



STYLE THEORY

## SEE NOW, RENT NOW WITH STYLE THEORY.

**Wear Your Designer Clothes Fresh From The Runway,  
The Very First See Now Rent Now Show in Asia.**

Jakarta, 22 October 2018 – Style Theory is a subscription-based designer wardrobe rental app that offers both casual and formal pieces. Founded in Singapore in May 2016, the service expanded itself to Indonesia in November 2017 to encourage fashion consumption in a way that is smarter and more sustainable through renting. Chris Halim and Raena Lim founded the company, upon realizing how underutilized clothes can be, idly sitting in one's wardrobe.

Partnering with GO-SEND by GO-JEK, Style Theory currently delivers across Jakarta, Bogor, Depok, Tangerang, and Bekasi with no extra charge to its customers. Now, everyone can wear any piece they desire with just one click away, straight off the runway. Upon receiving and returning used clothes, customers do not need to worry about laundry. Style Theory works together with a premium laundry service, Pressto, ensuring clothes are always delivered in fresh like new.

To revolutionize fashion consumption in Indonesia while supporting local designers, Style Theory upholds its belief of fashion freedom by proudly collaborating with three local designers at Jakarta Fashion Week 2019. The designers' styles are ranging from contemporary, resort, to streetwear modest fashion from the hottest designers' list in town. Carrying out the message of FASHION FREEDOM, Style Theory's runway represents the endless fashion possibilities that one can have when one's not limited into anything. Not to ownership, not to space, nor time, and not even to judgement or what the society defines us to be. A freedom where you can just truly be your own self.

The designers that collaborated with Style Theory in the Fashion Freedom runway at Jakarta Fashion Week 2019 are Rani Hatta, Paulina Katarina, and Day and Night. Rani Hatta is known for her smart streetwear casual modest fashion, while Paulina Katarina is renowned for her feminine design with a sophisticated undertone featuring an array of silhouettes, ranging from chic easy wear to classic timeless pieces. Lastly, the local fashion brand established by two sisters, Yelly Lumentu and Konny Lumentu, Day and Night had mastered the ready-to-wear design concept with a modern and unique twist by keeping it simple, clean and classic.

A little bit sneak-peek on runway's collections, Rani Hatta is launching her S/S '19 collection with "Rangers" as the main theme. Throwing back to the early days of all the kids of 90s, gathering around the TV on a Sunday morning has become some kind a ritual. As one of the 90s kids herself, Rani can't barely wait for her favorite TV program that being aired at that time, Power Rangers. A nostalgic feeling inspired her to build the S/S '19 collections around all the imagination of the mighty 5. A collection that easy and breathable yet well-tailored, to go beyond the restriction. Twisting it with sporty cut and infuse it with neon color story all through the collection to the last details. Bold and vibrant colors that is rich with minimalistic-modern silhouette will bring us to the reminiscence of a joyful childhood.

As for Paulina Katarina, this year's theme will be "Santorini Romance". A recent trip to the picturesque island of Santorini by the brand's creative director is what influenced S/S '19 collection. The colors of the sky against the deep indigo of the sea, rich fuchsia of the bougainvillea and traditional white and blue Cyclades houses combined with the splashes of apricot, yellow and oyster pink Greek architecture shaped the color and print palette. We are going to see the full-set of collections that will make us wanted to go for a holiday. Feminine cut, combined with range of fresh colors and prints definitely a must have for the upcoming holiday season.

Day and Night once again brings the whole monochromatic collections to the next level with the S/S '19 collection. Titled "I See You See Me", the collection is best described as two sides of something; like a grownup who still has a childish side hidden. Inspired by kids wear details during 5th -15th century, Day and Night combined it with mature modern details. It was portrayed perfectly by its serious long suit to smocking details and playful off shoulder top. "Peek-a-Boo" and puffed volume is key details in this collection to interpret I See You See Me.

The three designer's differing aesthetic is regarded to best embody the many different styles of Indonesian consumers with their varied personal styles and needs. For the first time ever in Jakarta Fashion Week history and in Asia, Style Theory's runway enables the audience to See Now, Rent Now; where several pieces that are shown on the runway can be rented and worn directly after. No more waiting for the pieces to drop in the market, instead, one can go straight to Style Theory app and rent the pieces they desire from Rani Hatta, Paulina Katarina, and Day and Night on the same day. This unique engagement marks Style Theory's step to revolutionize the fashion industry in Indonesia by opening an inclusive access to high-quality fashion for everyone, giving the ultimate form of fashion freedom to Indonesian fashion enthusiasts.

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#### **ABOUT STYLE THEORY**

Style Theory is a platform (application and website) that offer a smarter way for women to consume fashion, by bringing the sharing economy concept through a cutting-edge app where users can subscribe and rent unlimited Ready To Wear designer clothes for any occasion. Founded in Singapore by 2016 and expanded into Jakarta on November 2017. In Indonesia, Style Theory currently servicing deliveries across Jakarta, South Tangerang, Depok and Bekasi - with more cities to come, stay tuned.

Southeast-Asia largest player in the Ready-To-Wear (RTW) fashion rental space. A wide assortment of over 5,000 pieces from 160+ global and local fashion labels and designers. Currently serving hundreds of customers, with more than 70.000 users registered across Singapore and Indonesia.

Price starting as low as Rp.590.000 for 1st month, Style Theory Subscribers can rent unlimited outfits from the infinite wardrobe on rotation, discover new looks daily, and explore their individual sense of style without traditional limits.

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