

FOR IMMEDIATE RELEASE

“CHRISTIN WU X DUMA RUNAWAY SHOW FOR POND’S AT JAKARTA FASHION WEEK 2025”

Jakarta, 26 October 2024 – Christin Wu, the renowned Indonesian footwear designer brand, is thrilled to announce its collaboration with Duma, an independent women's ready-to-wear label, for a groundbreaking runway show for POND’S at Jakarta Fashion Week 2025, Saturday, 26th October 2024 at City Hall, Pondok Indah Mall III, Jakarta.

The collaboration between Christin Wu and Duma marks a unique intersection of artistry and purpose, showcasing two distinct yet complementary visions. Christin Wu’s commitment to timeless design and meticulous craftsmanship perfectly aligns with Duma’s ethos of “simple but significant.” Together, they invite audiences to explore the stories behind their creations, emphasizing the power of individuality and self-expression.

This collaboration exemplifies a shared dedication to creating pieces that resonate beyond mere fashion, offering a narrative that empowers women to embrace their true selves.

CHRISTIN WU

Radiance

Radiance 2025 represents an evolved vision from our Efflorescent 2022 collection, inspired by the potentilla flower—a symbol of growth and transformation. This collection captures the essence of embracing and nurturing one's own development, turning imperfections into sources of strength.

Featuring freshwater pearls, vibrant-colored leather and fabrics, Radiance 2025 celebrates the beauty of personal growth and the journey of flourishing amid challenges. Reflecting the resilient spirit of the potentilla and the dynamic nature of self-discovery, this collection honors the continuous evolution of self.

DUMA *'Pétale'*

DUMA Unveils 'PÉTALE' at Jakarta Fashion Week 2025

Drawing inspiration from the lush petals of peonies and the elegant silhouettes of irises, this collection captures the essence of nature's most enchanting blooms. Each piece is a celebration of organic shapes and alluring hues, echoing the delicate dance of petals in a gentle breeze. With flowing silhouettes that mirror the soft, cascading forms of flowers in bloom and floral motifs that pay homage to the true beauty of each flora, the collection embodies movement, romance, and femininity.

'PÉTALE' is a tribute to nature's beauty, weaving together artistry and craftsmanship, creating an ethereal collection that transforms with every movement, reminiscent of a blossoming flower swaying in the sunlight.

About CHRISTIN WU

Christin Wu is an Indonesian footwear designer that has made many marks for Indonesian women since its inception back in 2016.

Since then, we strive, not only to fulfill the need for style, but also timeless design. Our pieces are mindfully designed and meticulously handcrafted to make a statement in every step.

In 2017, Christin Wu was a finalist for the New Fashion Force Award in the Accessories category. The following year, the brand was nominated for Accessory Designer of the Year at the ELLE Fashion Awards 2018. In 2024, Christin Wu was also awarded the 35 Female Fashion Frontiers by Jakarta Fashion Week and POND'S.

Each collection from Christin Wu tells a story inspired by women, empowering its wearers to feel confident, stand tall, and become the protagonists of their own narratives.