

bateeq

Spring Summer 2019 Collection

Ready-to-Wear

bateeq returns to Jakarta Fashion Week (JFW) 2019 – Indonesia's event for the country's top designers and brands. CEO and Creative Director, Michelle Tjokrosaputro, presents 16 looks – 10 male and 6 female – from the upcoming Spring/Summer 2019 Collection: 'Kampong'.

The theme was inspired by the idea of life in the province, beyond the big bustling cities, where the pace is slower and the lifestyle is simpler - a result of a more harmonious and peaceful environment. In a setting where people interact more with each other, they are content to spend their free time with family and/or in nature. The collection is a reflection on one's childhood memories and of a period when technology was less present than it is today. As we are often loaded with work and pass much of the day staring at a screen, we want to remind the audience of those times – of how to see the world with less skepticism, and rather approach it with enthusiasm as kids do. 'Kampong' aims to be representation of innocence, naiveté, nostalgia and playfulness.

The show features two motifs: Pranata Mangsa and Sundara. Pranata Mangsa takes its name from 'Pranata Mangsa' – a strategy of seasonal harvesting conceptualized by Susuhunan Pakubuwana VII - and Sekar Jagad batik. The combination of Parang, Banji, Grinsing, Kawung, Nitik and Mega Mendung is used to describe the various relationships in the ecosystem. The motif overall stands for beauty and human harmony in understanding one's surroundings in order to live a better life.

Sundara, which comes from the Sanskrit word for 'beautiful', is inspired the different elements of Sekar Jagad, which itself refers to the attraction that draws others in. The motif contains Mega Mendung, Parang, Kawung, and other shapes such as leaves and rice patterns. It depicts the rice fields that are typically representative of Indonesia's countryside where everything grows together, is interconnected and in balance with one another.

Environmentally-friendly practices are applied through the continuous use of Bemberg and Tencel – both biodegradable and semi-synthetic – fibers. The pieces feature several shades of earth-tone colours (terracotta red, sand-brown, khaki-green, etc.) and blue jeans. Specially developed for the collection is a jacquard denim fabric – a mix of cotton and Tencel, embossed with the batik Parang pattern. Chambray, dobby, gingham, and terry are some of the weaving techniques for the cotton fiber. Others fabrics include modal and polyester. Bib or bib-like details, pleats and ruffles represent naiveté and innocence; contrasting fabrics and patterns imitate the free-spiritedness and playfulness of children. Although the styling gives an impression of casual and effortless dress, the clothes are designed to be multipurpose and suitable for different occasions.

As of today, bateeq boasts 96 locations all over Indonesia. For additional information, please visit our website at www.bateeq.com.