

JAKARTA FASHION WEEK 2025
MAZDA SHOW: JAN SOBER
October 21, 2024

JAN SOBER UNVEILS STRIKING NEW COLLECTION AT JAKARTA FASHION WEEK 2025, POWERED BY MAZDA'S KODO SPIRIT

Jakarta, Indonesia – October 2024 – Jan Sober is set to captivate Jakarta Fashion Week 2024 with a new collection that pushes the boundaries of modern fashion while exploring themes of dynamic movement and restrained elegance. Inspired by Mazda's Kodo philosophy, which embodies the "Soul of Motion," this collaboration subtly merges automotive precision with high fashion, resulting in designs that convey both energy and grace.

Womenswear: A Celebration of Space and Movement

The womenswear draws the audience into a world where sculptural fluidity meets structured poise. Voluminous skirts take center stage, creating dramatic silhouettes that highlight the beauty of empty space, while fitted bodices add a sense of powerful restraint. Asymmetrical hemlines and sleek draping convey a sense of ongoing motion, bringing a timeless elegance to each piece. The play of matte and glossy textures adds depth, evoking a sense of transformation under shifting light, giving the collection a living, breathing quality.

Menswear: Precision Meets Artistic Expression

In menswear, Jan Sober combines traditional tailoring with a modern edge, bringing relaxed yet purposeful forms to life. Oversized jackets and meticulously draped trousers evoke an avant-garde yet wearable aesthetic, with loose, flowing shapes juxtaposed against sharp tailoring to create a striking visual balance. The muted palette of black, ivory, olive, and camel infuses a sense of quiet sophistication, with textures that speak to understated luxury.

A Harmonious Vision

The collaboration with Mazda brings an additional layer of inspiration to Jan Sober's creative vision, evoking the elegance and spirit of motion in every look. True to Jan Sober's signature style, the collection balances bold volume with graceful restraint, creating garments that are both expressive and deeply refined. Each design is a testament to the brand's commitment to innovation, artistry, and the celebration of individuality.

For more information on the collection and its availability, please contact:

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About Jan Sober:

Jan Sober is a Jakarta-based fashion brand renowned for its forward-thinking approach to contemporary menswear and womenswear. Known for its sculptural yet wearable designs, Jan Sober embraces individuality and modernity, always pushing the boundaries of form and function.