

DANJYO HIYOJI

DANJYO HIYOJI x TikTok

Jakarta Fashion Week 2022 : Press Release

About the Collection

Inspired by the signature colours of TikTok, DANJYO HIYOJI presents a ready-to-wear collection that implements the colours black, white, Splash blue, and Razzmatazz fuschia. This colour palette captures the energy, expression, and creativity of this collection with a dynamic that is then developed into fun patterns such as modern stripes and asymmetrical patchwork.

When it comes to exploring silhouettes, the sporty vibe of a total of sixteen looks is highlighted with a touch of DANJYO HIYOJI street-wear boldness.

A fusion of signature colours, fun patterns, sporty silhouettes, and fabric materials that are light and comfortable creates simpler, more practical, and truer designs to blend with today's trends but are noteworthy enough to stand out among others.

Identified as an energetic collection that consists of sporty Parkas, cropped tops, oversized tops, sportswear, and limited items like baseball caps, bucket hats, bags, and sunglasses, it is sure to amplify your groove when working out, having a laid-back trip with friends, or when lounging at home alone seems more pleasant.

As a form of mutual support within the scope of local brands, DANJYO HIYOJI collaborated with Heiden Heritage for Men's Shoes. The Zephyr and Vendage series further elaborates the aimed sporty-casual look.

The energy poured into this collection represents the spirit and soul of our strong-willed young generation. So in any case you need an affordable outfit for your TikTok contents, you can always depend on DANJYO HIYOJI x TikTok Collection, available at a moment's notice right after the show only on our newly-launched TikTok Shop.

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