

Orél

About the Collection – Chapter 01. – “Untold Stories”

As a mindful Ready-To-Wear brand with emphasis on material explorations, Orél's collection Chapter 01- “Untold Stories” features bespoke textiles alongside sustainable fabrics: Orél's use of Hand loomed fabric (Tenun) signifies its brand DNA, not to mention its love for handmade products. Crafted in collaboration with local artisans in Bali and Garut, these exclusive materials embody 21st century luxury. Tencel is another dominant fabric in this collection. Dubbed the fabric of the future, Tencel fibers are more absorbent than cotton, softer than silk and cooler than linen. Its unique weave leaves minimum to no waste, and the solvents used in production are mostly recycled. Last but not least is the eco-certified Cupro, which is made by using unused fibers from cotton plants.

Creative Director Aurelia Santoso did not travel to an exotic, far-off land for inspiration. She simply spoke to the artisans she worked with. The textiles tell the stories of their lives and how they came to be. Each yarn was touched and cared for by a human hand. This collection serves as a documentary of their journey.

About Orél

Founded in 2018 by Aurelia Santoso, Orél is a ready-to-wear brand whose design process begins from the yarn. Collaborating with local artisans to create bespoke textiles, Orél's pieces celebrate innovation and the beauty of the human touch. Designed for the modern woman, the brand is empathetic and mindful of what it means to be a woman in this day and age. Orél strives to demonstrate that fashion too, can be impactful.

About Aurelia Santoso

Aurelia Santoso's love and appreciation of luxurious garments started at a young age, where she would often spend her days at her grandmother's bridal house. She studied at OTIS College & Design in Los Angeles and graduated with a B.A. from Raffles Design Institute Singapore. Following her internship in London with Mary Katrantzou, she returned to Indonesia in 2014 and launched LAISON by Aurelia Santoso. The brand became a household name, showed in NYFW S/S 2017, LAFW S/S 2017 and was stocked both locally and Internationally. She then launched Orél in 2018. Constantly curious and enthralled by innovation, arts and travels, Aurelia Santoso's aesthetic is heavily influenced by modern values and interweaving of cultures. To have her practice in a responsible and respectful manner to the planet and its inhabitant comes as a natural progression.