

DANJYO HIYOJI

HALFWAY S/S22

Jakarta Fashion Week 2022 : Press Release

About The Collection

In this year's Jakarta Fashion Week DANJYO HIYOJI presents "HALFWAY", a collection inspired by current events. Exploring subdued hues hand-to-hand with traces of vibrancy is our take on reflecting the phrase "Every Cloud Has a Silver Lining". We aim to depict an abridged journey filled with hope.

DANJYO HIYOJI serves seventeen looks that revolve on versatility and adaptability which are shown by the combination of mixed silhouettes, representing both tailored structure and athletic flow. Bold blazers and buoyant shirts, half-folded origami attributes, they all play a role as key details this season as they further accentuate the overall idea of "HALFWAY". From semi-wool to chiffon, knit to cotton, the combination of materials has a prominent role in this collection as it highlights the diverse silhouettes and volumes of each piece, granting them their individual life and character.

As an addition to our lavish collection, we collaborated with an up-and-coming talented local artist, Bunga Yuridespita, whose artworks take inspiration from her daily experiences and personal space. Her abstraction is expressed through pavement lines seen from an aerial point of view, creating a harmonized composition on canvas. Bunga's works cultivate what is slipping through the fingers of society and its responses towards space. This concept is then interpreted in a collage to fuse her architectural knowledge and her artistic sensibilities.

Each of the looks is styled in a way that complements one another, not leaving out a single detail be it from the shoes, socks, caps, visors, scarves, and bags. A number of pieces are also imbued with Bunga Yuridespita's patterns that are then deconstructed, from a concrete geometrical canvas into an elusive arrangement that will be produced in limited quantities.

About the Brand

DANJYO HIYOJI is a fashion company that specializes in the ready-to-wear category. Founded in 2009, the label focuses on providing strong and realistic fashion items for men and women. The name DANJYO HIYOJI was taken from the Japanese word “Danjyo” meaning Unisex, and “Hiyoji” meaning Hip, Young, and sometimes a little Crazy. These attributes are ones we especially look forward to realizing in our designs. By seeking inspiration from the young generation, we explore individuality and modernity through creating chic and flattering collections for style-savvy individuals.

Crowned with numerous titles – “The Most Innovative Local Brand” at the 2009 Cleo Indonesia Fashion Award, “Label of the Year” at the 2010 ELLE Indonesia Magazine and 2012 Instyle Indonesia Magazine Award, 2016 Men’s Health Awards, and 2017 Kuningan City Ikonography Award – DANJYO HIYOJI has since been raised as one of the widely-known local brands in the fashion scenes of Jakarta.

DANJYO HIYOJI’s ultimate goal is to strive as a modern label that caters to those who will proudly wear our product and know that they are a part of us. Our mission to strengthen the brand is progressively being done through growing the sales and creating a movement that is fresh and relatable to the young generation.

#WeAreDANJYOHYOJI