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Byo - Jakarta Fashion Week 2027
PRESS RELEASE

Byo Transforms Discarded Materials into New Life at Jakarta Fashion Week 2027
From circular innovation to a personal exploration of grief, Indonesian fashion accesories label Byo presents its signature Echo Bag alongside 15 looks crafted from discarded materials.

Presented by STARLUX AIRLINES under the theme "REDEFINE THE SKY," the collection will debut on Thursday, 29 October 2026, at 7 PM at City Hall, Pondok Indah Mall 3, Jakarta.

From the Circular Design Challenge to Jakarta Fashion Week

Originally developed for the Circular Design Challenge (CDC) in New Delhi, India, earlier this October, the collection reflects Byo's commitment to building a more circular future for fashion.

Selected as a finalist representing Asia-Pacific and beyond, Byo joined an international group of designers exploring innovative approaches to waste reduction, material reuse, and circular business models.

The experience strengthened the brand's approach to sustainability, demonstrating how thoughtful design can transform discarded resources into desirable, long-lasting products. For Jakarta Fashion Week, Byo expands the original collection, bringing its modular design philosophy into a larger runway presentation.

The Echo Bag: Luxury Reimagined Through Circularity

At the center of the presentation is Byo's signature Echo Bag, crafted entirely from premium leather offcuts sourced from European luxury automotive upholstery production.

Using Byo's signature modular construction system, small and irregular leather remnants from car brands like Rolls Royce, Maybach, BMW, & Maserati are intricately assembled into a sophisticated, durable handbag without requiring newly produced leather.

The name Echo reflects the material's previous existence—an echo of its past life, transformed into something new with the leather quality and the durability of its former purpose.

The Echo Bag will be available for purchase online immediately following the runway show on 29 October 2026, bringing the brand's circular design philosophy directly to consumers.

Fifteen Looks: An Exploration of Grief and Transformation

Extending the modular language of the Echo Bag into ready-to-wear, Byo presents 15 looks constructed predominantly from discarded vinyl billboards collected around Jakarta and recovered plastic waste from the infant formula industry.

These materials are reconstructed into intricate chainmail-like textiles and feather-inspired embellishments, creating sculptural silhouettes that explore the emotional complexity of grief.

Inspired by the designer's experience of losing his mother two years ago, the collection reflects how grief manifests unexpectedly—from the most mundane moments of everyday life to extraordinary experiences of beauty and wonder.

The collection begins with familiar wardrobe staples, including denim, white tank tops, and black T-shirts, before evolving into increasingly elaborate constructions that symbolize the overwhelming nature of loss.

The feather-like modules draw inspiration from mythological and spiritual imagery across cultures, where winged beings and feathered forms are often associated with the afterlife and the passage between worlds.

Meanwhile, discarded billboards carry their own symbolism. Once created to communicate a message, their original purpose has expired. Through Byo's signature modular reconstruction, these forgotten messages are given new meaning.

Ultimately, the collection is not about overcoming grief, but embracing it as part of life—and discovering beauty through transformation.

Through the Echo Bag and its accompanying ready-to-wear collection, Byo demonstrates the future of circularity in fashion through their expertise in modular textile manipulation they have honed over the years.

LINK TO DOCUMENTATION:
https://www.flickr.com/photos/203697410@N04/albums/72177720336391941/

ABOUT BYO
Founded in 2010 by Indonesian designer Tommy Ambiyo Tedji, Byo is a Jakarta-based fashion accessories label known for its distinctive modular design system, transforming unconventional materials into sculptural, contemporary creations.

Blending industrial design, craftsmanship, and innovation, Byo challenges conventional construction methods through its signature interlocking technique. The brand has received numerous accolades and has gained international recognition for its experimental approach to fashion.

Today, Byo continues to explore circular design, transforming industrial waste and premium leather offcuts into desirable, long-lasting fashion pieces while championing a more responsible future for fashion.

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