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About the Collection

Chyntia Odelia a senior-year-fashion-student at LaSalle College Jakarta launched her first collection at Jakarta Fashion Week 2021. Inspired by the World War II era in 1940s, which caused unavailability materials and restriction done by the government—encouraged every household woman to be creative in utilizing day-to-day clothes so that it continuous to be useful and did not became a waste.

Has been engaged in fashion and art since her early childhood, Chyntia Odelia dreams to delve into in the evolution of the fashion industry. With the label XDUDIO, she creates a distinctive, sustainable fashion brand by embellishing fabric scraps materials into a more efficient and attractive clothing.

In the modern days, people have their own freedom to express fashion and are not faced with material crisis. On the other side, people become ignorant and keep producing products that are not responsible for the environment. Fast fashion is the best way to illustrate misapplication of technological development in the contemporary human circumstances—fast paced existence have forced the traditional way of producing garments to changes.

"Salvation Dollies", which indulges in playful yet chic elements in modernity, will be presented at JFW 2021. Inspired by the 1940's fashion trend during global economic crisis, Chyntia incorporates some fashion features from that era including wide strong shoulder, nipped waist—a sleek silhouette with a touch of feminine utility.

This collection "Salvation Dollies" aims to provide an example on the use of upcycling in high-fashion—the presentation of how upcycling concept as an answer to be offered towards sustainability and maintain environmental preservation.
