



JAKARTA, 20 AUGUST 2008

## THE UNVEILING OF INDONESIAN COUTURE

The air around Pacific Place is buzzing with electricity as Sunsilk Style Collection Festival Mode Indonesia – Jakarta Fashion Week 2008 (FMI-JFW 2008) kicks off this evening with a grand Opening Night to be held at the Fashion Tent. The next four days promise an array of the finest of Indonesian luxury and couture fashion and accessories.

Established designers from APPMI (Indonesian Fashion Designers Association) and IPMI (Indonesian Fashion Designer Council) will be sharing centre stage with emerging independents. Coinciding with the aim of Sunsilk Style Collection FMI-JFW 2008 to expose the Indonesian fashion to a wider audience and strengthen the bond with regional markets is the international showcase of Australian couturiers. This year also includes a Designer Accessories Competition (LPA) to include the other fashion essentials – bags, shoes and additional adornments and trimmings. To complete the picture, Dewi magazine will be concluding the show with Fashion Knights of Today and Tomorrow, a fashion parade by designers who reflect the Indonesia of today and the future.

FMI - JFW 2008 will be held between 20 - 24 August 2008. It is expected that more than 5000 people will attend, including the socialites, fashion lovers, local media and foreign media and general public. The five day event will showcase more than 600 new designs from 47 designer (24 from APPMI, 18 from IPMI, 1 independent designer and 4 Australian designers).

Regarded as a monumental event for Indonesian fashion, Sunsilk Style Collection FMI 2008 has drawn support from the biggest names in the industry. Svida Alisjahbana, COO Femina Group and the Chairman of FMI 2008 states, "We believe that our magazines played an important role in promoting the development of Indonesian fashion, either by informing and educating via our editorial or by different activities such as creation and design competitions to expose and find new talents in fashion."

Showing his encouragement, Head of the Tourism Office of Jakarta Government, Arie Budhiman said, "Fashion is a large industry that needs our continuous support...with continuous and precise promotion, in a few years we are sure that Indonesia will become the fashion centre of South East Asia." To APPMI Chairman Taruna K. Kusmayadi, this week symbolizes a new beginning and plays a pivotal role, "particularly to further develop the fashion and other creative industries." Stephanus Hammy, the chairman of IPMI, shares this view, stressing the importance of Indonesian culture as valuable assets that need to be exposed in these events. "I think Indonesian designers will continue to expand, grow and increase their selling value. This is also why we believe we should take part in this event to expose our potential as a strong player in fashion to other Asian countries."

"Sunsilk, as a haircare brand acknowledges that for women, hair and fashion statement are inseparable," said Putri Diah Paramita, Senior Brand Manager Sunsilk. "We are proud to be able to take part in the Festival Mode Indonesia – Jakarta Fashion Week 2008. It is such an inspiring event, organized by competent people in the fashion industry, a world that cannot be separated from women everywhere. Therefore, it would be a pity if we would not be able to be involved."

Pacific Place was selected as the venue because it beautifully reflects Sunsilk Style Collection FMI 2008's theme of global fashion. Pacific Place provides international luxury brands not offered elsewhere in Indonesia. "On behalf of all Pacific Place Management, it is indeed an honour and privilege to be chosen as the host of the prestigious FMI-JFW event for 2008. With many international luxury fashion brands choosing Pacific Place for their newest boutiques, we warmly welcome all associated with the fashion event and look forward to further participating with the organizers to make Jakarta Fashion week an icon on the international fashion calendar," said Daniel Budiman, representing the management of Pacific Place.

Festival Mode Indonesia and Jakarta Fashion Week will be taking place from 20th – 24th August at Pacific Place Mall.



### About Sunsilk

Sunsilk is proud to be part of the Indonesian Fashion Festival 2008, an inspirational event comprising of the best of the fashion world, one that every woman can relate to and is inseparable from. As essential as fashion is to a woman, as a haircare brand, Sunsilk comprehends that locks and tresses are an indivisible part of every woman's fashion statement and it would be a pity if we let Jakarta Fashion Week pass by without our involvement in it.

The displays of famous designer clothes and accessories will acquire a more polished air with hair that is well crafted and styled, which can only enhance the beauty of every woman. It is for this reason Sunsilk has launched the Sunsilk Style Collection consisting of Straight & Sleek for the straight-haired woman and Bouncy Curls for curly hair.

### About Femina Group

Femina Group is a fashion and lifestyle publication company in Indonesia consisting of:

Femina, Gadis, Ayahbunda, Pesona, Parenting, Readers Digest, Seventeen, cita cinta, Cleo, Men's Health Indonesia, Dewi, Estetuca, Fit, Koran komunitas star Jakarta, 94,7 UFM Jakarta & Bandung and Azura telemedia. With a history of thirty-five years, the group has become the forerunner in building and dominating various segments of the national media market especially for the A & B consumer class with a total readership exceeding two million. Femina Group has been a supporter of the Indonesian fashion industry in the form of magazine editorials and the development of emerging talents through various competitions including Fashion Designers Competition and Concours International Des Jeunes Creature de Mode. For more information, please contact:

### Ira Guntur

Femina Group  
Gedung Femina Lt. 2  
Jalan HR Rasuna Said Kav B 32-33  
Jakarta 12910  
Indonesia  
Tel: +62 21 526 6666 ext 3268  
Fax: +62 21 520 9366  
Email: [ira.guntur@feminagroup.com](mailto:ira.guntur@feminagroup.com)  
[www.feminagroup.com](http://www.feminagroup.com)

### About Pacific Place

Located in a teeming business district, Pacific Place provides a shopping centre with the easiest access in Jakarta. Exclusive concierge facilities are available to shoppers, ensuring their every need is met. Shoppers can also indulge in the brand fashion and retail outlets as well as culinary treats from renowned restaurants. We, at Pacific Place, hope to pamper you with our services and amenities. For further information, please visit [www.pacificplace.co.id](http://www.pacificplace.co.id) or contact:

### Shinta Langka

Pacific Place  
Management Office, Pacific Place Level B1  
SCBD, Jl. Jend. Sudirman Kav 52-53  
Jakarta 12190  
Telephone: +62 21 515 2299  
Facsimile: +62 21 5140 0988  
Email: [shintalangka@pacificplace.co.id](mailto:shintalangka@pacificplace.co.id)  
[www.pacificplace.co.id](http://www.pacificplace.co.id)