

sabamodest

Press Release

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Jakarta Fashion Week 2025

Sabamodest

S/S 2025

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. In 2018, Rani Hatta founded another modest fashion brand called Sabamodest, which has quickly become a favorite among fashion enthusiasts locally and internationally.

Sabamodest seamlessly combines affordability with high-quality design, making stylish modest wear accessible to a broader audience. Renowned for delivering designer items at affordable prices, the brand takes pride in using the finest materials to craft modest attire that exudes lasting appeal. With a high level of quality and meticulous craftsmanship, Sabamodest's pieces represent an investment in timeless style and comfort, ensuring that each piece not only looks good but also stands the test of time.

At Jakarta Fashion Week 2025, Sabamodest presents 16 remarkable looks, featuring dresses, outerwear, and shirts. The collection showcases loose silhouettes in a palette of black, white, army green, brown, and beige, utilizing comfortable cotton and polyester materials ideal for the tropical climate. With light layering designed for warmth and breathability, the collection captures the essence of modern modest fashion. Invitees of the Sabamodest fashion show can expect a showcase of superior craftsmanship and dedication to creating exceptional modest fashion that transcends trends.

The featured Sabamodest pieces are available for browsing and purchase at the Shopee Fashionlink Official Shop during the entire event.

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