



TATEGAMI __ Makoto Washizu

TATEGAMI is a unisex clothing and tool brand made primarily for "workers who are protecting the Japanese technics of craftsmanship." The brand was established in 2014, when it first launched in a quaint gallery in Male, Paris.

TATEGAMI is a work clothing brand that is produced at a global maison factory that is representative of Japan. It famously makes uniforms for public work projects, such as the 140 year traditional footwear creator, the Gion Naito, based in Kyoto, Japan.

The origin of the name, TATEGAMI, is Japanese for the mane of a lion. It signifies the beauty and grace of a natural feature, that is the mane, which functions to protect lions from their enemies.

TATEGAMI will launch a special collection for Jakarta Fashion Week. The collection will comprise of casual clothing wears that function as unisex, and is made uniquely for the Indonesian people.



YOAKEH __ Zenta Yoshie

Established in 2018 by Zenta Yoshie, in Japan.

Yoshie is a TVCM director in Japan. Over 25 years, he created more than 500 TVCMs, and has spent over 1.2 million USD budgeted for cutting-edge digital technology and modern art techniques for he TVCMs. He also created a few TVCMs in Indonesia as well.

While filming in Indonesia, he encountered many Muslim women with hijab and was very fascinated by the culture. Yoshie is determined to learn the culture and spirit of Islam with the goal of making beautiful Hijabs for Muslim women.

As a designer, Yoshie's vision is to implement the Japanese meaning of "Yoakeh" or "dawn" through fashion. He named the brand "Yoakeh" with hopes for a "Beautiful future of Muslima". Yoshie launched "Yoakeh" as "modest fashion" because he found similarity between Japanese aesthetic sense and the spirit of Muslim culture, and to commercialize a new Hijab that exchanges culture with one another. The first season collection consisted of 30 beautiful CG patterns designed by CG designers of Japanese advertisement (OMNIBUS JAPAN INC. Synichi Yamamoto, Yuriko Teraoka, Eri Tanaka). It is a delicate and beautiful state-of-the-art from Japanese graphic designer. In addition, we have developed items printed with fine paintings of Japanese painters as well.

Yoakeh will support for a beautiful future of Muslim women.