

NURZAHRA

CURRENTS

SS2022

NOVEMBER, JAKARTA, INDONESIA. Tonight, at the **JAKARTA FASHION WEEK 2022**, marks the first show of this year. After twelve years of NURZAHRA going around the world from Tokyo Fashion Week, Jakarta Fashion Week, De Young Fine Arts Museum in San Francisco, Museum Angewandte Kunst in Frankfurt, as well as the last international show that was held at the Africa Fashion Exchange 2019 by the KZN Fashion Council in Durban, South Africa in 2019.

CURRENTS was inspired by the change that the world has been facing throughout the past, almost two years, depicted with bodies of water in its many different forms. Life is slowly moving after the face paced hustle and bustle had to be put on pause for a moment. Thus, this collection means the act of accepting the everchanging movement in life, no matter how small it is. It can also represent steps, fluidity, and the willingness to move on to better things, to meet the better version of ourselves.

Staying true to **NURZAHRA's** goal to create sustainable and modest fashion, this particular collection was also made of archive fabrics from our vault as well as new fabrics that was made from recycled plastic bottles, called **REPREEVE**, made by Unifi, a leading global textile solutions company, as well as bamboo jersey. Colors, patterns, and textures of beautiful bodies of water ranging from the ocean, streams, dew drops in the morning, as well as delicate snowflakes are also taken as inspiration for the collection. Comprised with many different colors such as fresh green, bright turquoise, deep forrest greens, foggy blues, hazy purples, to the basic blacks, misty greys, and pure whites, meets beautiful patterns of Cirebon batik creates a fluid harmony, much like nature's gradient. Relaxed ankle-tied pants, A-line detachable sleeves, full skirts, as well as cozy cardigans creates the perfect harmony of comfort and style, as the pieces are meant to be worn indoors to lounge around or even to go out and run errands in.

NURZAHRA was taken from Arabic's 'Nur' which means 'light' and 'Zahra' which means 'luminous'. **NURZAHRA** was founded by **WINDRI WIDIESTA DHARI** since 2009 and publicly launched in 2010. Since it's founded, Nurzahra is consistent to its position as premium fashion-wear that embrace environmental friendly material and process. **NURZAHRA** adopted a modern, simple and sophisticated design, which is well accepted not only by Moslem woman who decided to be covered but also the general market. **DHIRA RAGASANMATA** is currently the creative director and designer of NURZAHRA.

OFFICIAL INSTAGRAM: @OFFICIALNURZAHRA

E-MAIL: MARKETING@NURZAHRA.COM

JAKARTA, INDONESIA