



About the collection :

### **Home Run**

Monday to Sunday is always inspired of a playfulness of patterns and form. This inspiration could come from everyday things in life, especially from today lifestyle trend where sport-inspired visual and form has been the main pattern for fashion brand. Monday to Sunday tried to find beyond this trending sport, we seek for timeless approach which is the form and pattern of baseball uniform and breaking it down to it's true essence.

### **About Monday to Sunday**

Founded in 2009, Monday to Sunday starts with a concept that's simply based on a daily wear, wearable pieces, nice and easy to be worn as for day and night, from office to casual dinner, from Monday to Sunday.

Designed with a unique, quirk twist of detailing, playful cutting, and untypical way that resulting casual manner as for garment construction, limited designs, and personalized individually by the wearer itself.

As part of a young uprising local designers which progressively growing in fashion-retail business Monday to Sunday has an emerging new market that fashionably aware with the latest trend, lifestyle and upcoming ideas - progress, that makes us a new fashion destination with unique products for our local and global customers, and to support a community between the current customers and new market of customers or greater traffics, that is mutually beneficial and a valuable catalyst for both sides.

From 2009 until this recent 2018 Monday to Sunday has been maintaining and growing the business yet keeping up with a mobile fashion market and trends. Therefore, Monday to Sunday has been awarded as one of the best local fashion label by:

- \*FREE! MAGAZINE (BEST LOCAL LABEL OF 2009)
- \*2010 one of 4 designer that featured on Harvey Nichols Indonesia
- \*2010 Nominated as a best Local label 2010
- \*Cleo Fashion Awards finalist Best Innovative Fashion Label 2011/2012
- \*InStyle 2012 Winner of Ready to Wear 2012 with InStyle Magazine

Currently, Monday to Sunday is available in Lotte Shopping Avenue Kuningan, The Goods Department store Pondok Indah and Pacific Place, Alun Alun Grand Indonesia (Jakarta), Central Grand Indonesia and Neo Soho, Zalora. [www.mondaytosundaystore.com](http://www.mondaytosundaystore.com)