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Tanah le Saé "The Colour: Purple" at Jakarta Fashion Week 2027.

There are people who enter our lives and leave something behind that cannot quite be named.

Jakarta, Indonesia — October 31, 2026 . Tanah le Saé unveils its latest collection, **The Colour: Purple**, at **Jakarta Fashion Week 2027**, taking place at **City Hall, Pondok Indah Mall 3 (PIM 3)**. Designed by co-founders **Denniel Richard** and **Andika Wiradiputra**, the presentation marks the brand's **sixth year participating in Jakarta Fashion Week**, celebrating another chapter in Tanah le Saé's ongoing exploration of craftsmanship, sustainability, and emotional storytelling.

At the heart of **The Colour: Purple** is a simple yet deeply personal question: *What happens when a person becomes a colour in our memory?*

"We are exploring the idea of how some people can leave such a profound impression on our lives that they become more than memories, they become a colour," says **Andika Wiradiputra**, Co-Founder of Tanah le Saé.

The collection takes inspiration from the symbolism of purple as a colour born from the meeting of red and blue. Red evokes love, passion, and desire, while blue represents friendship, trust, and companionship. Together, they create purple, a metaphor for the rare person who can become both a lover and a friend, someone whose presence occupies a space beyond conventional definitions of a relationship.

The collection does not attempt to define who a "purple person" should be. Instead, it reflects on the people who leave an indelible impression on our lives.

Perhaps they are the person we loved.

Perhaps the person we almost had.

Perhaps the person who changed us without ever knowing.

Purple appears throughout the collection with deliberate restraint rather than as a dominant colour. It is revealed through **linings, inner garments, and subtle detailing**, allowing the colour to exist almost as a secret within each look.

"We wanted to use purple in a very subtle way," explains **Denniel Richard**, Co-Founder of Tanah le Saé. "It appears in the lining, inner garments, and details, almost like something personal that is discovered rather than immediately seen."

Craftsmanship as Memory

At the core of Tanah le Saé remains its commitment to craftsmanship and responsible design. Hand-finished details, unexpected combinations of fabrics, and considered imperfections give each garment a distinctly personal character.

For **The Colour: Purple**, the designers continue their practice of working with existing materials, incorporating leftover fabrics and textiles from previous collections into new designs.

“Materials carry their own histories,” Denniel explains. “That is why we use leftover fabrics and reuse materials from our previous collections. They become fragments of the story, carrying traces of where they came from into something new.”

The collection also marks a further development of Tanah le Saé’s exploration of **macramé**. Following the use of macramé as a key element in a vest from the previous collection, the technique returns this season in a more refined and understated form. Smaller macramé details are incorporated throughout the collection and paired with **recycled pearl buttons**, creating a dialogue between handcrafted texture and repurposed materials.

Six Years at Jakarta Fashion Week

Tanah le Saé has continued to build its identity around the intersection of **craftsmanship, sustainability, and emotional storytelling**, creating collections that approach fashion as a medium for personal narratives and material histories.

For Jakarta Fashion Week 2027, the brand presents **20 distinctive looks**, including **special collaborative looks created with POND’S** on **POND’S Bright Miracle Runway** with theme ***Real Friendship.***

Completing the presentation, Tanah le Saé is supported by Bagteria, Rumme, and footwear by Andre Anthony & Marista Santividya. The show’s musical atmosphere is curated by **Erdem Kara**, a DJ based in London and a dear friend of the Tanah le Saé family, whose sound brings an additional layer of emotion and depth to the collection.

The Colour: Purple is an exploration of connection in its most elusive form, when a person becomes a feeling, a feeling becomes a memory, and a memory becomes a color.

Who is your purple person?

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About Tanah Le Saé

Established in 2019, Tanah le Saé is an Indonesian brand headquartered in Jakarta, co-founded by Denniel Richard and Andika Wiradiputra, demonstrating a firm dedication to gender-neutral fashion and sustainable production methods. The Tanah le Saé collection is distinguished by a distinctive fusion of timeless allure and a romantic aesthetic, coupled with a ready-to-wear line that adds a unique twist. From the outset, Tanah le Saé has placed a strong emphasis on intricate and distinctive design as its central tenet.

LINK TO DOCUMENTATION:

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