



JAKARTA, 21 AUGUST 2008

## Governor of Jakarta officially opened Jakarta Fashion Week and the Indonesian Fashion Designers Association display their creations today

Festival Mode Indonesia – Jakarta Fashion Week 2008 opened yesterday with a press conference at Pacific Place and was followed by the opening ceremony officiated by Fauzi Bowo, the Governor of Jakarta. All major national press, magazines and newspapers along with international representatives from the Australasia region attended.

In his speech to officially declaring the opening of FMI - JFW 2008, the governor stated:

“This is like a dream come true. Around twenty years ago, I remember, with Mr Joop Ave, I attempted to build a continuing fashion week event in Jakarta. At the beginning it made good progress, received positive feedback. However, it could not immediately become a recurrence. But let us forget the past and look to the future because today is a new beginning, a beginning that is more progressive and joyful. I hope, one day that Jakarta Fashion Week will become the biggest fashion show in South East Asia. The local government of Jakarta will strive to facilitate and support this event as best we can every year. This is my promise for I am certain fashion is one of the bastions of the creative industry in our country,”

FMI – JFW 2008 is indeed a part of the Enjoy Jakarta programme that has been fully sponsored by the Government of the DKI Jakarta Province with the aim to promote the capital city of Jakarta as the centre of fashion and style in Asia.

The designers exhibiting their creations today, 21 August 2008, are representatives of the Indonesian Fashion Designers Association (APPMI). With members spread across the archipelago, the twenty-two designers under APPMI bring with them perspectives of style not only from within the capital but from the pockets of culture throughout Indonesia.

Elements from the Minahasa culture are apparent in Defrico Audy's silk print motifs. The flora and fauna of South Sumatra provides inspiration for Jazz Pasay's "Gadis Palembang" that explores dominant colours with touches of yellow accents. Long-standing favourite Monika Jufry will be unveiling her understated silhouettes characteristic of her collection of modern Muslim wear. The curves and details of everyday objects from vases to armchairs are the muses behind Dwi Iskandar's sexy palette of monochromatic creations. Shown on the FMI catwalk for the first time will be Uke Toegimin's ethnic symmetry. Another highly anticipated event is the Poppy Dharsono line. The legendary designer will be launching her "Kartini" themed collection, befitting the fearless strength of the emancipated woman. "I never imagined I would be working so closely with all these designers, with a famous show director and such an skilled makeup artist. It is hard work but at the end of each day I realize that I have become part of a huge event with the individuals of Indonesian fashion, and that is an experience I will never forget," said Herlina Hadid, coordinator of the APPMI show.

Head of APPMI, Taruna K Kusmayadi stated, "the creativity and talent of local designers must be placed in the limelight for the whole world to see, so this can motivate them in their interactions with international trade and the world becomes aware that Indonesia is a treasury filled with creative individuals in the fashion world".

APPMI will also be displaying a collection called "Kembali Fitri" from their group of designers of Muslim garments in line with the upcoming Hari Raya Idul Fitri. "The designers will be supported with choreography and a multimedia performance, so that their work has a louder voice on stage," said Ari Tulang, APPMI show director. The designers will be showing their newest collection inspired by the exotic colours and desert plains of Morocco.

Men's Health Indonesia will also be holding an event today with their Men's Health Brown Bag Lunch where the midday meal will be accompanied by a talk show on fashion, nutrition, fitness and sex. Experts from each field as well as a few of Men's Health Be Our Cover models will be present to impart their knowledge and experiences of healthy living. According to Nino Sujudi, Editor-in-Chief of Men's Health Indonesia, "This is in line with the mission and vision of Men's Health to promote a healthy lifestyle, where an attractive appearance is only one of the things we have to tend to."

Today marks the first day of the Designer Accessories Competition 2008. While Seventeen magazine will have "University of Style", which will be discussion all the fashion essentials, most importantly the accessories of style. And one of this evening's highlights is the Malam Final Wajah Femina 2008 featuring Agnes Monica, Maliq & Essential and other famous faces.

LIVE shows dan VIDEO-on-Demand of Festival Mode Indonesia - Jakarta Fashion Week can be accessed directly at: [www.feminagroup.com/fmi2008/](http://www.feminagroup.com/fmi2008/) will automatically direct you to <http://tv.kompas.com/content/view/4615/223/>



### 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:

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### 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:

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