



SPRING | SUMMER 2021
RESET RECHARGE RESTART

The pandemic has changed the way we dress, the way we interact with each other, and the way we schedule our day. Now mornings are scheduled for exercise and sun bathing. During the day, we work while still trying to be active, and weekends for a lot of people are also a chance to catch up with their hobby and sports. Everyone is trying to be comfortable and practical during this time, and this has inspired SOE Jakarta's Creative Director, Monique Soeriaatmadja. This season she has decided to reset and restart the brand to create things that are easy for people to wear in these new normal times, to recharge them in these trying and uncertain times.

One of the ways to reset is to go back to the root of SOE Jakarta, which was a label that was created as a playground for the designer to combine her love of both worlds, which are handwoven fabrics with technical and practical fabrics. The technical fabric that was chosen to be crafted alongside beautiful hand woven fabrics are active wear fabrics. Different mesh textures and jersey are patched worked with a hand woven detail to create easy to wear kimonos and tops. The patch work detail that was also inspired by this 'new normal' we are living in is a nod to a more sustainable life style where we try to mend things rather than discard them. These mesh and jersey fabrics are also dead stock fabrics left over from large sportswear producing garment factories, salvaged and repurposed to create interesting new pieces.

"I was always interested in creating active wear garments, and in this 'new normal' time I find that most of what I wear are workout clothes. As I go through my day, I try to be more active and lessen my carbon foot print by doing errands on my bike or by walking. So we try to take several different textures of mesh and 'dry fit' jerseys to create an interesting piece that would look good enough for you to wear to meet a friend or a colleague, yet comfortable enough to let you get there by cycling or walking," explained Monique.

Silhouettes are kept simple, loose and boxy with sports inspired drawstring details here and there. Pockets also play a big role in this collection, as in this new normal people need more accessible pockets to hold their hand sanitizers, masks, face shield, and anti-bacterial wipes.

For this season, SOE Jakarta is working with weavers from Pekalongan and Yogyakarta to create intricate textiles in SOE Jakarta's signature earth tones, with a special striped lurik fabric dyed with natural dyes from Indigofera, daun krangkungan (Ipomea Carnea spp.), jolawe (Terminalia berrilica), and Mahogany tree bark.

SOE Jakarta Spring/Summer 2021 collection will be available for preorder at www.soejakarta.com in May 2021.

SOE Jakarta is also available at these stockists:

Society A

#03-14A
Takashimaya Shopping Centre
Ngee Ann City
371 Orchard Road
Singapore 238873

Ganash Boutique

Al-Morgab
Alsour Street Block no 1
Building no 4
Burj Jassem, ground floor

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