



BLUESVILLE

<b>N</b> Nurture	<b>P</b> Plenitude	<b>K</b> Kinesis
---------------------	-----------------------	---------------------



## Nurture. Plenitude. Kinesis



<sup>1</sup> In its ongoing pursuit of harmony between humanity and nature, Bluesville presents its latest collection. Drawing inspiration from the delicate balance of the environment and the dynamic movement of human progress. This collection embodies the quest for equilibrium, utilizing an array of techniques to nurture the symbiotic relationship between man and nature. Through constant movement, Bluesville seeks to create a perfect blend of these two forces, showcased in this seamless collection.



<sup>2</sup> The concept of N.P.K., representing the essential nutrients for plant growth—Nitrogen, Phosphorus, and Potassium—is echoed in the techniques used throughout the collection, from natural dyeing and intricate patchwork to embellishments and delicate graphic patterns.

Nurture. Plenitude. Kinesis

3

Inspired by daily activities in tending to our Indigofera plants, this collection reflects the functional needs of working in the field while offering a refined and comfortable aesthetic for everyday wear. Heritage influences are a key element, drawing from military and workwear styles. Highlights include the F61 Jacket, a reimagined version of the M65 jacket with a shorter, boxier cut, and the Rainforest Jacket, a reworked version of Vietnam War era jacket, featuring modified utility pockets. Favorites like the Chore Jacket return with a fresh twist, including a shawl collar design, while the Zip Sakara, now crafted with puff filling, continues to evolve as a go-to layer.

4

This collection also features exciting collaborations, such as with BLCOO, known for its artisanal approach to sashiko and boro techniques, showcased in a vintage varsity jacket. We're also thrilled to partner with White Noise FM, a rising brand specializing in "future vintage" workwear, combining heritage shapes with modern tactical designs, most notably in our co-created bomber jacket. The runway show will be powered by Saucony Indonesia, featuring their lifestyle sneaker line, while the event's soundscape will be curated by the talented Aryo Adhianto.

**This collection will be showcased at Jakarta Fashion Week '25 for invited guests on October 22, 2024, at 9 PM at Pondok Indah Mall 3, Jakarta. It is a pleasure for us to see you around and let's enjoy the night.**

This delicate play between modern, traditional, and natural is an uncompleted process and is one that Bluesville will perpetually pursue.

BLUESVILLE



<b>N</b> Nurture	<b>P</b> Plenitude	<b>K</b> Kinesis
---------------------	-----------------------	---------------------

2025  
**JFW**