

FOR IMMEDIATE RELEASE  
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## **EUREKA FEATURES ITS ALL-WHITE COLLECTION FOR JAKARTA FASHION WEEK 2021: LOMBA PERANCANG AKSESORI**

Jakarta, 27 November 2020 – Accompanying the presentation of Lomba Perancang Aksesori on 27<sup>th</sup> November 2020, EUREKA features a compilation of its all-white pieces from its various collections.

White is an all-time classic that never goes out of style. The gentle nature of the colour white allows other design elements paired with it to stand out.

The colour white has been one of the signature colours of EUREKA. It is an intimate part of the brand's identity. Since its inception, EUREKA has used white as a platform to play with various handmade details, batik patterns, and garment details. It perfectly portrays the sophistication and functionality of the daily wear EUREKA wants to create for modern women.

EUREKA's all-white collection is especially assembled for the presentation of Lomba Perancang Aksesori 2020. The designs featured is a compilation of EUREKA's various collections in which includes Cherish, Aroha, Rintik, Kerling, and Modern Gypsy Collection. EUREKA believes that the classic and charming all-white designs will highlight the accessories from Jakarta Fashion Week presents: Lomba Perancang Aksesori 2020.

The presentation of Lomba Perancang Aksesori 2020 and EUREKA's all-white collection will be available to be viewed via <https://www.jfw.tv/> on Saturday, 28<sup>th</sup> November 2020.

### **About EUREKA**

EUREKA is a womenswear label based in Jakarta, Indonesia. As an Indonesian brand, EUREKA wants to explore different possibilities in traditional batik-making, be it experimenting on the raw materials, motifs, and even giving unique end-placement results on the garments. EUREKA maintains the traditional wax-resist dyeing process, while the inspiration for the motif in each collection differs, to convey a unique and individualized story.

The design philosophy of the brand is to always seek in-between sophistication and to create functional garments with attention to details. The collections are dedicated to a feminine and daring individual who appreciates the art of process and loves a touch of handmade details.

### **About the designer**

Winning prestigious competitions for two consecutive years, including HARPER'S BAZAAR Asia NewGen Fashion Award 2019 and Lomba Perancang Mode in Jakarta Fashion Week 2019, has made Frederika Cynthia one of the promising new Indonesian designers in Asia's fashion field. Awarded a fashion degree with First Class Honors from LASALLE College of the Arts Singapore, Frederika aims to further develop her love for fashion in her homeland, Indonesia. Her love for batik-making since childhood has led her into making her eponymous brand – EUREKA.

For further information, please contact [info@eurekaofficial.com](mailto:info@eurekaofficial.com)