



JAKARTA, 22 AUGUST 2008

INDONESIAN FASHION DESIGNER COUNCIL AT IFW 2008

The Festival Mode Indonesia – Jakarta Fashion Week 2008 would not be complete without the involvement of the visionary members of the Indonesian Fashion Designers Council (IPMI). Fourteen designers, those who have thrived long enough to be legends and those raw talents who can stir up the catwalk through sheer creative energy, will be displaying their assortment of ethnic, contemporary and classic wear.

“All forms of activity in support of the fashion industry in an encouragement in IPMI’s effort to introduce the creativity of this nation and to convey to the national as well as international communities about the growth of Indonesian style itself,” said Dipl. Des. Sjamsidar Isa, President of IPMI.

The core of the catwalk schedule reflects this by incorporating iconic designers such as Ghea Panggabean and Chossy Latu, joining established labels such as Priyo Oktaviano. In “Craftphoria Urban”, Carmanita explores unique silhouettes through the technique of drapery. Denny Wirawan, whose ultra elegant shapes have swathed many a celebrity, will show his highly anticipated collection alongside Liliانا Salim and Ari Saputra in the contemporary section of tonight’s show. Lingering on the timeless and wearable modern chic, Stephanus Hamy works his love of traditional Indonesian textile into his work. The allure of Tuti Cholid is in her intellectual design pieces, proving glamour requires careful preparation and thought for it to be eternally appealing.

Our dream, as Indonesian fashion designers, has always been to turn Indonesia, or Jakarta to be more precise, into the fashion centre of South East Asia,” said Stephanus Hamy, Chairman of IPMI, “What we offer with this event is predominantly a ‘ready-to-wear’ collection because this is in the interest of daily life, mostly to support the export of Indonesian ready-made clothing overseas. This is our chance for the work of the Indonesian people to be publicized to the world and show how unique our fashion is because of the diversity of cultures that exist here.”

IPMI Show Coordinator, Anastasia Avi commented that, “Each IPMI designer have their own strengths, because they are already well-known and have the strength of character in their work. This show will be interesting to watch because the designers applied the inspiration derived from the culture of Indonesia into their day-to-day pieces. For instance, Chossy Latu is working with the batik motifs. If until now batik gives the impression of being too stiff because it is only worn on formal occasions, Chossy will present the versatility of batik, even using its beauty in a collection of beach wear. Ghea Panggabean will also be showing her works with the motifs of East Nusa Tenggara in her modern silhouettes. A line of other IPMI designers will also be displaying their newest collections. ”

Era M Soekamto is a designer to keep a close eye on with the launch of his new line dubbed X Label targeting open-minded young executives. Era will be introducing the Parang Rusak batik motif that has been processed through a fractal mathematical formula created using special software. “Fractal means to destroy the formula to create something new. Therefore, the batik appears more futuristic with an edgier cutting,” said Era. For this task, Era is collaborating with the Pixel People Project, a group of youths from Bandung who won a software creation competition from Menristek. The fractal technique of creating batik may create controversy because it involves technology in the creation of the design and “destroys” a popular motif. Undaunted, Era said, “I am ready for protests.” According to him, this is an effort that must be acknowledged for batik to keep expanding and be accepted worldwide.”

Covered in today’s schedule is round two of the Designer Accessories Competition and preparation begins for Bubble Girl “Dress Up to be Happy”, an event organized by Ayahbunda – Parenting (Femina) that is planned to be held on Sunday (24/8). Another exciting event today is the CLEO Fashion Awards 2008 where CLEO magazine will be giving awards to the following: most talented young designer, most innovative local brand and favourite international label. The winner will be determined by a reader’s poll of CLEO magazine and selected by a jury that consists of Ivan Gunawan, Bernard from B Management, VJ Marissa, Luna Maya, Dominique Diyose and Herlina Halid as Senior Fashion Editor of CLEO.

Danielle Pearce, General Manager of Pacific Place, host of FMI – JFW 2008 stated, “the management of Pacific Place feel honoured that Pacific Place has been chosen to be the place to hold FMI – JFW 2008. With a multitude of “exclusive” international brands that have chosen Pacific Place for their new boutiques, we warmly welcome everything involved with fashion events. In the future, we hope to participate with the organizers and make Jakarta Fashion Week into one of the icons of the international fashion calendar.”

LIVE shows dan VIDEO-on-Demand of Festival Mode Indonesia - Jakarta Fashion Week can be accessed directly at: www.feminagroup.com/fmi2008/ will automatically direct you to <http://tv.kompas.com/content/view/4615/223/>
The FMI - JFW website is in accordance with the link printed below the FEMINA advert in Kompas newspaper today.



Festival Mode Indonesia - Jakarta Fashion Week 2008 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:

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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 or contact:

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