

## Press Release

### FOR IMMEDIATE RELEASE

#### Sonderlab Set to Elevate Fashion in 2025 with a Fresh Identity

As we approach the end of the year, Sonderlab is poised to redefine the fashion landscape with an exciting new direction. Get ready for something extraordinary—an exquisite breakthrough that will transform your wardrobe essentials!

##### About Collection

Sonderlab's latest collection, debuting at "Volume"—the title of the show at Jakarta Fashion Week 2025, reinvents everyday garments with a creative twist, turning basics into standout pieces that elevate your daily style. Each item is designed to be versatile, providing endless options for effortless self-expression.

Under the visionary guidance of our Creative Director Sean Sheila, this collection continues the legacy of innovation with a key theme of gentle deconstruction. By manipulating traditional patterns, Sonderlab encourages wearers to embrace their individuality. Sustainability remains at the forefront, featuring eco-friendly denim and recycled materials, meticulously restitched to create unique, textured garments.

This season introduces the captivating "glitched stripes" pattern, enhancing the collection's character alongside the signature layered, multifunctional designs. Expect to see reimagined shirts, jackets, and bags that cater to all genders and lifestyles.

Adding to the excitement, the mesmerizing characteristics of the collection will be brought to life on the runway by our model muses, Aquinaldo Adrian and Lutesha, alongside a dynamic lineup of captivating models.

##### Re-See

And here's the exciting part—no need to wait to make these pieces yours! With our 'Re-See' program, the stunning items showcased on the runway will be available for pre-order purchase at USS 2024, taking place at the Jakarta Convention Center from October 25 to October 27, just days away from Jakarta Fashion Week 2024. Be the first to experience this program! Hurry to visit Sonderlab's booth, where previous collections will also be on display!

In summary, Sonderlab's innovative vision for Jakarta Fashion Week not only captures the essence of contemporary trends but also celebrates creativity and personal expression. Are you ready to be dazzled?

Join us and experience the future of fashion!