



## **OPENING SPEECH**

Svida Alisjahbana

CEO of GCM Group

Chairperson of Jakarta Fashion Week 2020

### **Welcome to the Jakarta Fashion Week 2020.**

First, please accept our apologies for the postponement of Jakarta Fashion Week by 3 days. As a tradition, we always start the last Saturday to Friday in the month of October. But this year just 2 weeks before the start we decided to postpone this event 3 days in order to give the opportunity for the Indonesian people to welcome the moment of the inauguration of our new leader, the President and Vice President of the Republic of Indonesia, Ir. Joko Widodo and KH Ma'ruf Amien, 20<sup>th</sup> of October. A big thank you to the designers and their team, sponsors, partners and all who work for this 12th edition of Jakarta Fashion Week for their cooperation and accommodate these changes in short notice.

Of course we all hope that, under his leadership, Indonesia will become a country that is increasingly taken into account at the international level, including of course in the fashion sector.

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This year JFW has entered its 12th year. And we are proud to mention that in this relatively young age, JFW has been able to become a reliable catalyst for the country's fashion industry, both at national and global levels.

JFW has succeeded in building an ecosystem for the growth of Indonesia's fashion industry. Starting with the Young Designer Competition, which now celebrates its 40th year, the Accessory Design Competition, and now it is added to the Menswear Young Designer Competition. With Jakarta Fashion Week, a cross-generation dialogue between its alumni is maintained and creativity continues to grow.

Beyond a week of fashion is the presence of our retail stores with a total area of more than 1200m<sup>2</sup> in two shopping malls. Throughout the year we provide retail space for young talented designers to enter the retail world. More than that, Fashionlink is a place for mentorship and various workshops with senior designers or professors from renowned fashion institutes from various parts of the world to share their knowledge.

Our Model competition has gone global too. As the selection process held in various major cities, such as Surabaya, Yogyakarta, Medan and also Jakarta. Now is televised as webseries reality show of the Selection process of the next face of JFW Icon. The stronger finalists we sent to ASIA FACE, the Asian Model Competition in Korea, and this year we won its grand prize, the Asian Face is an Indonesian!

From Jakarta Fashion Week for the fashion industry, we can see the strides of the graduates from Indonesia Fashion Forward, some of which are already global now. Some have growing online and brick&mortar stores. They are now mentors to the next generation.



One interesting collaboration to take note, is our partnership with Matahari department store. Us, as the catalyst between Indonesian Fashion Forward designers and Matahari Dept. Stores, to bring collections from Indonesian designers to be available to more than 100 department stores throughout Indonesia. Such a beautiful collaboration!

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Let me also share that this is our first year from the GCM Group to run Jakarta Fashion Week. As a content factory - we believe THE POWER OF UNDERSTANDING as our source of strength to work on various media platforms and continue to collaborate and work together towards PROGRESS.

In addition to JFW, GCM Group has also successfully held a variety of major events such as the Jakarta Eat Festival, Jakarta Youth Meet Up, BeautyParty and continues to publish lifestyle media such as Dewi magazine, pesona.co.id, Primarasa digital and books, and shortly we will launch Wanita.Network with an upcoming Women's Congress: the LEAP (moving forward Indonesian Women) a women's congress that will be held on International Women's Day early March 2020 ..

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Our hope is that our collaboration and partnership will continue to elevate the fashion industry. Going forward we will continue to extend our hands to welcome various opportunities for collaboration with other parties that have the similar ideas for mutual advancement of the industry.

On this occasion, we would also like to thank Senayan City, Lazada, Wardah, Make Over, L'oreal Professional, UBS Gold, Tinkerlust, Matahari Department Store, Daliatex, Danone Aqua, Strongbow, Epson, KFC, dan Aqua Japan.

Seagram's Vodka, Imperial Black, Sweet Escape, RSGM YARSI, CBN Fiber, Caffino, Artisan Pro, Century Park Hotel, Santika Hotel Indonesia, Aston Kartika Grogol, Sunpride, Gouw Heritage, Wondernuts, Indofood, Boga Group, Studio 47, Moonlay Technologies, Ohana, Accoustic Pro, Savana Furnitures, Studio Hendrohadinoto, Gambo Muba, dan Taco.

British Council, Japan Fashion Week Organization, Korea Model Association, Korea Creative Content Agency, Kementerian Pariwisata, dan Kementerian Pendidikan Dan Kebudayaan, Dinas Pariwisata Dan Kebudayaan DKI Jakarta, Enjoy Jakarta, Kedutaan Besar Republik Indonesia Tunisia, dan Kedutaan Besar Republik Indonesia Vienna.

Thank you for spreading the optimism by helping, supporting, and accompanying our journey in realizing Bringing Indonesia Fashion to the World so that finally we can all Celebrate Indonesia.

**Salam**