

*I. Joeda*

Jakarta Fashion Week 2020  
October, 25<sup>th</sup> 2019

Press Release  
October, 25<sup>th</sup> 2019

## SISTEMA By I. Joeda

Collection Title	: Sistema
Inspiration	: Beauty Surgery Damaged bandages with damaged detail
Design Concept	: Modest Neutral with detailed application
Details	: Layers Asymmetric Structured Deconstructive
Materials	: Linen silk Viscose Cotton Cotton manipulation fabric technique
Color	: White Light grey Dark grey
No of Outfit	: 12
Silhouette Pattern	: H line loose multi layering
Sponsored by / Partners	: Proudly Shoes

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*Rosie Rahmadi*

B A R A S A R I R A

**Rosie Rahmadi present BARASARIRA Fashion Show  
at Jakarta Fashion Week 2020**

**Bring Scoliosis Awareness to the Public Through Modest Fashion Collection**

October 25, 2019, Jakarta

Fashion Designer Rosie Rahmadi presented her latest collection themed "BARASARIRA" on the 25<sup>th</sup> of October 3:00pm at Jakarta Fashion Week 2020, Fashion Tent, Senayan City, Jakarta

"Inspired by Scoliosis survivor, this is the opportunity to bring scoliosis awareness to the public through Fashion. This is the mixture of handmade woven, braiding, and textured fabric mimicking bone structure and exposed corset. I hope BARASARIRA will bring hope and strength to Scoliosis Survivor and gets people or parent to be more aware with health especially backbone" shares Rosie

#### The Collection

It tells a story about a scoliosis case which is inseparable from the back BRACE or CORSET as a body support especially with a scoliosis that is progressing and with a quite large bent angle. The bending of the spine both to the right or left which forms 'S' or 'C' letters has a different levels depending on the degree. In the case of scoliosis most of the patient have an imbalance posture when standing or sitting.

This condition inspired RR to display 12 deluxe modest outfits by referring to Neo Medieval trend forecasting. And it presents asymmetrical lines in this collection. Outfitted with a textured fabrics, using a woven, a braiding and folding techniques that forms the bone structure and other formations which than become overall picture of this collection.





BARA SARIRA proudly presents SL99 as our sponsored  
SL99 is a car care solution for your engine, to protect your family by reducing vehicle's exhaust emission (Carbon Monoxide/CO) Carbon monoxide is a metabolic poison hence it reacts metabolically with blood and can cause a shortness of breath, fainting and even a death.

#### About Rosie Rahmadi

*Rosie Rahmadi is an Indonesian Fashion Designer. She gets Master Degree from Universitas Indonesia and then pursue her passion in fashion and graduated from Islamic Fashion Institute (IFI) in 2016. Now she have 6 fashion brand: RosieRahmadi, GADIZA, WARNAHITAM, ALASKUMALA, LittleTallulah and PARAPOHON. Variated from ModestWear, DailyWear, ModestDeluxe, KidsWear, and MensWear. Her design represent the spirit to redefining beauty and challenge the feminine style by strong statement and hand crafty design. She also in a way to making more sustainable fashion brand by steadily taking a small step toward there, from material sourcing, ethical production and marketing. Rosie Rahmadi is also a member of Indonesian Fashion Chamber.*

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# FIBRIN

by Anggiasari

NewBreedDesigner is a unity of concept designer collaboration between Anggiasari Mawardi, Irmasari Joedawinata, Rosie Rahmadi, @kainprinting to complement each other with a big theme "Concordia".

Anggiasari Mawardi presented the latest collection on October 25<sup>th</sup> 2019 at Jakarta Fashion Week 2020. The 6<sup>th</sup> time participating in Jakarta Fashion Week since 2014, Anggia will present the theme "FIBRIN".

At Jakarta Fashion Week 2020, Anggia will introduce New Label AM by Anggiasari. AM is a Modest Fashion Label with sustainable concept by doing recycle and upcycle design or material.

Fibrin is insoluble protein formed from fibrinogen during the clotting of blood. It forms a fibrous mesh that impedes the flow of blood. This collection was inspired by Fibrin. Fibrin produced by our body in response to bleeding. Whenever a tissue damage results in bleeding. Fibrin forming an interlacing fibrous network. In the last stage of coagulation fibrin, success or failure can occur. The network degradation of fibrin can occur (fibrinolysis).

Fibrin designed in the androgyny style, sporty casual aimed at women of age 20 – 35 years old for non-formal atmosphere. Fibrin have silhouette H and I. The material used is denim, bamboo cotton, linen, leather. Pallet colors used is black, navy, burgundy and yellow mustard. Details from layers, symmetric-asymmetric portion, structured, deconstructive, twisted with manipulating fabric technique, patchwork fabric and denim washing technique. Striped and square motif used as point of interest in the modest collection. The unity of 13 collections into one harmony of Fibrin in the form of outers, blouses, wide palazzo pants and jumpsuits.

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