

Press Release JFW 2027

IMAJI Studio presents: “Allegory of the Cave”

IMAJI Studio makes its Jakarta Fashion Week runway debut as part of the Fashion Force program on the **29th of October 2026, Pondok Indah Mall 3, 09:00 PM**. Shari Semesta and Bunga Shania as the creator and creative director of the brand will present a collection inspired by the oldest cave paintings in the world found in Liang Metanundo, Muna Island, Sulawesi that dates back 67,000 years entitled “Allegory of the Cave”. The collection will be a testament to IMAJI Studio’s roots in culture, nature, and art. The three pillars that carry the soul of the brand from its origins in 2015.

Why do people paint in caves? To tell you their truth, a subjective truth, to tell you a story, to document a reality that is their own. In today’s political and social climate, dualities do exist and hope always prevails. In regeneration there is hope, in restoration there is hope, and as long as humans work together collectively towards the same higher purpose there will always be life rooted in humanity. This time we hope to paint on our fabric to tell you our version of the story, rooted in girlhood, motherhood, surrender, and hope.

In this discussion the collection wanted to showcase IMAJI Studio’s versatile way of creating unique pieces that are wearable, have a traditional feel to them, but never outdated. All based on cotton, we also use upcycled waste fabric from the studio to make entirely new and unique pieces. Using familiar materials such as buttons, beads, and hand embroidery as decorative for our more mature color palettes. Different from our usual playful and quirky colors, we aim to create a more humble, earthy, and organic colors inspired by organic matter found in caves and rocks.

There are three women's looks consisting of a dress, a kebaya top, upcycled skirt, shorts and a halter trouser set and three mens looks with long sleeve shirt, shorts, long pants, jacket, our signature shirt, and sarong. We layer them and accessorize them with beads that are made from wood and stone to give them a more contemporary twist and create unique button

accessories that pair well with the simple shirt silhouette. You will find that the pieces from both men and women are complimenting each other

Our muses represent the main idea of hope in regeneration, **Widuri** and **Dru** is Widi Mulia and Dwi Sasono's daughter and son. **The Sasonos** have always been supportive of IMAJI Studio's growth since the beginning and they have always maintained their values to be respectful of culture, nature, and art. Their parents used to be our muse and now their family has grown its time to spotlight the next generation.

We are grateful for the support of *Wander, Mon Arte, Mrs. Marcia, Manjusha, and Prabumi*. Whose support from their own craft completed our looks and vision on the runway so that we may tell our story. Also for Fashion Force jury panels and *LUMINE* for providing the space for us to create something that is deeply personal and showcasing them for the whole world to see. The audience will be able to pre-order, see it up close, and even purchase some of our Jakarta Fashion Week looks on the **31st of October 2026** at **LUMINE, Ashta District 8**, starting from **04:00 PM** onwards. At our showcase, our one of a kind button accessories called "seedlings" will be available to purchase and 100% of the proceeds will be directed to donations for the Kalimantan wildfires. We will encourage people to donate and purchase one more for the person after them to spark a chain reaction of goodness.

Designers' Profile

Shari Semesta, born 13 May 1990, @sharisemesta_ is a multidisciplinary artist who graduated from Media and Cultural Studies at Edith Cowan University, Western Australia. Having been exposed to traditional arts and practiced traditional Javanese dance grew her love for the diversity of Indonesia's traditional fabric. Seeing Indonesian textile as not just art but a part of civilization she founded IMAJI Studio in hopes of connecting fabric with stories and nature once again. Today her projects encompass not only the architecture of the IMAJI Studio's image but also in creating performances on stage with her mother that restores Wayang Orang, Ketoprak, and Javanese Dance to appeal to younger audiences. She spearheaded two non profits dedicated to reviving traditional arts (Laskar Indonesia Pusaka) and archiving Indonesia's achievement (Yayasan Institut Prestasi Nasional).

Bunga Shania, born 29 November 1998, @blxwy is a fashion design graduate with honors from ESMOD Jakarta. As an artist and fashion designer she shares a deep love for the craft. From embroideries, hand stitchings, fabric manipulation, and natural dyeing, she acts as the guiding light on creative visions for IMAJI Studio. Her attention to detail on each of the designs create a universe for the brand's humble yet playful approach. Her projects encompass the whole creative industry from fashion design, to crafting home decor (Arbiaro x Klai), and even single handedly hand embroidering artworks for exhibitions (in collaboration with Roboto Reo). Her other creative direction for Space& have been worn by Indonesia's own No Na. If there is ever a person deeply in love with her craft and has as much respect for nature mirrored in her daily life, it's Bunga Shania.

“Allegory of the Cave” hopes to open up a conversation about how we tell our stories for the next generation, what we want to paint in our ‘caves’ for the next 60,000 years to see. With fires rampaging different parts of our mother nature in our mother land we hope to create and make a positive impact which ultimately gives people hope. With fires closing in on our oldest cave painting at the moment it is our absolute wish that people can collectively come together to save what's left in the world.

Contact Details

IMAJI Studio

Address: Jl. Gading Kirana TImur No. 22

Kelapa Gading Barat, Jakarta 14240

E-mail: info@imajistudio.co

Phone: +628111656521

Instagram: @imaji.studio

Website: www.imajistudio.c

LINK TO DOCUMENTATION:

<https://www.flickr.com/photos/203697410@N04/albums/72177720336412663/>