

Day and Night
Spring/Summer 2020
I wish . . .

I wish . . . is a collection dedicated to Day and Night loyal customer. Inspiration started when our 7th anniversary pop up store was held last August. We finally met them face to face. Conversation and small talk became the core of the whole collection. Different career and profession, housewife to entrepreneur came together and show us what they wish to see and wear.

3 words, comfortable, stylish and playful are the main point of a total 16 looks for this collection. Comfortable reflected through cutting that Day and Night always shows in the clothes. Meanwhile stylish showed in the experimental pleats we created especially for the collection. Always been everyone's favorite since its first released. On top of that, we utilize Indonesian own fabric called Sasirangan to be in charge of playfulness. Sasirangan is a fabric which came from Banjar, South Borneo. Natural ink was used to dye so we decided to create pattern as well to match our personality.

This collection represents our thankful feeling towards our customer. They inspired Day and Night and so it always be.