

Byo Byo Logic

In this fashion presentation, we are launching our new brand with a new concept years in the making. Our signature modular-handwoven way of making bags is utilized to give new life to post-production leather waste. This is our next logical step towards the necessary goal of using responsible materials. As our collective concern about the future of our planet continuously evolve for the better, we adapt ourselves while being completely true to the core elements of our brand. And we are calling this new line: Byo Logic.

The original Byo line will remain true to its sci-fi futuristic aesthetic and experimental spirit. Still using the best materials including the finest leather to make products lasting years. The virtual fashion show showcases Byo bags represented by blue lights, and Byo Logic bags represented by orange lights to show that even when the bags are using repurposed materials, it's not possible to tell the difference.

To compliment and counterbalance the handmade nature of the bags, for the clothes we designed tailored and draped silhouettes with a geometric sci-fi twist. The fabrics are hand-pressed with triangular pattern design of the bags to create a half-rendered 3D objects inspired by sculptures of French artist Xavier Veilhan. Finally, for jewelries, we worked with Clarissa Kwok to design brass patina earrings. For graphic design support for Byo Logic, we work alongside a Bandung based graphic design studio, NUSAE lead by Andi Rahmat.