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ISSHU

Presents

"Delulu: Paralyzed in The Know"

[JAKARTA, October 11, 2024] — ISSHU, a Jakarta-based jewelry brand, is proud to unveil its stunning new collection titled "**Delulu: Paralyzed in The Know**" at Jakarta Fashion Week 2025. This collection delves into the tension between reality and illusion, blending surreal elements that represent a delusional state with sharp visuals to symbolize awareness.

Originally a negative term, "**Delulu**"—short for 'delusional'—has been redefined by Gen Z to reflect an optimistic and hopeful mindset, despite being unrealistic. The collection explores the concept of being "trapped" between undeniable knowledge and comforting illusion, offering a balance between reality and fantasy.

Each piece in this collection captures the liminal space between wakefulness and dreaming, with styling and settings that evoke the "delulu" world alongside piercing representations of "the know." The visual interplay in the collection blurs the boundaries between what is real and what is imagined.

ISSHU invites you to experience this creative journey—a fusion of art, fashion, and illusion—through the "**Delulu: Paralyzed in The Know**" collection at Jakarta Fashion Week 2025 City Hall Pondok Indah Mall 3 on October 24, 2024 at 9pm. We hope you will feel the magic and tension between the dream world and reality in every piece.

About ISSHU

Amid the pandemic, ISSHU was created in September 2020 in Jakarta, Indonesia. It had a focus on being a jewelry brand that carries simple designs fit for everyday life and is easy to mix and match. The name ISSHU was taken from a Japanese word meaning variety or varied. The first collection launch was inspired by elements from nature, and it has grown to develop more items with the same way of thinking.

ISSHU, as a forward-thinking fashion brand dedicated to blending modern aesthetics with timeless design has since added beaded accessories and have also created ready-to-wear clothes into its line of products that inspire confidence and self-expression.

Contact:

ISSHU
+62 878 8904 0373

www.igotisshu.com info@igotisshu.com

