

RANI HATTA

Press Release

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Jakarta Fashion Week 2025
MAZDA presents Rani Hatta

S/S 2025

Yohaku: The Beauty of Empty Space

Rani Hatta is a fashion designer and entrepreneur who has been active in the Indonesian fashion industry for over a decade. She began her creative journey by establishing her own modest wear minimalism brand, Rani Hatta. Founded in 2013, the brand is known as a premium brand characterized by minimalist and clean-cut looks. Always committed to delivering high-quality craftsmanship, Rani Hatta prioritizes comfort along with wearable and timeless designs for the fashion-conscious consumers.

"Yohaku: The Beauty of Empty Space" is the theme of the collection by Rani Hatta for Jakarta Fashion Week 2025. In collaboration with Mazda, this concept draws inspiration from "Kodo: Soul of Motion," the design philosophy that defines the renowned Japanese automotive brand. The Japanese term "Yohaku" essentially means maximizing the use of empty space—a technique which can be described as "subtractive aesthetics." "Yohaku" is about focusing on "mu" or nothingness itself, and about blurring the boundaries between what is and what is not. This vague expression may capture the very essence of Japanese appreciation for beauty.

Using the analogy of a painting, it's not only the brushstrokes on the canvas that provide beauty, but also the empty spaces in between that add characteristics, balance, and definition to a cohesive composition. This collection aims to explore the elegance found in simplicity and the profound beauty of what remains unspoken, creating a harmonious blend of fashion and artistry that resonates with the essence of Japanese design.

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