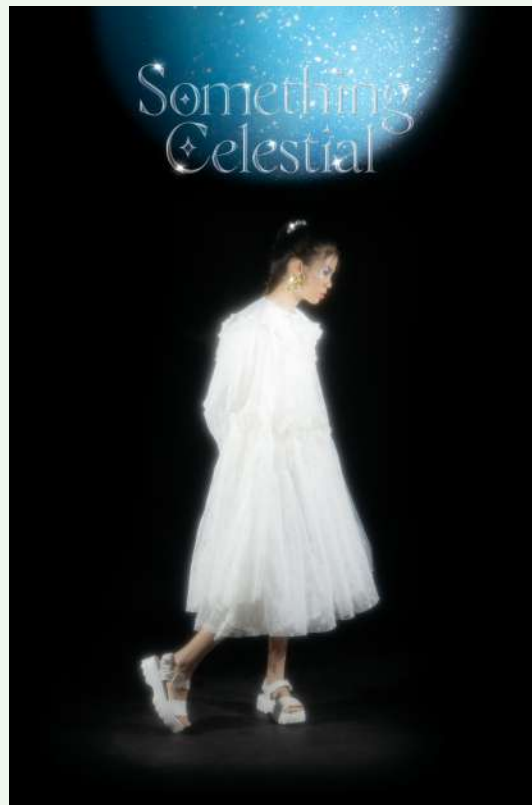
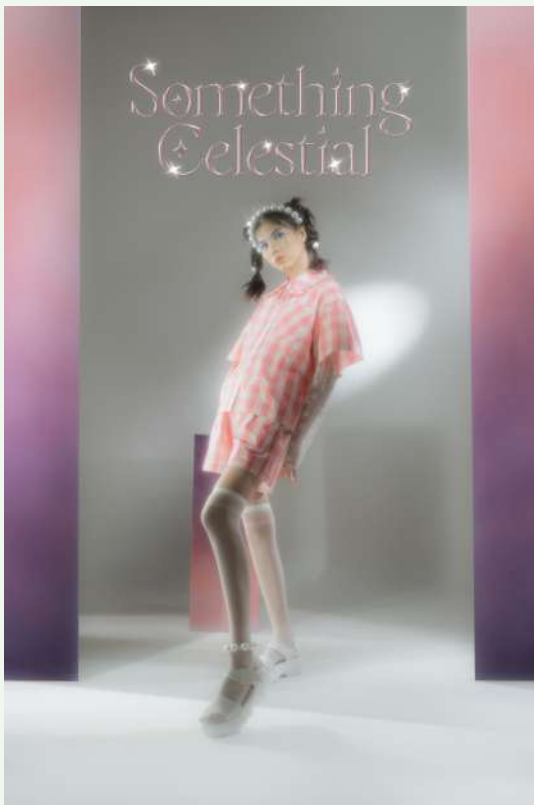


JFW 2024 Collection
“PRESS RELEASE”

Company:	Argyle & Oxford
Website:	www.argyleandoxford.com
Founded:	2010
Management:	Velda Anabela, Co-Founder and Creative Director Rebecca Billina, Co-Founder and Creative Director
History:	<p>An Indonesian-based ready-to-wear clothing line, Argyle & Oxford was established in 2010 by two designers who were acquainted as classmates, Velda Anabela and Rebecca Billina. The brand name was inspired by names of two streets in London that connected to each other as well as names of two classic fashion items, English brogues “oxford” shoes and knitted “argyle” socks.</p> <p>Since its establishment, Argyle and Oxford has released 22 collections till this day and aims to continue inspiring the youth with its combination of classical yet whimsical ready-to-wear designs.</p>
Past collections:	<p>2011 - Adolescence with a Twist S/S & Cat People F/W</p> <p>2012 - The Other Story of Cat People S/S & Two Lives F/W</p> <p>2012 - Mini collections : Moodswings & Moodswings 2.0</p> <p>2013 - Anniversary Collections S/S – F/W (4 mini collections in one)</p> <p>2014 - Eat It Up, It’s Healthy S/S & The Great Outdoors F/W</p> <p>2015 - The Art of Doing Nothing S/S (Cleo Fashion Awards)</p> <p>2015 - Idiosyncrasy F/W 2015</p> <p>2016 - A Retrospect. S/S & Tough Cookie 2016/2017</p> <p>2017 - A&O X Melissa Shoes ID & Pretty Handsome, Pretty Awesome</p> <p>2017 - Off to Get Some Space, exclusive for The Goods Dept</p> <p>2018 - RAW #1 Mini Collection & Collaboration with Sanrio</p> <p>2018 - Before Life Happens 2018 & About a Girl with Elxi Elvina</p> <p>2018 - Everyday Essentials 2018</p> <p>2019 - Coloring Simplicity & Subtlety</p> <p>2020 - The Great Indoors & Something Celestial</p> <p>2020 - KFC Streetwear - Collaboration</p> <p>2021 - Solstice & Comfort Zone in collaboration with Debbie Tea</p> <p>2022 - RAYA</p> <p>2022 - Brightspot Exclusive Release</p> <p>2023 - Dystopian Daydream</p> <p>2024 - A&O drop 0.1</p> <p>2024 - “Professional Adult”</p>

