

For immediate release
Jakarta, October 1st, 2024

SAYA to join Jakarta Fashion Week 2025, presenting an exclusive collection for JFW entitled “Obscura” on Wednesday, 23rd October 2024, at City Hall PIM 3.

Obscura

In this collection, Saya offers more than clothing – it presents a thoughtful interplay between the known and the hidden, a celebration of understated sensuality and refined allure. It is an exploration where light, shadow, and layers coexist, revealing and concealing with each subtle shift.

At its core, *Obscura* is an ode to the allure of the unseen, embracing the depth and complexity that lies just beneath the surface. The designs invite new discoveries, evolving with subtle shifts in form and silhouette that unfold through layers, textures, and lustrous fabrics. As with all Saya collections, versatility and fluidity are at the heart of the design, allowing these pieces to seamlessly transition from casual settings to elegant occasions—creating a dynamic dialogue between elegance and enigma while maintaining their timeless allure.

True to Saya's ethos, these iconic pieces reflect a multifaceted sensuality – one that invites discovery, offering something more to those who take the time to pause and look closely. They embody a refined beauty that speaks rather than shouts, revealing themselves in fleeting, elusive moments. They hold back just enough, inviting curiosity while leaving the rest to the imagination.

Layering, twisting techniques, and subtle details are thoughtfully applied into each piece. At first glance, some of the looks may seem similar, but upon closer inspection, each dress reveals unique details that distinguish it from one another. Intricate details were added beneath the fabric layers, to allow the dress to gracefully reveal the hidden floral design with each movement. The ruffling and draping techniques are placed in unexpected areas, offering glimpses of skin in an elegant way without being too revealing. The pieces feature a variety of fabric opacities, from sheer to solid, highlighting the interplay between what is hidden and what is exposed. Additionally, some pieces are reversible, offering different colors on each side to enhance the versatility of the collection.

Obscura is set to launch at Jakarta Fashion Week 2025 on Wednesday, 23rd October 2024 at City Hall, Pondok Indah Mall 3.

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S A Y A

*At Saya we celebrate all forms of femininity through collections that inspire self-expressions.
We reimaged the classics, playing with silhouettes through different fabrics, cuts and looks.*

*Inspired by women and made for women, Saya is about a journey of getting in touch with oneself.
A story of self-discovery.*

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