

## **Press Release**

# **IN-TRND for FASHION ENTHUSIAST JAKARTA**

**Jakarta, 25 October 2018** – Since its first collaboration with Jakarta Fashion Week (JFW) in 2013, Senayan City had been consistent in its commitment to present the greatest fashion event in South East Asia. This year, Senayan City comes back with collaborated performance with three best Indonesian designers, Deden Siswanto, Rama Dauhan, and Eterette by Vivian Lee. Coming up with **“IN-TRND 18/19”**, Senayan City is giving nature-inspired fashion presentation. With “IN-TRND 18/19” designers, Deden Siswanto, Rama Dauhan, and Eterette by Vivian Lee, **Leasing & Mkt. Communications Director Senayan City Halina**, made a Press Conference in Press Lounge JFW 2019 on Thursday (25/10).

“As a part of Senayan City’s commitment to support local designers and Indonesia’s fashion industry, in this year’s Jakarta Fashion Week, we’re presenting IN-TRND 18/19, which is a collaborated project with Indonesia’s most-talented designers, Deden Siswanto, Rama Dauhan, and Eterette by Vivian Lee. Taking inspiration from beauty of nature, IN-TRND will showcase colourful collections with unique motifs and modern twist to inspire fashion enthusiasts of JFW 2019. IN-TRND 18/19 will be the height of Senayan City’s fashion presentation for Jakarta Fashion Week 2019. Through IN-TRND, Senayan City strives to answer enthusiasm of all fashion lovers who are aware of the high dynamism of current local fashion industry. Fashion presentation ‘IN-TRND 18/19’ will be held in Fashion Tent JFW 2019 at 4.30 to 5.30 P.M.,” said Halina.

## **IN-TRND DESIGNERS**

### **DEDEN SISWANTO**

Inspired by historical Japanese Feudalistic social classes, for IN-TRND 18/19, Deden Siswanto is coming with collection called “Kagirinaku (限りなく)” which means “infinite”. Taking concept of kimono’s transformation and reconstruction, patchwork, pattern-blocking, and manipulated fabric, this collection uses materials such as denim, cotton, woven textiles, and batik.

Deden Siswanto’s collection is made perfect by urbanite fashion style that’s dynamic with combination of botanical colours such as beige, purple, yellow, maroon, blue, and soft pink.

### **ETTERETTE by VIVIAN LEE**

Bringing the image of “Spring/Summer: Lady Bird”, this collection was inspired by concept of beautiful imperfection. Lady Bird tells a story of transformation from a little girl to a sophisticated woman. Lady Bird is a combination of technical abstraction, textures, and prints.

In this IN-TRND 18/19 trunk show, Eterette managed to show beautiful cutting that conveys female femininity. Such subtleness is also shown in this design from the use of corseted waist panels, hats, and boat-necked clothing. This Eterette collection shows beautiful and comfortable designs for women.

### **RAMA DAUHAN**

With his best collection, “Mirth”, Rama Dauhan returns with beautiful tales of plants, stones, and summer stories which were represented through vivacious motifs and autumnal colours, along with trendy usage of materials such as cotton, drill, twill, voal, and wool to get into the spirit of 2019.

This collection also enables fashion lovers to explore various style that’s young and unique. Play of volumes was displayed in this collection in its shirts, pants, as well as jackets, while also showcasing interesting cargo pocket details, embossed pockets, and colourful buttons. Every detail in this *ready-to-wear* collection brings out youthful and quirky ambience!

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