

## **PRESS RELEASE DESAINER JFW 2025**

### 1. Judul

The theme of this collection is versatility, where each design of this collection can be used in 2 various ways or looks.

### 2. Pembuka

- Tanggal dan lokasi acara : 23 October 2024, Pondok Indah Mall 3.
- Nama desainer dan sedikit latar belakang : Alyssa Ramadhani & Shaza Hafediza

### 3. Deskripsi

In this Fashion Force 2024 collection, MTW draws inspiration from the 1820s ankle boots, a favored daytime footwear for women in both the US and Europe, especially for outdoor wear. At the time, fashionable boots were often made from thin, delicate materials, which made walking on cobbled or unpaved roads difficult. To solve this, shoemakers created matching sets of pattens, pattens originated as a practical solution to the challenges posed by muddy and uneven streets in medieval Europe, consist of wooden or thick leather base that could be worn as a base with any shoes, but in this context, the ankle boots, providing a thicker sole for outdoor walking.

This story inspired them to design versatile shoes that can be worn in two different ways. The collection features a variety of styles that originated in different historical periods, including mules, boots, ankle boots, loafers, and sandals. Each style is thoughtfully designed to offer two distinct looks. They also explored unique shapes in the shoe elements, incorporating diverse toe shapes from rounded to squared, dome-shaped heels, double-stacked heels, and other creative forms.

MTW chose the belt as an accessory for each design, symbolizing how belts bring two elements together, acting as a cohesive thread throughout the collection. The color palette is rich, earthy, and moody, blending warm and neutral tones. The designs are crafted from genuine leather, synthetic leather, and suede, enhancing both their style and functionality.

For this collection's wardrobe, MTW is supported by AALEVACH with Chavela Clara as the designer.

### 4. Tujuan

In this collection, MTW wants to showcase versatility and how historical inspiration is valuable as the background of something that they created. The collection aims to combine elements from different periods while offering stylish, functional designs that can be worn in multiple ways. By exploring unique shapes and incorporating a cohesive theme, the collection seeks to highlight craftsmanship and innovation in footwear, appealing to both aesthetic and practical considerations. It also emphasizes a blend of rich materials and a carefully curated color palette, enhancing the overall elegance and sophistication of the collection.

## 5. Keterangan Desainer

Two best friends that met in college while both were majoring in Branding. Shaza had always been interested in fashion, and Alyssa had a passion for shoes and always wanted to learn about shoemaking. That's how MTW was born. They are self-made designers that learned everything from zero, started with knowing very little about design and shoemaking, they spent over a year preparing for the launch of MTW, being very hands-on and present in each of the shoe-making processes, learning from their craftsman as they value the craftsmanship of the footwear and seeing how important it is to know each and every process of the shoe making itself.

To this day, their passion for footwear has only grown since and they still deeply enjoy the process they go through in the shoe-making business & production. They continue to learn and discover new things along the way.

## 6. Penutup

They hope that this show and collection can be a stepping stone for them to keep growing and continue to share their creations that hopefully can inspire creativity, appreciation for craftsmanship, and to bring joy to those who wear MTW.

## 7. Kontak & Informasi

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