



PRESS RELEASE

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(ENGLISH)

Jakarta, Indonesia 21 October 2018 - IKYK (I Know You Know), Indonesian fashion brand by Anandia Putri announces the collection of **Spring/-Summer 2019. This collection is displayed at the **Indonesia Fashion Forward session at Jakarta Fashion Week 2019**.**

In this collection, there is no such a special naming, because Anandia Putri wants this collection to tell her own story. These clothes are created for women in real life.

Inspired by the daily lives of women who have a lot of work to do various tasks. For this collection of Spring Summer 19, we want to emphasize this collection to be very IKYK clothing, and very much reflects IKYK, with lots of outerwear choices in this collection. This collection has 3 keywords, Comfort-Modest, Wearable, and Powerful.

From the previous collection, this collection is classified as lighter with the use of material that is quite light, comfortable to use, and still pay attention to the beauty in every detail. The colors used reflect the life of a woman from soft to bold, such as the color of IKYK's statement from ivory, beige and creme and salmon pink, there are also red and maroon colors that are more bold, highlighting the colors displayed on the lime green color that is a refresher in this collection. There are statement pieces in this collection, namely trench coat, in the form of nylon outerwear and parachute using detailed pleats and ribbon details. Also a masculine-feminine trench coat, which is turmeric with a more straight and classic silhouette. There are also many variations of skirts in this collection. One of the skirt statements, that is a mixed skirt with a combination of 3 different colors and materials with pleats technique. All clothes collected are very wearable because they can be worn on casual days but also for more occasion look.

Most of the inspiration from this collection can be derived from the daily lives of women, who have the power and can carry out their daily lives without being separated from their dignity as women. "I want to give the message that a woman is strong and has power because their given the ability to do many things for theirself, and other people. But the woman should not ask for equality because basically women was created to have more power to help people around them. in my opinion, many women in this modern era, are not right in issuing their opinions as independent women who must be able to be equal with men, because after all men are leaders of women."

Through this collection Anandia Putri explained about her concern about recent phenomena. And want to make this world better.

"I hope, through this collection IKYK can invite women to become strong and responsible, without forgetting themselves as women."



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ABOUT IKYK Fashioned in 2011, IKYK (I Know You Know) is an Indonesian based ready-to-wear line that is modest in style fit for global citizens looking to enrich their daily aesthetics. Its signature lies in the silhouette that is oversize in nature, the use of earthy colors and eco-friendly material and its unique selections of outerwear for all seasons.

Aspiring to complete every women's daily endeavor, each piece is easily adapted to various looks with signature cuttings as its ultimate foundations. IKYK strives to unleash every women's personal identity— because we know it's there, and you and I know it.

IKYK have grown from being one of the local pioneer and favorite to a rising star in Korea, Japan and Australia. For more information, sample and photo shoot request, please contact:

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JAKARTA, 2019
IKYK FAMILY