

JAN SOBER

JAKARTA FASHION WEEK 2027
STARLUX AIRLINE'S SHOW: JAN SOBER
October 29, 2026

An exploration of evolving identity, the intimacy of craftsmanship, and the possibilities beyond familiar horizons.

**STARLUX AIRLINES PRESENTS JAN SOBER'S SPRING/SUMMER COLLECTION AT
JAKARTA FASHION WEEK 2027**

Jakarta, 29 October 2026 – Jan Sober returns to Jakarta Fashion Week 2027 with *The Shape of Becoming*, a Spring/Summer 2027 collection presented by STARLUX Airlines. Exploring the evolution of identity and the freedom of self-expression, the collection reflects on how we grow, encounter new perspectives, and discover new possibilities beyond the forms we have known.

The collection marks a new chapter in Jan Sober's design language, bringing a fresh perspective to the brand's signature approach to structure, subtlety, and timeless design. Relaxed tailoring and lighter menswear silhouettes introduce a greater sense of ease, while womenswear explores new volumes and material expressions. An expanded color palette further opens the collection to individuality and change.

"The Shape of Becoming" – The Story Behind the Collection

At the heart of *The Shape of Becoming* is an appreciation for human creativity and craftsmanship. Handcrafted details celebrate the time, skill, and intention behind each piece, emphasizing the value of the human touch in an increasingly technology-driven world. Through this balance of innovation and tradition, Jan Sober explores how fashion can evolve while preserving the personal qualities that make each creation meaningful.

Natural tones ground the collection in a sense of connection to the world around us. Reflecting the relationship between people and nature, these elements offer a reminder that growth does not require leaving our origins behind. Instead, the familiar can remain a source of belonging as we continue to explore new directions.

Between Craftsmanship and Possibility

This dialogue between familiarity and possibility extends to the collaboration with STARLUX Airlines. Guided by its vision of redefining the sky through futuristic and premium experiences, STARLUX complements the collection's spirit of transformation and exploration. Silver, gold, and celestial references shape the show's visual presentation, creating a dialogue between earth and sky, the intimacy of craftsmanship and the wonder of looking beyond familiar horizons.

Through *The Shape of Becoming*, Jan Sober presents fashion as an ongoing process of discovery. By bringing together evolving silhouettes, handcrafted details, and a connection to nature, the collection invites us to embrace change, explore new possibilities, and honor the experiences that continue to shape who we are.

About Jan Sober

Jan Sober is a Jakarta-based fashion brand renowned for its forward-thinking approach to contemporary menswear and womenswear. Known for its sculptural yet wearable designs, Jan Sober embraces individuality and modernity, always pushing the boundaries of form and function.

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