KALLARONA

PRESENTS

RONA NUSANTARA

A celebration of Indonesia's natural beauty, with a call to let nature bloom again

Jakarta, 26 October 2026 — Jakarta Fashion Week 2026

The collection: Rona Nusantara

KALLArona presents *Rona Nusantara*, a collection by founder Pindho Saraswati, an entrepreneur with a background in architecture, in collaboration with Mayang Idbariza, a fashion designer with a background from ESMOD.

Inspired by the landscapes of the Indonesian archipelago, *Rona Nusantara* explores the colors, textures, and organic forms of nature. From the earth and sky to the sea, foliage, and flowers, the collection translates Indonesia's natural richness into contemporary fashion through fluid silhouettes, layered forms, draping, and organic details designed to move naturally with the body.

Staying true to KALLArona's philosophy of sustainable and versatile design, the collection features a palette of pastel blue, mint, terracotta, maroon, peach, white, and yellow, reflecting the varied tones of Indonesia's landscapes.

Yet, *Rona Nusantara* is more than a celebration of nature's beauty. Beneath its vibrant colors and floral forms lies a deeper reflection on the fragility of the natural world and the importance of preserving the landscapes that inspire us.

The runway: An evolving landscape

For Jakarta Fashion Week 2026, *Rona Nusantara* transforms the runway into a whimsical, enchanted landscape inspired by the extraordinary beauty of Indonesia's natural world.

The presentation begins with a quiet, almost untouched environment. As each look appears, flowers and foliage gradually emerge, transforming the setting into an increasingly vibrant and abundant landscape. By the finale, the runway becomes a world in full bloom, celebrating the richness, diversity, and beauty of Indonesia's nature.

However, beneath this dreamlike presentation lies a deeper message. Through the runway, KALLArona aims to raise awareness of the devastating impact of forest fires in Kalimantan and express its solidarity with those affected. The presentation serves as a reminder that the natural beauty we celebrate is increasingly threatened by human actions, including the deliberate destruction of forests.

Indonesia is blessed with extraordinary natural landscapes, rich biodiversity, and ecosystems that rival the beauty of any destination in the world. From its lush tropical forests to its vibrant flora and diverse wildlife, Indonesia has so much to be proud of. Yet, these natural treasures continue to face destruction caused by irresponsible human activities.

Through *Rona Nusantara*, KALLArona hopes to encourage audiences to look beyond the beauty of the runway and reflect on what is happening to the natural world around us. The gradual blooming of the landscape symbolizes the beauty we must protect, while reminding us that once nature is destroyed, its recovery takes time, care, and collective responsibility.

Floral accessories by Janice of @__callablomst complement each look, bringing the collection's connection to nature into the styling and reinforcing the vision of an Indonesia where nature can flourish freely.

Ultimately, the runway is more than a celebration of nature's beauty. It is a call to recognize its vulnerability, question the human actions that threaten it, and remember that protecting Indonesia's natural heritage is a responsibility we all share.

The founder’s perspective

“Through *Rona Nusantara*, I want to show how beautiful Indonesia truly is. We have extraordinary landscapes, rich forests, beautiful flowers, and incredible biodiversity. Our nature is just as breathtaking as the natural wonders we admire in other countries. We have so much to be proud of, yet we are also witnessing the destruction of these treasures through irresponsible human actions.

With this runway, I want to raise awareness of the forest fires in Kalimantan and show my support for those affected. It is heartbreaking to see something so beautiful being destroyed, especially when that destruction can be caused deliberately by human activities.

I imagined the runway as a dreamlike world where flowers bloom and nature flourishes. But beyond that dream, I hope the audience will reflect on the reality we face today. We cannot continue to admire nature’s beauty while ignoring its destruction. We need to care for it, protect it, and take responsibility for the environment we leave behind.

Through *Rona Nusantara* and our campaign #LetNatureBloomAgain, I hope to remind people that Indonesia’s natural beauty is a treasure worth protecting. Fashion gives us a platform to express this message, start conversations, and inspire people to care more deeply about the world around us.”

— **Pindho Saraswati, Founder of KALLArona**

The campaign: #LetNatureBloomAgain

From a vision of nature in bloom to a commitment to its restoration.

Rona Nusantara celebrates the natural beauty that makes Indonesia extraordinary. #LetNatureBloomAgain asks us to consider what it takes to preserve that beauty for generations to come.

Through fashion, art, and storytelling, KALLArona hopes to encourage a deeper connection between people and the environment. The campaign acknowledges the devastation caused by forest fires, extends heartfelt sympathy to affected communities, and highlights the importance of collective efforts to restore damaged forests.

Rather than presenting nature only as something beautiful to admire, the campaign invites people to become active participants in its preservation.

Every conversation can raise awareness. Every thoughtful choice can contribute to a more conscious future. And every meaningful restoration effort can help create the conditions for forests and ecosystems to recover.

KALLArona believes that the relationship between fashion and nature should extend beyond inspiration. It should also include responsibility.

Let nature bloom again — not only as a vision of beauty, but as a commitment to restoration.

Fashion with a lighter footprint

Founded by Pindho Saraswati, KALLArona explores how fashion can be designed differently through distinctive materials, versatile silhouettes, and a considered approach to production.

Drawing on her background in architecture, Pindho approaches fashion through form, proportion, material, and spatial thinking. The brand works with biodegradable materials and responsible production as part of its effort to create fashion with a lighter environmental footprint.

KALLArona was nominated for the Fashion Force Award 2023 in the Ready-to-Wear category by Jakarta Fashion Week.

Through *Rona Nusantara*, the brand brings its design philosophy into a wider conversation about nature, creativity, and environmental responsibility. The collection demonstrates how fashion can become a medium for storytelling, connecting the things we create with the natural world that inspires them.

Early access and collection availability

Following its runway presentation at Jakarta Fashion Week on 26 October 2026, *Rona Nusantara* will be available for early access and purchase at the KALLArona Pop-Up Store at FashionLink, PIM 2 Ground Floor, from 26 October to 1 November 2026.

KALLArona invites the media, fashion industry, creative community, and fashion enthusiasts to experience the collection and join the conversation around **#LetNatureBloomAgain.**

Audiences can also follow @kallarona_ on Instagram for updates, campaign stories, and opportunities to attend the runway presentation through the brand's ticket giveaway.

Closing statement

With *Rona Nusantara* and #LetNatureBloomAgain, KALLArona brings together two connected ideas: the beauty of the natural world and our shared responsibility to protect it.

The collection imagines Indonesia as a landscape in full bloom. The campaign reminds us that such beauty is fragile, and that its future depends on the choices and actions we take today.

From the landscapes that inspire us to the forests that need our care, KALLArona hopes to create a conversation that extends beyond the runway.

Because nature is more than an inspiration for what we create. It is a living world we share, and one we have a responsibility to protect.

Rona Nusantara. #LetNatureBloomAgain.

Let nature bloom again — in our imagination, in our actions, and in the world we leave behind.

LINK TO DOCUMENTATION:

https://www.flickr.com/photos/203697410@N04/albums/72177720336337116/

About KALLArona

KALLArona is an Indonesian fashion brand founded by Pindho Saraswati. With a focus on biodegradable materials, versatile design, the brand explores the relationship between art, nature, and contemporary fashion through distinctive materials, fluid silhouettes, and a considered approach to production.

The brand believes fashion can be designed differently, creating meaningful pieces while working toward a lighter environmental footprint.

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