

P R E S S

R E L E A S E



F / W XXIV \_ XXVI  
B E N A N G M E R A H



# WHAT IS ALTO PROJECT

a second line of *alto privé*, a passion project dedicated in exploring boundaries between menswear and womenswear.

Whilst *alto privé* reflects on being feminine, delicate and sophisticated,

**ALTO PROJECT** defines itself as being **bold**, *edgy*, and structured. With handstitched intricate details by artisans of different backgrounds (cooks, merchants, etc.), we try to help others by creating a workplace for people in need.

Our details focuses on flannel hand stitches and *sulam usus lampung*.

# BENANG MERAH COLLECTION I

**BENANG MERAH** tells a story of its designer's journey, after 12 long years of being a designer *Cynthia Vicario* finally met *Abirama*, which the both of them created a congruent red line intertwined within her life story.

The red line defines finding her identity, full of struggles, and a fragile and humbling outcome of self-reflection.

Colors used in the collection are black, off white, bleached black, blue jeans, navy, cashew brown, pale khaki, bleached sand, oyster gray, mermaid, silver and red.

The designs are over-sized jackets and pants, with overlapping, symmetric, raw edge, structured and detachable design features.