



Press Release: To Publish

Talent Search of Indonesia's Fashion Industry

Jakarta, 23 October 2018 – For four decades, Femina Group had been holding Fashion Design Competition to unearth new, unnoticed talents. This year, the grand Jakarta Fashion Week 2019 became platform for two talent searches as a legacy to the legendary competition that had brought us numerous fashion wizards.

Lomba Perancang Aksesori (Fashion Accessories Design Competition) was initiated in 2008 and had chosen its best winners from 204 participators. With “Tropical Vibes” as theme, judging committee that consisted of Erwin Suganda (Creative Director of UBS Gold), Rinaldi Yunardi (accessories designer), Cinthya Wirjono (Co-founder of The Goods Dept and Brightspot Market), Lisa Malonda (representative of Istituto Marangoni), and Petty S. Fatimah (CCO Femina Magazine), had selected and announced the three winners in Fashion Tent.

Ten finalists were given opportunity to exhibit their creations, worn alongside all-white fashion articles from Anthony Tandiono, alumnus of Lomba Perancang Mode (Fashion Design Competition) 2017. The parade of accessories was followed by new collection from Yosep Sinudarsono with directions from a celebrity stylist, Caren Delano. New jewellery from UBS Gold shimmered elegantly on collection of black with a touch of *batik sogan*.

The third winner is **Windra Pramanda Siregar, 23, Tangerang**, with collection “Waikiki” that’s inspired by coastlines and beach stones. This collection was created with unrefutable skill of craftsmanship. The second winner is **Hilma Sophia, 26, Bandung**, and her collection, “After Frida”. Inspired by Frida Kahlo, Hilma broke through the definition of this competition’s theme with elegant copper colouring techniques.

Finally, the first winner who received scholarship for Fashion Accessories Course in **Istituto Marangoni** in Firenze, Italy, is **Adhe Vita Phianti, 38, Kuta Bali**. Coral reefs were translated into the chunky and colourful pieces, bringing out the life of underwater mollusks. Also, **Shafanissa Ganefiani, 18, Sukabumi**, and her collection, “Sunny Beach”, took the title of the favourite winner through Instagram likes.

Lomba Perancang Mode Menswear (Menswear Fashion Design Competition) also shared this experience in its second year. On the night of ten finalists, the judging committee finally selected three winners and a favourite as determined by Instagram likes. Also featuring performance from Riana Sovany, each finalist exhibits their six creations, along with new collections from three alumni of LMP Menswear, which were Rhy Suryo, Dede Ananta, and Prasetyo Nugroho.

Judging committee consisted of Misan Kopaka (designer), Lisa Malonda (representative of Istituto Marangoni), Rama Antono (Merchandising Manager of Menswear Division of Sogo Department Store), Zoey Rasjid (publisher of The Folio Indonesia), and Ai Syarif (Creative Advisor for Jakarta Fashion Week), had announced the three winners.

With favourite title going to **Elsa, 22, Jakarta**, and her collection “**Modern Marine**” that was inspired by Bugis Phinisi, the third winner was **Anita Nyotosetiadi, 26, Surabaya**, with her collection, “**Memoir of a Bygone Era**” that’s inspired by her childhood. Meanwhile, **Temma Prasetio, 37, Jakarta**, took the second place with a collection called “**Flame**”, inspired by manly heat that flares like blue flame.

The first winner is **Eleska Sutanto, 25, Jakarta**, and “**Stripe Tribe**” collection. Stripes and cashmere became a harmonious fusion through wondrous sewing technique. Eleska also received opportunity to build stronger foundation to her skill through short course in Istituto Marangoni, Milan.

Congratulations to all winners!

About Jakarta Fashion Week

Jakarta Fashion Week is the front-running fashion event in Indonesia since 2007. Hailed as the initiator platform to forward Indonesia's fashion industry, Jakarta Fashion Week acts as the beacon of fashion enthusiasts, while also devoting a prestigious dais to showcase talents and creativity of local fashion society. Jakarta Fashion week also holds year-round programs to advance Indonesia's creators' participations in international platforms. Jakarta Fashion Week is held by Azura Activation, a part of Femina Group.

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About UBS Gold

Established in 1981 in Surabaya, PT. UBS or popularly known as UBS Pusat Emas Model Baru is the best, the most trusted, and the most comprehensive in Indonesia and the world's gold jewellery industry for 35 years. UBS had become the leading brand in Indonesia's gold market, and an established industry in international platform.