

FOR IMMEDIATE RELEASE
November 27th 2021

FREDERIKA PRESENTS RETRONATION: Resort 2022 at the JAKARTA FASHION WEEK 2022 VIRTUAL FASHION SHOW

Jakarta, November 27th 2021 – previously known as EUREKA – we are here today commencing yet another journey with a new name: FREDERIKA. RETRONATION: Resort 2022 Collection.

RETRONATION is a collection title that the founder, Frederika, has come up with after enjoying a year-long listening to City Pop Japan music on spotify a while working remotely from home to nearby cafes. For her - RETRONATION consists of the word 'Retro' and 'Coronation' – which the collection represents. Japan Retro is the source of style inspiration behind the collection, while coronation is a form of celebration of the newly named brand FREDERIKA. Japanese City Pop Music such as Mariya Takeuchi, Anri, Junko Ohashi – has filled up Frederika's daily activities throughout 2021, specifically Mariya's Plastic Love that has made the internet buzz in 2019. Reminiscing Frederika's the last trip to Japan on October 2019 right before pandemic, the designer then imagined a nostalgia of a nonexistent time in this collection.

The textiles in this collection is inspired by the distinct characteristics of Japan Retro style: cotton-based shirts, bold colours, fit-flare bottoms, denims and also handmade accessories. We are using soft retro colours such as collection's textile is made out of a new method of textile making: which is hand-drawn textile, one-of-a-kind textile FREDERIKA created textiles of refined ready-to-wear.

The collection will launch at Jakarta Fashion Week 2022 on November 27th 2021 and will be available to shop online directly at our brand new website: www.officialfrederika.com.

Online Stockists:

Shopee - <https://shopee.co.id/officialfrederika> Available 1st December 2021

Tokopedia – <https://www.tokopedia.com/officialfrederika> Available 1st December 2021

Bobobobo – <https://www.bobobobo.com/page/women?q=frederika> Available 1st December 2021

Pomelo – <https://www.pomelofashion.com/id/id/> Available 20th December 2021

Offline Stockists:

Fashionlink x #BLCKVNUE, Senayan City – South Jakarta - Available 9th December 2021

The Headline Store, Pakuwon Mall – Surabaya - Available 20th December 2021

The Curated Work, PIK – North Jakarta - Available 10th December 2021

Galleries Lafayette, Pacific Place – South Jakarta - Available 10th December 2021

SEIBU, Grand Indonesia – Central Jakarta - Available 10th December 2021

About The Brand

FREDERIKA is a womenswear label based in Jakarta, Indonesia. Previously known as EUREKA, FREDERIKA believes in exploring different possibilities in handmade textile-making, be it experimenting on the raw materials, motifs, and even giving unique end-placement results on the garments. FREDERIKA is an ode to handmade textiles - while the inspiration for the motif in each collection differs, in order 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 individual regardless of age 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 2018 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 – previously known as EUREKA – and now FREDERIKA.