

**MAJOR MINOR**  
**SPRING / SUMMER 2020**  
**READY-TO-WEAR**

MAJOR MINOR showcases its Spring/Summer 2020 Campaign, consisting of 50 looks in total, at Jakarta Fashion Week this October 2019.

The theme is kites, with Bali's Kite Festival – a yearly international event where people make and fly their artistic creations in part of a grander religious gesture – serving as a source of creative inspiration. Kite flying is typically associated with these seasons, when time is spent enjoying the outdoors, as temperatures are warmer and people carry a more cheerful disposition. Similar to kites, the collection aims to arouse one's senses of freedom and joy.

With a variety of styles, the brand has created slightly feminine pieces that allow for movement and provide maximum comfort. Midi and maxi lengths, loose draping and oversize fits can be seen across the clothes, naturally imitating a wind-swept motion. Cotton and crepe are the main fabrics of choice, with several touches of sheer material like chiffon to emphasize silhouettes as light shines through. Asymmetrical cuts and finishing details include beading and pleats – all designed to mimic the components of a kite.

Patterns – ranging from checkered and polkadot prints, to floral and geometric motifs – are featured heavily, juxtaposed against one another or solids. The color palettes are diverse, with soft pastels – peach, mint green, muted yellow – and stronger shades such as dark green.

Accessories this season – acrylic jewelry by fréj, oversized rattan bucket bags, and sandals – are all handmade with pops of vibrant colors, all which strengthen the light and carefree notions of spring and summer.

All in all, MAJOR MINOR's Spring/Summer 2020 Campaign is playful, yet practical, keeping in mind the fashion-conscious, fuss-free, independent woman of today.