

POTMEETSPOP

JAKARTA FASHION WEEK 2025

“TITLE TITLE TITLE TITLE”

PRESS RELEASE

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October 22, Pondok Indah Mall 3

Founded in 2009, Pot Meets Pop is a denim brand that is inspired by the pot culture. Combining the rugged workwear style with streetwear aesthetic, the label strives to provide an unwavering quality menswear collection that is made using globally sourced materials. 15 years since the brand's inception, they have established themselves as a clothing label that caters to local and international demands without compromising on quality and the ideas of street culture as an ode to our roots.

Hendry Sasmitapura is a Founder & Creative Director of Pot Meets Pop. He founded Pot Meets Pop Denim in 2009, which is widely known as one of the pioneers in the local denim scene. Currently the brand is considered as the market leader and expanding their reach in the global market.

Whendy Oktaviandy is Head Designer of the brand Pot Meets Pop, based in Bandung, Indonesia. A passionate vintage American culture and denim enthusiast, Whendy actively collects, restores, and produces items inspired by classic eras. With a creative and innovative approach, he blends elements from the past with a modern touch in every collection. Through Potmeetspop, Whendy is committed to celebrating the vintage style and inspiring others to love and embrace the vintage lifestyle in fresh and relevant ways.

At the upcoming JFW 2025, Pot Meets Pop will celebrate their 15th anniversary in the fashion industry by presenting 15 unique looks. The concept of their first runway collection will be “Reconstruction,” merges archive pieces with contemporary designs. Each piece narrates the brand’s journey, bridging the past and present through experimental approaches such as patchworking, unconventional sewing techniques, and reconstructing multiple pieces into a single garment. Decoration and details, including painting, splattering, and dyeing, add unique depth and character to each piece.

The collection emphasizes the reuse of archive pieces, incorporating materials like denim, camouflage fabrics, nylon, and rayon. Inspired by anti-fashion movements and the innovative design philosophies of Antwerp and Japan, the collection presents bold & unconventional looks. With a focus on asymmetrical, loose and slim cuts, the collection introduces a fresh perspective.

The objective of this runway is to showcase our references, creativity, and taste, reflecting our work over the past 15 years. Through this show, we aim to introduce the brand to a new wider audience & inspire our existing audience.

For further information:

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[@potmeetspop](https://www.instagram.com/potmeetspop)

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Flagship Stores:

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