

# PEGGY HARTANTO

FOR IMMEDIATE RELEASE

## PEGGY HARTANTO SPRING/SUMMER 2019 PANDORA

SS19 COLLECTION IS INSPIRED BY MYSTERIOUS WORLD OF PANDORA, FROM JAMES CAMERON'S AVATAR. ORBITING THE CLOSEST TO OUR SOLAR SYSTEM, PANDORA HAS BIZARRE FLORA AND FAUNA LIVING ON ITS SURFACE. TO THE CULTURE OF EARTH, PANDORA IS SIMILAR, BUT MORE VIBRANT WITH ITS RICHNESS COLORS. LOWER GRAVITY MAKES MANY OF ITS BIOTA SHAPES AND PROPORTIONS APPEAR STRANGE TO HUMANS.

PEGGY HARTANTO SPRING/SUMMER 2019 COLLECTION PREVIEW WILL BE HELD AT:

VENUE : ARA, COLONY BUILDING 1FL, JL KEMANG RAYA 6A, JAKARTA SELATAN

DATE : 23 - 28 OCTOBER 2018, 11.00 - 20.00

SEE THE COLLECTION UP CLOSE IN STORE, OPEN FOR PRESS AND PUBLIC

## ABOUT PEGGY HARTANTO

PEGGY HARTANTO IS AN INDONESIA-BASED CONTEMPORARY WOMENSWEAR BRAND. THE READY-TO-WEAR LABEL EMBODIES A PROGRESSIVE DESIGN AESTHETIC CHARACTERIZED BY CLEAN LINES, BOLD COLORS, AND INNOVATIVE SILHOUETTES. IT'S FEMININE YET DYNAMIC PIECES CELEBRATE THE MULTIDIMENSIONAL MODERN WOMAN, ALLOWING THEM TO FEEL EMPOWERED THROUGH BODY-CONSCIOUS SILHOUETTES AND DRAMATIC CUTOUTS. MOST RECENTLY, SHE WAS NAMED IN THE '30 UNDER 30: THE ARTS' LIST BY FORBES ASIA IN FEBRUARY 2016, AND GET REPRESENT INDONESIA AS FINALIST AT INTERNATIONAL WOOLMARK PRIZE ASIA 2017.

## ABOUT TEAM PEGGY HARTANTO

CREATIVE DIRECTOR PEGGY HARTANTO WAS BORN AND RAISED IN SURABAYA, INDONESIA. SHE GRADUATED WITH HONORS IN FASHION DESIGN FROM RAFFLES COLLEGE OF DESIGN AND COMMERCE, SYDNEY. SHE SUBSEQUENTLY JOINED ONE OF AUSTRALIA'S LEADING FASHION BRANDS, COLLETTE DINNIGAN. DRIVEN BY THE AMBITION TO START HER OWN READY-TO-WEAR LABEL, SHE RETURNED TO HER HOMETOWN AND TEAMED UP WITH HER SISTERS, LYDIA AND PETTY TO START PEGGY HARTANTO. THREE OF THEM CURRENTLY ARE LOOKING AFTER VARIOUS ASPECTS IN THE BUSINESS.