



PRESS RELEASE

"KEMBANG PUAN"

E R I

WOMANS WEAR SPRING SUMMER 2020

Jakarta Fashion Week 2020 – Kembang Puan

Shift to western part of Indonesia, Malay ethnicity has a strong influence in local culture. Woman are honorably positioned in society. "Baju Kurung" have special meaning in traditional way of dressing. It reflects protection to the beauty. the decoration and the way they work on drapes of shawl has been inherited through generations. Eri Spring Summer 2020 work on the idea of the "Baju kurung" , reshape the silhouette blend with neutral colour to enriched the monochromatic urban vibe. Together with similar vision, in this collection Eri collaborate with Jumpa Nona Accessories , to revive the majestic soul of Indonesian Heritage into modern world.

ABOUT ERI

Founded in 2010 by Eridani, the label Eri is well received by the public and slowly growing to gain the awareness and love from the industry. Eri is a home industries label that grown to fill the needs of easy effortless style with a twist. The mix between drapery and tailoring, as well as their smart multi style way of wearing brings their each pieces look light and easy yet stylish. The thoughtful use of comfort and easy maintenance materials are the essence of delivering comfortable, wearable, and fashionable in any occasion kind of concept for the label. It was created to cater the modern women who love to dress up nonchalantly, easy but not sleazy; she is smart, reserved, laid back, yet tenacious and independent.

ABOUT ERIDANI

Graduated from ESMOD Jakarta in 2005 as the best pattern maker, Eridani first got admitted by scholarship from winning the ESMOD Nationwide fashion design contest in 2003. After graduating, he embarked his journey in the industry by



working for several local fashion designers as their assistant before started his own label, Eri, in 2010. In 2007, he becomes one of the finalists of renowned nationwide fashion design competition Lomba Perancang Mode (LPM) Femina. While in 2010, he got awarded as the winner of Yumi Katsura Award for international design competition on wedding dress category and in the same year he got another ESMOD scholarship on Business Retail program when he was awarded Gading Young Entrepreneurship Award from Jakarta Food and Fashion Festival as a new promising label. His milestone went furthermore when he was chosen to be a part of the 2nd generation of Indonesia Fashion Forward (IFF) program by Jakarta Fashion Week in 2013 that leads him to be chosen as one of Indonesia representative designers by Jakarta Fashion Week to present his collection on Asian Fashion Meets Tokyo at Amazon Tokyo Fashion Week in 2019. Also in 2019 Eri brand selected to be a new member of Indonesia Fashion Designer Council (IPMI).

ERI

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