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**EUREKA PRESENTS CHERISH: SPRING/SUMMER 2021 at JAKARTA FASHION WEEK 2021**

Jakarta, 26 November 2020 – EUREKA presents its Spring/Summer 2021 collection at Jakarta Fashion Week 2021.

**CHERISH SPRING/SUMMER 2021** is a collection full of hope of a sweeter new year. As many have experienced different challenges and turbulences in 2020, the designer Frederika Cynthia created CHERISH as a symbol of hope for a better year filled with happiness in 2021.

The blooming flower motif made by hand-stamp batik with pastel palette throughout the collection serves as a calming symbol that we are ready to step out once again. Cherish that has a meaning ‘to keep (a hope or ambition) in one's mind’ is a story that continues from our past Resort 2020 Aroha Collection – made fresh with the combination of different flowers to celebrate a hopeful new year. The blooming flower motif consists of Mount Cook Buttercup flowers, combined with Hawaiian Flowers that can be found in Maui – a true flower paradise to further captivate and depict our longing for a holiday to destinations filled with nature wonders.

Details such as unfinished frays will be explored in the design, together with elastic band as details and function to convey the needs of dressing crisp yet comfortable. The Cherish Collection continues to further use the classic drawstring details on the blazer, vest, and dresses.

Looking back into the historical references, this collection refers to the romantic era of the 1830s – yet simplified to dress the modern women. The signature balloon sleeve that is the key of romantic era dressing are simplified with crop tops, blouses and day-dresses. As comfort is the key to modern fashion, we mostly use elastic band throughout our pants, skirts and dresses in this collection. EUREKA's classic detail such as ruched fabric and handmade frays can be found on our pieces such as the draped skirt, bra top, dresses and also pants.

EUREKA, since the beginning of the brand, focuses on the Southeast Asia market. Therefore, comfort and durability in the tropical climate are what the brand focuses on, because relaxed and breezy feel on the skin are the utmost importance for dressing up in such degree and humidity. This collection uses materials such as 100% cotton, 100% Line and Rayon Linen mix. In terms of design, EUREKA focuses on starting off as a brand who delivers resort-feel collections, paying attention to garment details to achieve a well-thought design. The form of contemporizing shows in the maintaining of the traditional wax-dyed process while re-inventing new motifs and exploring new raw textiles to handmade the batik. In the future, EUREKA plans to explore an even wider range of Indonesia's traditional textile processes.

Our target market for the brand is women, regardless of age as we believe age is just a number. Women who are eager to always explore fashion styles with market class B+ to A. We are targeting customers who appreciate the process of making handmade textiles and often seeks sophistication in their daily wear. They will have the confidence to follow or adapt to the trend, often mix and match their outfit in creative ways.

Our estimated price point ranges between IDR 300.000,- up to IDR 2.500.000. All the price point are based on the raw materials, the textile treatment on fabrics, as well as the intricacy of each piece. We believe that designer pieces do not have to be expensive. We would want to maintain our wide range of product price point to reach a wider range of customers.

**About Eureka**

Eureka is a womenswear label based in Jakarta, Indonesia. As an Indonesian brand, EUREKA wants to explore different possibilities in traditional batik-making, be it experimenting on the raw materials, motifs, and even giving unique end-placement results on the garments. EUREKA maintains the traditional wax-resist dyeing process, while the inspiration for the motif in each collection differs, in order to convey a unique and individualized story.

The design philosophy of the brand is to always seek in-between sophistication and to create functional garments with attention to details. The collections are dedicated to feminine and daring individuals who appreciate the art of process and love a touch of handmade details.

**About the designer**

Winning prestigious competitions for two consecutive years, including HARPER'S BAZAAR Asia NewGen Fashion Award 2019 and Lomba Perancang Mode in Jakarta Fashion Week 2019, has made Frederika Cynthia one of the promising new Indonesian designers in Asia's fashion field. By finishing her fashion degree with First Class Honors from LASALLE College of the Arts Singapore, Frederika aims to further develop her love for fashion in her homeland, Indonesia. Her love for batik-making since childhood has led her into making her eponymous brand – EUREKA.

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Press Release

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