



PRESS RELEASE

FOR IMMEDIATE
RELEASE

SPRING/SUMMER 2020 (ENGLISH)

Jakarta, Indonesia – 21rd October 2019

IKYK Spring/Summer 2020 collection is the current child of many IKYK's creations inspired by when the Designer, Anandia Putri observed how the people from Africa dressed up as if it's their way of life. She just cannot take her eyes on them every time they crossed their path on the other side of the world. The collection that consists of twenty looks will be shown at Jakarta Fashion Week 2020 and launched altogether at The Goods Dept. Pacific Place on the 1st of November 2019.

The Muslim traveler from Africa usually come from Sudan, Kenya, Egypt, and other countries around them. With the richness of culture and the exotics of their skin, these people are known for their vivid selection of colors of their clothes that catches people's eyes. The mix-and-match and the contrast set beautifully for Putri's point of view that brings the feel of liveliness, coolness, and confidence.

In this collection, still in the modesty approaches, IKYK takes fresher and playful designs of assortments that embrace different colors which normally not seen on its previous collection that mixed cool, warm, vibrant and understated palette. Ranging from chiffon, nylon, gabardine, polyester organza, and other relaxed fabrics, IKYK portrays safari mood from animal prints and its moniker colors of beige and ivory. This modern modest assembly trusted to be comfortable and wearable for those who wear hijab or who does not. Regardless of the renewed look that Putri wants to show in this new collection, IKYK's oversized silhouette like long outerwear, parkas, and coats are still going to be seen consistently in the mixtures with medium length jackets.

To complete the collection, IKYK is collaborating exclusively with footwear brand Rajnik to create three leather strappy sandals with velcro straps and beads.



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SPRING/SUMMER 2020 (BAHASA)

Koleksi IKYK Spring / Summer 2020 merupakan koleksi bungsu dari banyak kreasi IKYK yang terinspirasi dari saat sang desainer, Anandia Putri pergi berwisata dan mengamati bagaimana orang-orang dari Afrika berpakaian seolah-olah itu adalah cara hidup mereka. Hal ini membuat Putri tidak bisa berhenti memandangi mereka setiap kali bertemu di belahan dunia lain. Koleksi yang terdiri dari dua puluh pakaian ini akan ditampilkan di Jakarta Fashion Week 2020 dan diluncurkan secara bersamaan di The Goods Dept. Pacific Place pada tanggal 1 November 2019.

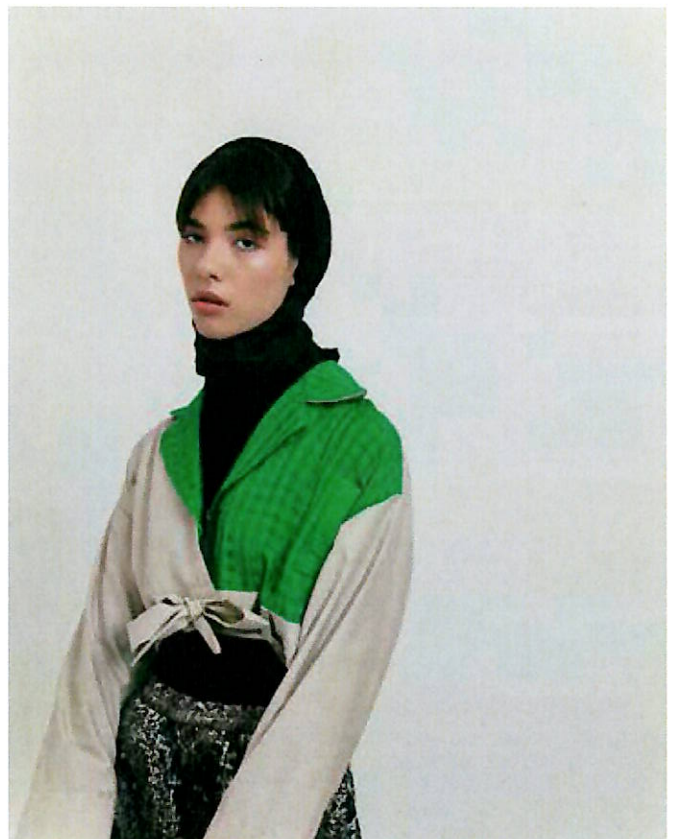
Wisatawan Muslim dari Afrika biasanya datang dari Sudan, Kenya, Mesir, dan negara-negara lain di sekitarnya. Dengan kekayaan budaya dan eksotika kulit mereka, orang-orang ini dikenal karena pemilihan warna pakaian mereka yang jelas yang menarik perhatian orang. Perpaduan yang serasi namun kontras yang tertata dengan indah bagi pandangan Putri yang menghadirkan nuansa keaktifan, kesejukan, dan kepercayaan diri.

Dalam koleksi ini, masih dalam pendekatan modesty, IKYK mengambil bermacam desain yang lebih fresh dan fun dengan menyajikan berbagai warna yang biasanya tidak terlihat pada koleksi-koleksi sebelumnya yang memadukan palet cool, warm, vibrant, dan understated. Mulai dari chiffon, gabardine nylon, organza polyester, dan material nyaman lainnya, IKYK menggambarkan suasana safari dari animal print dan warna khas IKYK seperti beige dan ivory. Rangkaian Modern Modest ini tentunya menawarkan kesederhanaan dan kenyamanan bagi mereka yang mengenakan hijab maupun tidak. Terlepas dari penampilan baru yang Putri ingin perlihatkan dalam koleksi baru ini, siluet khas dari IKYK seperti pakaian luar yang panjang, parka, dan mantel masih akan terlihat secara konsisten dalam campuran dengan sentuhan baru seperti jaket berpotongan pendek.

Untuk melengkapi koleksinya, IKYK juga bekerja sama secara eksklusif dengan merek sepatu Rajnik untuk membuat tiga sandal bertali kulit dengan tali dan manik-manik velcro.

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ABOUT IKYK

Fashioned in 2011, IKYK (I Know You Know) is an Indonesian based ready-to-wear line that is modest in style fit for global citizens looking to enrich their daily aesthetics. Its signature lies in the silhouette that is oversize in nature, the use of earthy colors and eco-friendly material and its unique selections of outerwear for all seasons. Aspiring to complete every women's daily endeavor, each piece is easily adapted to various looks with signature cuttings as its ultimate foundations.

IKYK strives to unleash every women's personal identity—because we know it's there, and you and I know it. IKYK have grown from being one of the local pioneer and favorite to a rising star in Korea, Japan and Australia.

For more information, sample, and photo shoot request, please contact:

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