



Press Release

## **Fashionlink Showroom And Market Curated Hundreds of Labels**

**Jakarta, October 22, 2018** - This is the third year for Fashionlink Showroom And Market to accompany the celebration of Jakarta Fashion Week. Fashionlink is an idea initiated by Jakarta Fashion Week in order to bridge the interaction between designers, industry players, and fashion consumers, both local and abroad. This initiative aims to build industrial infrastructure, as well as becoming a commercial container that will facilitate access for designers and local labels to reach the global market.

In its journey, Fashionlink was developed into more than just buyers' room. If at the beginning, Fashionlink Showroom can only be accessed by buyers who have specifically registered, now the Fashionlink Market area is available to be visited by anyone. Fashionlink Market itself can be organized several times a year, accompanying Road To Jakarta Fashion Week programs, such as Ramadan Fashion Delight and JFW Model Search.

There are more than one hundred labels participating in this year's Fashionlink Showroom And Market, starting from the Indonesia Fashion Forward designers to the latest lifestyle labels. Opened with a trunk show from 24 Indonesian Fashion Forward labels and 24 curated tenant labels, the event was also enlivened by international partners and sponsors of Jakarta Fashion Week who offered programs and products at special prices.

This year, Jakarta Fashion Week invited more community partners to present their contents in the Jakarta Fashion Week area, including the Fashionlink Showroom And Market at The Hall, 8th floor of Senayan City. A number of communities decorate the area with their crafts or talk shows, for example, Tinkerlust, Waste4Change, and EksisBanget.com. All events taking place in this area can be accessed by anyone for free.

### **About Jakarta Fashion Week**

Jakarta Fashion Week is the main fashion week in Indonesia since 2007. It is designated as the Indonesian fashion industry's driving platform; Jakarta Fashion Week provides direction for fashion activists and provides a prestigious arena to showcase the talent and creativity of the domestic fashion world. Throughout the year, Jakarta Fashion Week also holds various capacity building programs for international industry players. Jakarta Fashion Week is organized by Azura Activation, part of Femina Group.

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### **Social Media**

Instagram : @jfwofficial

Facebook : Jakarta Fashion Week

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YouTube : JakartaFashionWeekOfficial