PRESS RELEASE

ISSHU Presents “GROTESQUE” at Jakarta Fashion Week 2027

JAKARTA, INDONESIA — 28 OCTOBER 2026

ISSHU presents **GROTESQUE**, its latest collection, at **Jakarta Fashion Week 2027**, on 28 October 2026 at 3:00 PM.

Rooted in **gothic romance**, GROTESQUE explores the changing perception of beauty through a dialogue between past and present. Drawing inspiration from turn-of-the-20th-century fashion, an era shaped by ideals of refinement, propriety, and carefully constructed silhouettes the collection looks back at a time when beauty was closely associated with the pursuit of perfection. GROTESQUE takes these codes and deliberately distorts them.

Under the creative direction of **Rheza Paleva** and developed in collaboration with designer **Viarose**, the collection brings historical romanticism into a contemporary world where perfection no longer defines beauty. Instead, irregularity, individuality, exaggeration, and imperfection become part of its character.

Historical references appear through corseted structures, lace, sculpted tailoring, elongated silhouettes, high collars, and intricate ornamentation. These familiar elements are disrupted through asymmetry, transparency, unconventional proportions, exposed construction, metal, chains, beads, and irregular pearls.

The result exists somewhere between the romantic and the peculiar, where softness meets severity, elegance becomes distorted, and something initially strange can become unexpectedly seductive. Here, *grotesque* does not represent ugliness. It represents beauty that refuses to remain perfect.

Rather than rejecting the elegance of the past, GROTESQUE reimagines it through the realities of the present. It asks whether something must be symmetrical, polished, or conventionally beautiful to deserve admiration and proposes that imperfection can carry its own form of luxury.

With **Liko Sukhoy** leading Art Direction, the collection's visual world extends beyond the garments. Footwear is supported by **WATT**, while accessories created in collaboration with **DANG Exclamation** further explore the tension between delicacy, ornamentation, and distortion.

At its core, GROTESQUE is a study of beauty across two different eras: one that aspired to perfection, and another learning to find beauty without it.

Beauty does not disappear when perfection does.

GROTESQUE

ISSHU at Jakarta Fashion Week 2027 on 28 October 2026 at 3:00 PM
Creative Director: Rheza Paleva
Collaborating Designer: Viarose
Art Direction: Liko Sukhoy
Footwear Support: WATT
Accessories Collaboration: DANG Exclamation

ABOUT ISSHU

ISSHU is an Indonesian fashion and lifestyle brand rooted in **thoughtful luxury, individuality, and modern craftsmanship**. Through fashion, jewelry, accessories, and objects, ISSHU transforms creativity, culture, and craftsmanship into pieces intended to become part of an individual's identity. For ISSHU, luxury is not defined solely by exclusivity or perfection, but by meaning, expression, and the relationship between an object and the person who chooses to wear it.

With GROTESQUE, ISSHU extends that philosophy into an exploration of beauty itself—looking backward at an age that pursued perfection and forward toward one that increasingly understands that **something can be imperfect, peculiar, and still profoundly beautiful.**

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