

Press Release JFW 2027

Title

AW27 THE ODD ONE OUT OF TIME

Opening

- 26th October 2026
- Alifa Muthmainnah

Description

- *The Odd One Out of Time* is menswear as a space of cultural confrontation. Alifa's debut mini collection follows the outsider: the Indo community of colonial Indonesia, who wore European tailoring as a quiet negotiation of identity and who always seemed to be standing in someone else's era. At its core is the beskap, the Javanese court jacket born from Western tailoring but built on a philosophy of its own. Its organic, fluid construction is set against the manicured homogeneity of 1950s suburbia, the WASP archetype, Ivy League blazers, rowing uniforms, and preppy tailoring. The collection sits in the tension between two ideas of what a "gentleman" looks like. Using Transformational Reconstruction, a pattern-first method in which the cut comes before the sketch, Alifa lets the two worlds collide. The results are helical seams that spiral from hem to cuff, modular sleeve gussets that erase the traditional armhole, and detachable elements and layers. Her references include the tucking logic of the Javanese dodot, wrapped vests tied as ascot ties or bows, and braided frogging details borrowed from military uniforms. Proportions play between fluidity and structure. The materials are rich and tactile: unfused wool tweed, lambskin leather, herringbone wool and linen, plaids, corduroy, and raw selvedge denim. The palette is dusty peach, muted turquoise, and in contrast, rich chocolate and navy blues, soft hues set against masculine tailoring. The mood is playful and a little cheeky, but never costume. The collection answers the mood of A/W 26/27 with eccentric, storytelling basics, built to last and made to wear. What sets it apart is that heritage is treated as a method rather than a motif. Indonesian hybrid sartorial logic shapes the pattern itself, so the garments carry the culture in their construction, not just on their surface.

Objective

- At JFW 2027, Alifa introduces her first mini collection under the label **Ante Merediem** and presents a new perspective on the Indonesian sartorial revolution through contemporary menswear. She aims to show that heritage can be a living, experimental design language, one that speaks to the zeitgeist and holds its own beside contemporary conceptual menswear. The show marks the beginning of a cross-cultural dialogue between her Indonesian roots and a more diverse audience, grounded in the

belief that representing cultural minorities through fashion matters as much as preserving them.

Designer's Profile

- Alifa Muthmainnah is a 22-year-old Jakarta-based fashion designer. She graduated from Binus International University with a major in fashion design. Her practice explores Indonesian heritage through a sartorial lens, treating clothing as a living tradition that evolves through cultural exchange. Raised in a traditional rural household, she developed an early curiosity about the world beyond her immediate surroundings, particularly how different cultures express themselves through clothing. That curiosity matured into a lasting interest in how history and people shape the construction and function of garments across different layers of society. That fixation led to her interest in approaching heritage as a conceptual foundation of a design. Having a thorough understanding about the philosophy behind a garment and the traditional methods of its making got her a better perspective on how to translate it into her own design handwriting, building a point of view that evokes the zeitgeist. Her ambition is to open a cross-cultural dialogue between her Indonesian roots and a global contemporary audience in the future. For her, representing cultural minorities through fashion matters as much as preserving them.

Closing

- Looking ahead, Alifa wants to keep exploring cross-cultural dialogue through contemporary fashion methods, using transformational reconstruction and heritage research to connect Indonesian dress traditions with other cultures' sartorial histories. The next step is to move beyond menswear and to see how the same pattern-led, research-driven approach can translate across silhouettes, bodies, and traditions. She is open to collaborating with artisans, textile makers, historians, museums, and fellow designers who share an interest in treating heritage as a practice.

LINK TO DOCUMENTATION:

<https://www.flickr.com/photos/203697410@N04/albums/72177720336359844/>

Invitation

- Inviting media and visitors to attend.
- Information on how to obtain tickets or RSVP.

Contact & Information

- Alifa (alifamuth@gmail.com, Instagram: @ante____merediem)

Designer Profile

1. Designer's Name

- Alifa Muthmainnah

2. Brand Name

- Ante Merediem

3. Place & Date of Birth

- Cianjur, 19th December 2003

4. Education/School/Course (formal & informal in fashion)

- Fashion Design at Binus International University

5. Achievements & Awards

6. Shows (domestic and international, solo shows)

- HKTDC Fashion In-Style 2025

7. Organisations and Positions Held

8. Description of the designer's signature design style and collections

- Alifa Muthmainnah designs with heritage as a method rather than a motif. She studies the philosophy and construction behind Indonesian garments, then translates that logic into new pattern work using the transformational reconstruction pattern cutting method. Her signature is juxtaposition: fluid against structured, East against West, soft hues against bold hues, preppy yet cheeky. The result is playful, adaptable, lived-in clothing made to last, as seen in her debut mini collection, *The Odd One Out of Time* (A/W27).

9. Description of the theme, character, and design materials for JFW 2027

- *The Odd One Out of Time* explores being a cultural minority in a homogeneous, elite world, told through the Indo community of colonial Indonesia, who wore European tailoring as a form of cultural negotiation. The Indonesian fluid construction meets preppy Ivy-style tailoring, giving the collection a cheeky, eccentric character with helical seams, modular gussets, and detachable layers in a dusty, soft palette.

10. Contact Information:

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Please attach the designer's photo:

- Vertical format
- Close-up or medium shot

- High resolution (to avoid pixelation when uploaded to the website)