PRESS RELEASE
GINLEE STUDIO MAKES ITS JAKARTA FASHION WEEK DEBUT
AUTUMN/WINTER 2026 — IN HER BRILLIANCE



[Photographed by Ivanho Harlim]

JAKARTA, INDONESIA - Singapore Based womenswear designer's label GINLEE makes its Jakarta Fashion Week debut with *Hidden Brilliance*, the next chapter of its Autumn/Winter 2026 collection. Invited by the Ministry of Tourism and DEWI Magazine, the label brings its distinctive approach to design, engineering and craftsmanship to a new audience, presenting an exploration of form, texture and material innovation.

INSPIRED BY THE DEEP SEA

Our Autumn/Winter 2026 collection draws inspiration from the mysterious deep sea, where extraordinary life forms reveal unexpected colours, intricate structures and otherworldly beauty.

As the next chapter of the collection, *Hidden Brilliance* marks the culmination of a journey driven by curiosity and discovery. Taking inspiration from the intricate forms and unexpected beauty found beneath the surface, the presentation translates these discoveries into dimensional pleating, sculptural silhouettes and fluid gradients.

Balancing technical precision with organic movement, the collection explores the relationship between structure and softness, encouraging individuality and freedom of expression.

JAKARTA RUNWAY: A NEW EXPRESSION OF GINLEE

For Jakarta Fashion Week, GINLEE Studio presents a more experimental interpretation of its design language, developed in collaboration with stylist **Allysha Nila on creative direction, assisted by Tiara Ale**.

The runway introduces experimental garments alongside new 3D-printed clutches, exploring possibilities in form, construction and fabrication. These additions reflect the label's interest in combining traditional craftsmanship with emerging techniques, extending its approach to design beyond conventional garment-making.

Across the looks, graduated colours transition from coral and pink to pale green and deeper blues, while translucent finishes, layered fabrics and intricate surface details introduce contrasting textures and movement. Each look offers a distinct interpretation of the collection's inspiration, bringing together technical construction and organic forms.

Through this collaboration, GINLEE Studio explores how styling can introduce new perspectives to its designs. While each piece begins with a particular creative intention, it is ultimately the wearer who brings the garment to life, interpreting it through their own sense of identity and expression.

BEYOND FABRIC: EXPLORING ALTERNATIVE MATERIALS

Further expanding her exploration of materials, Gin Lee collaborates with Indonesian biotechnology research company MYCL to introduce **Mylea™ Sea**, an innovative seaweed-based biomaterial that pushes the boundaries of conventional textile design.

Created using polysaccharides extracted from seaweed biomass, the material offers an alternative to conventional fossil-based plastics. The Studio is exploring its potential applications across bags, accessories and skirts, opening new possibilities in materiality, texture and construction.

The exploration reflects the label's ongoing interest in looking beyond traditional textiles, considering how alternative materials and emerging technologies can inform new approaches to contemporary fashion.

About GINLEE

Founded in 2011, GINLEE is a Singapore-based womenswear designer label that blends fashion and industrial design, merging techniques to create garments that are sculptural yet wearable, bold yet understated.

Known for its innovative pleating techniques and continuous exploration of fabrics and construction, GINLEE transforms materials into unexpected forms, combining technical precision with organic softness.

Founded by Gin Lee, a graduate of Central Saint Martins in London, the label draws inspiration from local cultures, nature and architecture. These diverse influences shape GINLEE's approach to design, where experimentation and craftsmanship come together to create thoughtful, contemporary pieces that celebrate individuality.

Where to Find GINLEE

Indonesian customers can explore GINLEE's collections and shop directly through its official online store at www.ginleestudio.com.

GINLEE has four boutiques across the Singapore, including its flagship store at **Takashimaya Shopping Centre, Basement 2, #B2-39A**.

GINLEE is also available at **TANGS department store in Singapore** and **SEIBU Kuala Lumpur, Malaysia**, offering additional opportunities for customers in the region to discover the brand.

Photo credits: Ivanho Harlim

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Discover the Collection:
www.ginleestudio.com

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