



K R A T O N
AUGUSTE SOESASTRO

Evolution of heritage garments

Redefining Indonesian clothing for the International market has been the goal of KRATON Auguste Soesastro since 2008.

In the quest for timelessness, our design team experiments with a range of traditional clothing both regional and international to understand the ergonomics of cut, fabric durability, practicality and context.

Since the first collection, the vocabulary of regional clothes, for example, baju kurung from Sumatra, baju bodo from South Sulawesi, the infamous Javanese kebaya have been subject to discussion and reconstruction. With globalization, the need for identity has become more crucial for the cultural development of Indonesia. This idea has been explored on the traditional textile front by the invasion of batik and regional tenun (hand woven fabrics) in the last decade, although there is a diminishing understanding of what creates identity in the modern and global sense. For example, a kimono, regardless of what fabric it is made from, still retains its cultural relevance. What happened to Indonesia's heritage clothing, such as the surjan, the beskap, not to mention hundreds of less popular items of apparel?

Breaking down stereotypes and taboos

In the turn of the 20th Century Europe it was taboo for ladies to be dressed in trousers, that idea seems to be far from today's freedom of choice in the retail market and fashion media trends. I have always been interested in Indonesian traditional menswear for its ergonomics, compared to the majority traditional ladies wear, although, this has not stopped me from experimenting with both in my daily works. I have also gone as far as dressing women with Javanese male inspired headgear, contrary to popular customary beliefs. I would argue that, enough modifications have moved it away from its traditional construction, leaving only the suggestion of the form.

The Javanese Invasion

I believe that the role of a designer is to constantly improve and contextualize his / her works to go with the times whilst staying true to a philosophy. My first show in New York, 11 years ago, drew inspiration from Javanese court clothing, deconstructed and redesigned in clod climate fabrics, such as Cashmere, Wool and heavy silks. Throughout the years this idea still haunts me, and though I have over the years explored various themes, I keep coming back to it. The work will never be done as long as there are trends and new breakthroughs in textile technology, this pushes me and my team to continue exploring our work and expanding the range with the expanding range of available materials. The mini collection which we will present for Dewi Fashion Knights comprises of 14 looks: 9 day ensembles (2 of which will be presented on men) and 5 evening outfits. The clothes are a hybrid between Javanese court clothes and modern European aristocratic sports apparel, for example a waterproof beskap parka, a surjan cashmere blend coat, a sleeveless kebaya top made from tropical suiting wool. All of which are appropriate for equestrian sports, temperate weather safari or office attire in the concrete jungle. Our fabrics are sourced from reputable mills, such as Loro Piana, Ememegildo Zegna, Taroni and Gandini to ensure durability and long life. From my personal philosophy of dressing, as good garment should last at least 10 years with frequent wear and good maintenance. This is one of my few attempts to reduce wasteful garment production, one of the major threats to the environment.

Auguste Soesastro, October 2019.

About KRATON Auguste Soesastro

KRATON is the luxury ready to wear label of Auguste Soesastro founded in 2008. KRATON combines the techniques and fabric sensibility of a couture line and the practicality of ready to wear. KRATON has a very selective distribution to comply with the highest quality and ethical standards with studios in New York, Paris and Jakarta. The KRATON collections have been showcased in New York, London, Paris, Milan, Rome, Singapore, Jakarta, Manila and Sydney. KRATON originates from the Javanese word for palace, a union of skilled artisans and labor of love. KRATON specializes in high-end luxury garments, crafted to perfection, incorporating superb tailoring techniques, unique designs and the best available materials, working together with only the best artisans in each of their specialized fields. The Jakarta atelier opened in January 2011, and operates under the same standards of fair wage and environmentally conscious work ethics. Since Auguste Soesastro's debut show at the Asia Society New York during Fashion Week in February 2009, modernized Indonesian Woven textiles and batik have been carefully incorporated in his collections, which are an important part of heritage preservation. Part of KRATON's mission, is to promote Indonesian culture.

Auguste Soesastro was born in Jakarta, and raised in the Netherlands, United States and Australia. Soesastro initially concentrated his studies on Architecture and Digital Arts for which he received degrees from the University of Sydney and the Australian National University, respectively. He arrived in Paris at the age of 24 to study at the rigorous Ecole de la Chambre Syndicale de la Couture in Paris, alma mater of the great couturiers Yves Saint Laurent and Valentino. Soesastro trained at a number of major haute couture houses in Paris, then relocated to New York to work for couturier Ralph Rucci before launching his own label in New York City in 2008, which focuses on delivering understated authentic luxury against the tide of fast fashion in a commerce hungry industry. Apart from wearable creations, Soesastro has also been exploring art as a means to further understand the relationship between forms, materials, construction and the constant access to contemplate dressmaking aspects.

Instagram @kratonworld

P e d r o

Footwear supported by Pedro

The embodiment of sophistication and style is exuded in the line of footwear and accessories from PEDRO. An international influence for both men and women on the versatility of today, heightened fashion acumen is channeled each season. The collection for men offers contemporary footwear, bags, belts, wallets and an array of small leather goods; whilst the women's collection offers a diverse line of footwear, bags and petite accessories exuding femininity with confidence. PEDRO operates 27 stores in Indonesia from a total of more than 100 stores in the Asia Pacific, Middle East and PRC.



Instagram @epajewel