

**CLOSING SPEECH**

Svida Alisjahbana  
CEO of GCM Group  
Chairperson of Jakarta Fashion Week

**Good Evening Ambassadors, Distinguished Guests, and Fashion Enthusiasts**

We arrived at the final show of Jakarta Fashion Week 2020. This year there are 102 show production with more than 250 labels. Whether the show took place in the tent or atrium, not only the eyes of invited guests watching inside the tent, but thousands Indonesian fashion lovers also watching the show through digital streaming. One example, the 11/11 Lazada show in the Atrium, has reached more than 140,000 viewers via video streaming to all around Indonesia and possibly the world.

40 years ago, my mother, Pia Alisjahbana and the first Femina magazine fashion editor, Irma Hardisurya, initiated the Young Designer Competition. For the simple reason, we needed young talent to fill the fashion pages for our magazines. Started in 1979, and now we have more platforms to search young talents with other competitions: the Accessory Design Competition, the best Fashion Entrepreneur, the young and dynamic Fashion Force, and the Pia Award for the game changer in the industry. Through the Fashion Week platform, we continue to find new talents in the Indonesian fashion field.

This year we are holding the third Menswear Fashion Designer Competition. Almost every day at JFW 2020, we easily find the works of menswear collection. We succeeded in showing menswear from street to formal wear, leisure to casual wear by talented designers, we shall see the Indonesian Menswear labels will flourish in its own country, Indonesia and will lead the market in the region in the coming years.

Talking about fashion is certainly not just about fabric. More than that, fashion is an ecosystem in which interconnected between designers, consumers and also the environment that supports it. Therefore this year the regional participation, among others, by the presence of the Regional National Crafts Council (Dekranasda) to join hands in hands brought positive progress in our weaving and tie dye. We will continue our sustainable program and will act as catalyst in a program where regions will have their own lab, collaborating with textile experts, fashion designers, and possibly anthropologists. The fabrics will continue to be developed into wearable art of today without compromising its characters. It is without a doubt that we are proud of our cultural heritage and hope that our traditions are not just museum objects or worn only for special occasions.

Today is the Indonesian Youth Pledge Declaration Day: One Motherland, One Nation, One Language of Unity and Jakarta Fashion Week in its 12th year, has been living up to this pledge by presenting the work of national designers from various parts of the country.

Our expectations must remain high to celebrate our creations of the past to the future. We shall Celebrate Indonesia fashion. "Merayakan Indonesia" as it is also time we unite and celebrate Indonesia fashion as one.



This brings me to the Dewi Fashion Knights – the zeitgeist fashion of Indonesia that is no less grand and always awaited. Carrying the Borderless theme, Dewi's editorial team and independent panelists have chosen the top fashion designers to showcase their work by translating the very theme. To celebrate fashion creations that — as technology advances — increasingly blur the boundaries of gender, religion and age.

Jakarta Fashion Week soon will be closed. With this our deep gratitude to our sponsors and partners - Senayan City, Lazada, Make Over, Wardah, L'oreal Professionnel, UBS Gold, Tinkerlust, Matahari, Daliatex, Danone-Aqua, Strongbow, EPSON, Aqua Japan, BMW Indonesia, Caffino.

And thanks for the support of various sponsors and partners , ID Creative Week (Brightspot, Ideafest, Jakarta Eat Feastival) as partners of month celebration, KFC, Pernod Ricard Indonesia, Sweet Escape, RSGM Yarsi, CBN Fiber, Artisan profesional, Century Park , Hotel Santika Indonesia, Aston Kartika Grogol, Sunpride, Gouw Herittage, Wondernuts, Indofood, Boga, Moonlay Techonologies, OHANA, Accoustic Pro, Savana, Studio Hendra Hadinata, Gambo Muba, TACO.

And the media partners that have been the backbone of this event. Thank you!

As part of GCM Group, from my deepest heart, I sincerely thank our models, backstage crews, hairdressers, make up artists and of course to my family, GCM Group. I thank you for all the hard work to deliver a grand annual event that each year is proven to grow its importance to the industry, better and more important to the local and international fashion stakeholders.

We shall meet again in Jakarta Fashion Week 2021, next year on the last week of October 2020.

With this, I present you Dewi Fashion Knights 2019 and enjoy the show.