



Opening Speech

**Dear Excellencies, Ambassadors & Honorable Guests,
Dear Fashion Enthusiasts,**

Welcome to the 11th Year of Jakarta Fashion Week 2019, which has now become a symbol of the most important largest fashion week in the region, and pride of Jakarta City.

Our hope is that within a week onward, we will experience a collective journey to develop a progressive eco-system of color, trend, and direction for Indonesia and to inspire the world. This onward journey is not only about exploration of our historical roots from “songket” to “ikat” but furthermore, collaboration collages with many countries such as England, Japan, South Korea, Australia, Pakistan, India & France for the advancement of the world fashion.

Continuous dialogue and collaboration is the necessity ingredient for setting new trends and innovation. We have seen this in the past and this will spin faster and stronger with the merge of 3 largest Indonesian creative catalyst in the unite of Jakarta Fashion Week in its 11th year, brightspot market in its 9th year under Anton Wirjono and Idea Fest in its 7th year under Ben Subiakto. Here is the launch of ID CREATIVE WEEK Edition one.

These 3 large events will celebrate continuously the development of creativity in Indonesia starting from the 20th to the 28th of October. This event will bring together more than 110,000 audiences celebrating the Creative Week, and more than 600 creative actors that will include designers, thinkers, futurists to present their prowess in more than 200 events. All in all this will be a celebration week in the creative industry in Indonesia.

Our special appreciations are extended to our various partners and sponsors, as this event cannot be done without the continuous support of Senayan City, sharing the same vision as Jakarta Fashion Week for Jakarta to be the hub of fashion regionally. Our special thanks also goes to our sponsors', Make Over, L'Oreal Professionel, UBS Gold, Blibli.com, Ponds, Style Theory, Matahari Department Store, Wardah and Philips Garment Care

Thank you also for the support of Ultra Sari Kacang Ijo, Intercontinental Jakarta Pondok Indah, RSGM Yarsi, Century Park Hotel, Orang Tua Group, Chroma Project, Energi Sembilan Perkasa, CBN Fiber, Cape Discovery.

Last but not least, as in Femina Group we continuously strive to support the fashion industry to its utmost. For this, dear colleagues and senior leaders in Femina Group, I thank you for your resilience and hard work to make this happen.

Once again, we enter the journey and this is for 2019 collection. Let's begin another great fashion week.

So please, enjoy the week.

Svida Alisjahbana

Chairwoman of Jakarta Fashion Week.