

PRESS RELEASE JFW 2027

ENDURE

A Study of Resilience, Protection, and Identity

Opening

As part of Jakarta Fashion Week 2027, Indonesian fashion designer Karel Karuniawan, founder and creative director of KMK, presents “Endure,” a menswear collection exploring resilience, protection, and the ever-changing nature of the world around us.

The collection will be presented at 26th October 2026 at PONDOK INDAH MALL 3 HALL during Jakarta Fashion Week 2027.

Karel Karuniawan is an Indonesian fashion designer and the founder of KMK, a fashion house established in 2017 and rebranded in 2023. His work explores sculptural silhouettes, unconventional pattern-making, and the relationship between the body, material, and emotion.

Description

KMK’s design language is rooted in sculptural forms, experimental construction, and wearable imagination. The brand approaches clothing as more than functional garments, using volume, proportion, layering, and material manipulation to create an emotional relationship between the wearer and the garment.

For JFW 2027, Karel presents “Endure” a collection inspired by the human instinct to survive, adapt, and protect oneself in an ever-changing world.

The collection explores the idea that the things we build to protect ourselves can eventually become the very things that protect us. This concept is translated through layers, exaggerated volumes, protective forms, and silhouettes that appear to wrap, shield, or surround the body.

The collection consists of 5 looks, featuring exaggerated proportions, layered garments, and experimental silhouettes. Pattern making plays an important role in creating the collection's sculptural quality, with garments constructed to transform the body's proportions and create a sense of movement.

Materials include cotton jersey, lycra spandex, cotton twill, wool and wool blends, among others. The contrast between soft, flexible materials and more structured fabrics reflects the collection's central tension between vulnerability and protection.

The colour palette is predominantly composed of soft sand, earthy and neutral tones, representing the harsh desert environment. In contrast, electric blue emerges throughout the collection as a representation of individuality and inner identity, a colour that has become a signature element of KMK's visual language.

Through “Endure,” KMK moves between protection and vulnerability, concealment and expression, ultimately asking what happens when the things we create to protect ourselves become part of who we are.

Models / Featured Elements

The show will feature 5 Models, presenting the collection through a performance of movement, silhouette, and form.

Objective

Through its presentation at Jakarta Fashion Week 2027, KMK aims to introduce “Endure” as a new perspective on contemporary menswear, one that combines sculptural design, emotional storytelling, and technical experimentation.

The collection aims to strengthen KMK's position as an emerging Indonesian fashion house with a distinctive design identity while demonstrating how clothing can communicate ideas of resilience, identity, and transformation.

Designer's Profile

Karel Karuniawan is an Indonesian fashion designer and the founder and creative director of KMK. Originally established in 2017 as a graphic T-shirt label, KMK was rebranded in 2023 into a fashion house focusing on luxury ready-to-wear, semi-couture, couture, and bespoke garments.

Karel graduated from ESMOD Jakarta in 2023, where he developed his approach to fashion through experimentation in silhouette, pattern-making, construction, and material manipulation.

His design practice is characterised by sculptural silhouettes, unconventional proportions, architectural forms, and emotionally driven concepts. His work often explores the relationship between the body and clothing, creating pieces that sit between fashion, art, and wearable objects.

LINK TO DOCUMENTATION:

<https://www.flickr.com/photos/203697410@N04/albums/72177720336361869/>

Contact & Information

KMK by Karel Karuniawan

Ruko Suarwood ST 12, Perumahan Raffles Hills
Cibubur, Indonesia

Instagram: @kmk_____official

Email: kmkofficialcontact@gmail.com

Phone: +62 816 1731 8383 / +62 811 9989 6690

Atelier / Showroom:

Ruko Suarwood ST 12, Perumahan Raffles Hills, Cibubur