

PEGGY HARTANTO

JAKARTA, 25 OKTOBER 2019

PEGGY HARTANTO SPRING/SUMMER 2020 SURREALISM

PEGGY HARTANTO MENGELUARKAN KOLEKSI MUSIM SPRING/SUMMER 2020 BERTAJUK SURREALISM DI JAKARTA FASHION WEEK 2020, PADA HARI JUMAT 25 OKTOBER 2019.

KOLEKSI INI TERINSPIRASI OLEH KEHIDUPAN DAN KARYA-KARYA SUREALIS DARI MEKSIKO, FRIDA KAHLO. GARIS KHAS KARYA FRIDA KAHLO, YAKNI *MEXICANIDAD*, PERCAMPURAN DARI ELEMEN KOLONIAL EROPA DENGAN ELEMEN PRIBUMI DIKOMBINASIKAN DENGAN PERMAINAN WARNA SERTA GARIS TEGAS DAN MINIMALIS KHAS PEGGY HARTANTO DALAM KOLEKSI YANG DITAMPILKAN PERTAMA KALINYA PADA PARIS FASHION WEEK SHOWROOM AWAL OKTOBER LALU.

KOLEKSI INI AKAN DIJUAL SERENTAK DI INDONESIA, SINGAPURA, KUWAIT, LEBANON, ARAB SAUDI, DAN DUBAI PADA MARET 2020.

TENTANG PEGGY HARTANTO

PEGGY HARTANTO ADALAH LABEL KONTEMPORER WANITA BERBASIS DI INDONESIA. LABEL READY TO WEAR INI MEMBAWA ESTETIKA DESAIN PROGRESIF YANG BERKARAKTERISTIKKAN GARIS-GARIS BERSIH, WARNA YANG BERANI, DAN SILUET YANG INOVATIF. KARYA-KARYA YANG FEMININ DAN DINAMIS MERAYAKAN WANITA MODERN YANG MULTIDIMENSIONAL, YANG MEMBUAT MEREKA MERASA EMPOWERED MELALUI PENGGUNAAN SILUET YANG BODY-CONSCIOUS. LABEL INI MEMBAWA PEGGY HARTANTO SELAKU CREATIVE DIRECTOR MENDAPATKAN PENGHARGAAN '30 UNDER 30' DALAM KATEGORI 'THE ARTS' OLEH FORBES ASIA (FEBRUARI 2016) DAN MEWAKILI INDONESIA SEBAGAI FINALIS INTERNASIONAL WOOLMARK PRIZE ASIA 2017.

KONTAK MEDIA

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TENTANG JAKARTA FASHION WEEK

JAKARTA FASHION WEEK MERUPAKAN PEKAN MODE UTAMA DI INDONESIA SEJAK 2007. DIDAULAT SEBAGAI PLATFORM PENGGERAK INDUSTRI MODE INDONESIA, JAKARTA FASHION WEEK MEMBERIKAN ARAHAN BAGI PENGGIAT MODE DAN MENYEDIAKAN ARENA PRESTISIUS UNTUK UNJUK TALENTA SERTA KREATIVITAS DUNIA FASHION DALAM NEGERI. SEPANJANG TAHUN, JAKARTA FASHION WEEK JUGA MENGGELAR BERAGAM PROGRAM PENINGKATAN KAPASITAS PARA PELAKU INDUSTRI INTERNASIONAL. JAKARTA FASHION WEEK DISELENGGARAKAN OLEH GCM GROUP.

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JAKARTA, 25 OCTOBER 2019

PEGGY HARTANTO SPRING/SUMMER 2020 SURREALISM

PEGGY HARTANTO PRESENTS SPRING/SUMMER 2020 COLLECTION TITLED SURREALISM AT JAKARTA FASHION WEEK 2020, ON FRIDAY 25TH OF OCTOBER, 2019.

THIS SS20 COLLECTION IS INSPIRED BY THE LIFE AND WORKS OF SURREALIST FROM MEXICO, FRIDA KAHLO. THE DISTINCTIVE STYLE OF FRIDA KAHLO IS *MEXICANIDAD*, A MIXTURE OF EUROPEAN COLONIAL WITH INDIGENOUS MEXICAN ELEMENT. THESE FEATURES, WERE COMBINED IN SS20 COLLECTION WITH PEGGY HARTANTO'S COLOUR PLAY, BOLD LINES, AND PLAYFUL SILHOUETTE. SURREALISM WAS EXHIBITED FOR THE FIRST TIME IN PARIS FASHION WEEK SHOWROOM ON EARLY OCTOBER 2019.

SS20 COLLECTION WILL BE RETAILED IN INDONESIA, SINGAPORE, KUWAIT, LEBANON, SAUDI ARABIA AND DUBAI ON MARCH 2020.

ABOUT PEGGY HARTANTO

PEGGY HARTANTO IS AN INDONESIA-BASED ON CONTEMPORARY WOMENSWEAR BRAND. THE READY-TO-WEAR LABEL EMBODIES A PROGRESSIVE DESIGN AESTHETIC CHARACTERIZED BY CLEAN LINES, BOLD COLOURS, AND INNOVATIVE SILHOUETTES. IT'S FEMININE YET DYNAMIC PIECES CELEBRATE THE MULTIDIMENSIONAL MODERN WOMAN, ALLOWING THEM TO FEEL EMPOWERED THROUGH BODY-CONSCIOUS SILHOUETTES AND DRAMATIC CUTOUTS. MOST RECENTLY, SHE WAS NAMED IN THE '30 UNDER 30: THE ARTS' LIST BY FORBES ASIA IN FEBRUARY 2016, AND GET REPRESENT INDONESIA AS FINALIST AT INTERNATIONAL WOOLMARK PRIZE ASIA 2017.

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ABOUT JAKARTA FASHION WEEK

JAKARTA FASHION WEEK IS THE MAIN FASHION WEEK IN INDONESIA SINCE 2007. IT IS DESIGNATED AS THE INDONESIAN FASHION INDUSTRY'S DRIVING PLATFORM; JAKARTA FASHION WEEK PROVIDES DIRECTION FOR FASHION ACTIVISTS AND PROVIDES A PRESTIGIOUS ARENA TO SHOWCASE THE TALENT AND CREATIVITY OF THE DOMESTIC FASHION WORLD. THROUGHOUT THE YEAR, JAKARTA FASHION WEEK ALSO HOLDS VARIOUS CAPACITY BUILDING PROGRAMS FOR INTERNATIONAL INDUSTRY PLAYERS. JAKARTA FASHION WEEK IS ORGANIZED BY GCM GROUP.

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