Email:	<p>sales@argyleandoxford.com</p> <p>velda.anabela@argyleandoxford.com</p> <p>rebecca.billina@argyleandoxford.com</p>
Instagram & Tiktok:	@argyleandoxford
Facebook:	Argyle and Oxford
Distribution:	<p>Online webstore (www.argyleandoxford.com)</p> <p>Happy Go Lucky - Bandung, Indonesia</p> <p>Sonderlab - Online</p> <p>Tokopedia - Marketplace</p> <p>Shopee - Marketplace</p>
Events:	<p>Jakarta Fashion Week 2011 – 2014</p> <p>Blueprint Singapore 2012</p> <p>Cleo Fashion Award 2014</p> <p>LaNeige Show 2015</p> <p>JFFF 2015</p> <p>LocalFest 2014 – 2015</p> <p>Jakarta Fashion & Food Festival 2016</p> <p>Public Garden Singapore 2016 - 2019</p> <p>Semasa Market - 2016-2023</p> <p>Brightspot Market 2012 – 2024</p>
Target Market:	<p>Women (18 – 35 years old)</p> <p>Middle - higher class</p> <p>Creative minded</p> <p>Big city commute working women</p> <p>Curated Wardrobe</p> <p>Quality-oriented</p>
Signature Style:	<p>Known for refined, versatile pieces designed to elevate one's wardrobe effortlessly, Argyle & Oxford focuses on timeless silhouettes.</p> <p>The collection includes a curated selection of shirts, jackets, skirts, pants, and dresses. Each piece is crafted with meticulous attention to detail, blending classic shapes with distinctive intricacies that offer a sophisticated yet understated style. Whether for work, casual outings, or special occasions, Argyle & Oxford embodies a perfect balance of freshness and contemporary flair</p>

Past Campaigns

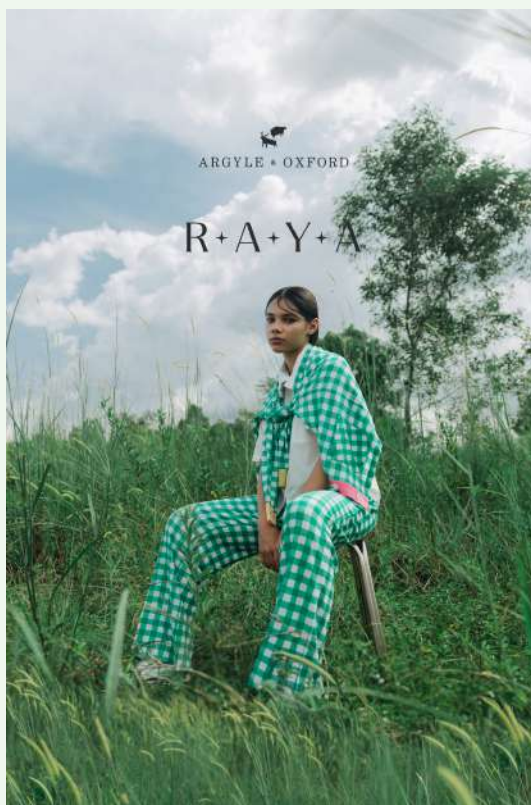
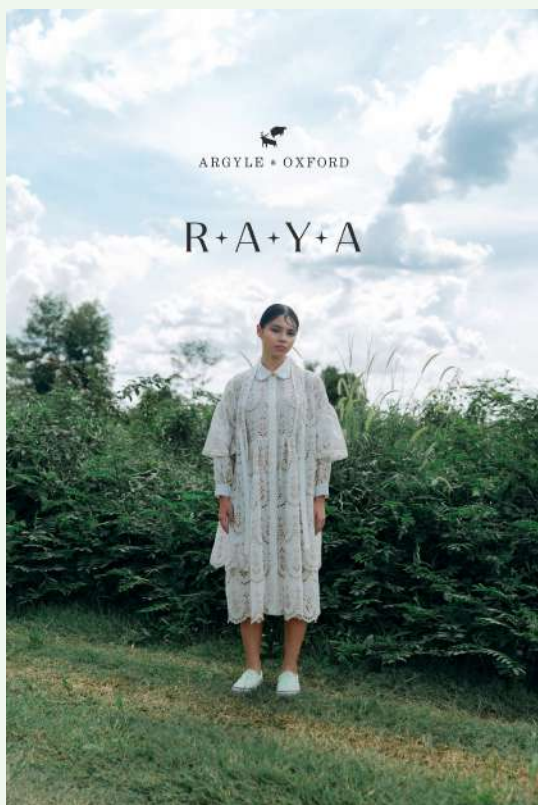


2020

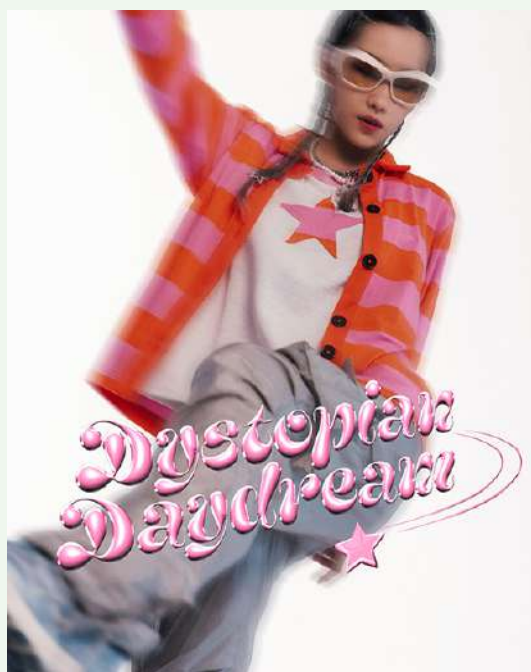


2021

Past Campaigns



2022



2023

2024 Recent Campaigns

