

# PRESS RELEASE

## RESORT 2019 : TO DREAM

**“THIS IS A COLLECTION ABOUT HOPE, TO ALWAYS BELIEVE THAT THE SUN WILL ALWAYS COMES AFTER THE RAIN”**

When disasters come in the most unexpected timings, it crashes the dreams of the dreamers. This collection is inspired to build that dreams again.

Hints of warm tangerine tones, in the middle of our favorites pastels hues, symbolize the hope that shines from the moon at night.

This season, our genuine leather sandals are combined with exclusive weaving straps, handcrafted by the talented Women of Flores. Exclusively made by the artisans, from the finest palmyra leaves. The touch of wickerwork symbolize the process of sewing those dreams again, little by little.

Because To Dream, is everything.

*\*all profits made from this exclusive Jakarta Fashion Week 2019 collection will be fully donated to tsunami and earthquake victims in Palu, Donggala & Sigi.*

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# pvra

## ABOUT THE BRAND

Established in April 2015, pvra was founded by Kara Nugroho and Putri Katianda. The brand name, pvra, is short from their nicknames, Putri and Kara. We launched our very first collection in April that year, being the pioneer of our signature beaded sandals in the local market.

Our products are handmade, crafted by skilled local craftsman in Indonesia. By using the finest quality of hand-picked leather and three-dimensional beadwork arrangement, hours of work are invested in order to make a pair of our sandals.

We are passionate to grow our business to provide economic empowerment, support and provide advanced training to our local craftsman. Creating beautiful sandals, while also creating jobs.

When purchasing our sandal, pvra will donate a portion of the sales for a patient in need. This year, we launched our new signature heart-head sole in our classic collection, as a gesture for our customer to always leave a good mark anywhere they go.

In 2016, pvra was named “Most Promising Accessories Brand” at Cleo Fashion Awards. The following year, they are selected to be one of the participant of Indonesia Fashion Forward 6th Generation, the incubator program from Femina Group, British Council and Center for Fashion Enterprise London, to prepare local talents for the international market.

On their third anniversary, pvra opens their first ever offline store in Jakarta most prestigious shopping center, Plaza Indonesia. This pop-up concept is open from September to December 2018.