



PRESS RELEASE



“THIS COLLECTION WILL BE NOTHING LIKE WE EVER DONE BEFORE. YOU’LL SEE SHILLOUETTES WE HAVE NEVER FORMED, COLORS WE NEVER PAINTED, & MATERIALS THAT WE NEVER DREAM TO FOUND”

Glasses from used cosmetic, drinks, and perfume bottles – to old light bulbs, were crushed & melted, shaped & colored, into beautiful, colorful, locally made recycled glass beads. All arranged by hand, to form our signature three-dimensional beadwork, in a bolder, brighter, and most importantly, a more sustainable way.

Yellow, Orange, Turquoise, will dominate the scene, paired with a hint of our favorite pastel hues – blocking each other’s way, gracefully. In this collection, you’ll find us playing with thinner, longer straps, and square-shaped sole.

Yes, nothing like we ever done before.



Brand Profile

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

At the beginning of 2019, PVRA had re-branding for the mention of its brand name as P-V-R-A (*Pronunciation: Pi-Vi-Ar-Ey*). This is to facilitate the pronunciation of brand names on the international scene. As you know, last year PVRA has performed their Fall / Winter 2019 Collection at London Fashion Scout and Seoul Fashion Code.

PVRA products are handmade, crafted by skilled local craftsman in Indonesia. By using the finest quality of handpicked leather and three-dimensional beadwork arrangement, hours of work are invested in order to make a pair of our sandals. We aim to provide our customers with this high-level sense of luxury, packaged in a very attractive pricing.

In purchasing a pair for pvra, you will also help our mission to give back to the community. As for every pair that you purchase, pvra will donate a portion of the sale for a patient in need, through the first healthcare crowd-funding in Indonesia, WeCare.id.

PVRA is passionate to grow their business to support economic empowerment, and provide training to local craftsman. Creating beautiful sandals, while also creating jobs. PVRA vowed to be the leading footwear and leather goods brand in Indonesia.

On October 2016, PVRA held its first ever fashion show at Jakarta Fashion Week 2017, and being named as “Most Promising Accessories Brand” at Cleo Fashion Awards 2016. Last year, the brand has also been selected to be one of the members 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.

PVRA, Pronunciation : pi-vi-ar-ey

For lookbook and further information please contact :

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