



JAKARTA, 22 AUGUST 2008

ELECTRIFYING SHOWS WRAP UP FMI-JFW 2008

Fashion Mode Indonesia – Jakarta Fashion Week 2008 draws to a close after four days of 15 catwalks shows, featuring 47 designers with over 600 pieces that verge on the spectacular. This evening's Designer Accessories Competition (LPA) and the Dewi Knights of Fashion Today and Tomorrow parade wraps up the show.

Ten names chosen to represent the modern face of Indonesia. Ten talents with ten different styles...all citizens of one nation. The Dewi Knights of Fashion, singled out by Dewi magazine, comprises of a diverse range of designers from Oscar Lawalata's Bodo collection of South Sulawesi to Deden Siswanto's feminine glamour. Bali native Ali Charisma joins Paris-primed Priyo Oktaviano on the catwalk, Barli Asmara mingles with the aesthetic romanticism of Sally Koeswanto and Sebastian Gunawan while Denny Wirawan works the consistency of his pieces with the master of pleats, Stephanus Hammy and layered shibori techniques utilized by the ever-innovative Carmanita.

Dewi magazine's Editor in Chief, Ni Luh Sekar said, "the ten chosen designers personify the fighting spirit of this country's fashion map: innovation that provides the passion to the various cultural creations. They are living proof of the richness of our works of art and creativity, embodying the pride of Dewi for the Indonesian fashion industry."

One of the most essential element in fashion is accessories, having the ability to enrich the most simple of garments. Femina Group decided to hold the Designer Accessories Competition (LPA) for this reason, seeking to screen fresh talent with the ability to become major players and contributors of the Indonesian fashion industry.

"LPA is actually not a new competition. In the 90s Femina Group held a similar event as part of the Fashion Design Competition (LPM). Seeing the current growth of the accessories industry, this year we decided to hold it as a singular competition and will be running it twice a year in between the Fashion Design Competition," stated Svida Alisjahbana, FMI 2008 Chairwoman.

Under the theme "Indonesia Modern", there are three categories of accessories in the competition: jewelry, bags and shoes. Contestants will be judged on originality, creativity, style, harmony, ease of wear and commercial value. There will be 152 participants joining LPA Femina Group 2008 and the members of the jury will select three winners in each category based on concept, presentation and the creation. "The LPA finalists come from different backgrounds – from student, lecturers, interior designers to housewives. They not only originate from Jakarta but also from Surabaya, Bandung, Sidoarjo, Klaten, Yogyakarta and Jambi," notes Zornia S. Devi, Head of LPA Femina Group 2008. The winners will be announced tonight and the first prize for each category includes the opportunity to visit the International Accessories Exhibition in Hong Kong.

FMI – JFW 2008 will also be holding Stiletto to Sport Shoes, Style With Comfort – footwear with style, comfort and safety (FIT magazine). For those interested in being behind the lens, Reader's Digest Indonesia will be running the Fashion Photography Workshop. "The fashion industry has a strong link to photography. The rapid growth of the fashion industry is greatly supported by the major talents of the photographic industry. Reader's Digest Indonesia would like to play a role in the birth of new talents who can shine in the Indonesian fashion world with our Fashion Photography Workshop. Festival Mode Indonesia – Jakarta Fashion Week 2008 has the right momentum for the workshop participants to take the leap, create and is the ticket to a professional career," said Dalyanta Sembiring, Editor-in-Chief Representative.

Although FMI – JFW 2008 officially closes tonight, Ayahbunda - Parenting (Femina) will be presenting the Bubble Girl "Dress Up to be Happy" fashion show tomorrow.

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/>

<http://www.feminagroup.com/fmi2008> 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.



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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