SUEDESON
Kimberly Tandra

PRESS RELEASE

Suedeson by Kimberly Tandra presented by Dewi Luxe Market unveils “Her Bloom” at Jakarta Fashion Week

An ode to growth, self-discovery, and the beauty of blooming in your own time.

JAKARTA, INDONESIA | Suedeson by Kimberly Tandra unveils *Her Bloom*, a collection presented at Jakarta Fashion Week that explores the journey of personal growth, the courage to choose oneself, and the beauty of becoming who we are meant to be.

Rooted in the belief that growth is deeply personal, *Her Bloom* celebrates the many forms of blooming. Just as flowers unfold in their own shapes, colors, and seasons, every woman has her own journey, her own pace, and her own definition of becoming. There is no single way to bloom, and no timeline that everyone must follow. Some bloom boldly, others quietly. Some flourish early, while others take time to discover the light they need. Each journey is equally beautiful.

At the heart of the collection lies a simple yet powerful message: **choosing yourself is also a form of growth.** It is about having the courage to embrace change, to let go of what no longer serves you, and to make room for the person you are becoming. Growth does not always mean moving forward without hesitation. Sometimes, it means starting over, finding your voice, or learning to trust your own path.

Through *Her Bloom*, Kimberly Tandra translates this philosophy into the visual language of Suedeson, a contemporary womenswear label recognized for its feminine silhouettes, signature floral motifs, and intricate handmade embroidery. Drawing inspiration from the organic beauty of flowers, the collection reflects the evolving nature of womanhood, where softness can coexist with strength and vulnerability can become a source of beauty.

Floral elements serve as more than decorative details. They become a metaphor for transformation, capturing the delicate process of unfolding and the individuality of every bloom. Through thoughtful design and meticulous craftsmanship, Suedeson brings this narrative to life, inviting women to see clothing not merely as an expression of style, but as a reflection of their personal journeys.

For Suedeson, femininity is not defined by a single ideal. It is an evolving expression of identity, shaped by experiences, choices, and the courage to grow into oneself. With its commitment to craftsmanship and considered design, the brand continues to explore the relationship between nature, individuality, and contemporary femininity.

“**Her Bloom is a reminder that we all have our own seasons in life. We often compare our journeys to others, wondering whether we are growing fast enough or becoming**

enough. But just like flowers, we are never meant to bloom in exactly the same way. Sometimes, the most important thing we can do is choose ourselves, give ourselves room to grow, and trust that our own bloom will come in its own time," says Kimberly Tandra, founder and creative director of Suedeson.

Presented at Jakarta Fashion Week, *Her Bloom* is an invitation to embrace every stage of becoming, to celebrate the growth that happens both visibly and quietly, and to recognize that every woman carries a unique kind of beauty.

Because growth is not about becoming someone else. It is about becoming more of yourself.

Everyone has their own kind of bloom. And every bloom deserves its season.

ABOUT SUEDESON BY KIMBERLY TANDRA

Suedeson by Kimberly Tandra is a contemporary womenswear label founded by Indonesian fashion designer Kimberly Tandra, an ESMOD Paris alumna and Forbes 30 Under 30 Asia 2024 honoree. The brand is recognized for its feminine aesthetic, signature floral patterns, and intricate handmade embroidery, drawing inspiration from the richness of Indonesian flora and the artistry of craftsmanship.

Guided by the philosophy of luxurious simplicity, Suedeson creates thoughtfully designed pieces that celebrate individuality, femininity, and the enduring beauty of details. Through its distinctive approach to design and craftsmanship, the brand continues to explore new expressions of contemporary womanhood.

DESIGNER PROFILE

KIMBERLY TANDRA

Founder and Creative Director of Suedeson by Kimberly Tandra

Kimberly Tandra is an Indonesian fashion designer and entrepreneur known for her contemporary approach to femininity, intricate craftsmanship, and distinctive floral designs. An alumna of ESMOD Jakarta and Paris, Kimberly began her journey in fashion at the age of 17, driven by an early passion for design and a determination to build a name of her own in the industry.

In 2017, she founded **Suedeson by Kimberly Tandra**, a contemporary womenswear label that embodies luxurious simplicity through signature floral motifs, vibrant colors, and intricate handmade embroidery. Inspired by the beauty of Indonesian flora, her designs bring together artistic expression, meticulous craftsmanship, and modern femininity, transforming delicate details into distinctive, wearable pieces.

Kimberly's creative journey has taken her work to the international stage, with Suedeson showcasing collections at New York Fashion Week in 2018, 2022, and 2023. Her work

reflects a commitment to celebrating Indonesian craftsmanship while creating contemporary designs that resonate with a global audience.

In 2024, Kimberly was named a **Forbes 30 Under 30 Asia honoree** in recognition of her contribution to the creative industry. Through Suedeson, she continues to explore the relationship between fashion, nature, identity, and self-expression, creating collections that tell meaningful stories through design.

For Kimberly, fashion is more than clothing. It is a medium through which women can express their individuality, embrace their femininity, and celebrate their personal journeys. With each collection, she invites women to find beauty in the details and confidence in becoming their most authentic selves.

Her vision continues to evolve with *Her Bloom*, Suedeson's collection for Jakarta Fashion Week, which celebrates personal growth, the courage to choose oneself, and the belief that every woman has her own way and season to bloom.

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