JFW 2027 Jakarta Fashion Week

MAGNUM®

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A New Taste of Fashion as MAGNUM Makes Its Mark at Jakarta Fashion Week 2027

MAGNUM: Crafted for Pleasure presents Blanc Studio, Gelap Ruang Jiwa, and Studio Jeje in an exclusive runway celebrating the art of indulgence.

For Magnum, pleasure has always been an expression of craftsmanship, bringing together premium ingredients, rich flavors, and irresistible textures to create an indulgent experience. Its signature thick Belgian chocolate coating delivers an unmistakable crack, revealing smooth, velvety ice cream beneath, with every layer crafted to delight the senses.

This year, Magnum takes centre stage at Jakarta Fashion Week 2027 through **MAGNUM: Crafted for Pleasure**, an exclusive runway collaboration with three Indonesian design labels, Blanc Studio, Gelap Ruang Jiwa, and Studio Jeje. Presented on 30 October 2026 at City Hall, Pondok Indah Mall 3, the show transforms Magnum's most recognisable elements, from its thick cracking Belgian chocolate coating and contrasting textures to the vibrant colors of its latest flavours, into a source of fashion inspiration.

Aliqa Sendyalaras, Marketing Director of Magnum Ice Cream Indonesia, explains, “At Magnum, we believe true indulgence is an art of craftsmanship. Just as fashion brings together creativity and precision to create something extraordinary, every Magnum is meticulously crafted, from our signature thick cracking Belgian chocolate to the finest ingredients within.”

Each label brings a distinctive creative vision to the collaboration. Blanc Studio challenges conventional minimalism through bold asymmetry, unexpected structures, and an experimental dialogue between art and fashion. Gelap Ruang Jiwa presents Riuh Dalam Senyap, an avant-garde exploration of sculptural jewellery, organic forms, and unconventional materials. In contrast, Studio Jeje embraces intricate embroidery, vibrant colour palettes, and artisanal detailing in Garden of Earthly Delights, reinterpreting traditional craftsmanship through a contemporary perspective.

“Magnum and Gelap Ruang Jiwa share a strong connection to craftsmanship and the pleasure of experiencing something by hand. I was drawn to the idea of translating a familiar sensory moment into something wearable,” said Runa, Director & Designer, Gelap Ruang Jiwa. For this collaboration, Runa takes inspiration from the first bite of Magnum, the crisp sound of chocolate shell, the irregular cracks, and the way Magnum gradually melts.That transformation became Riuh Dalam Senyap, a meeting of structure and softness, expressed through wearable art.

“It's an honour to be selected as one of the brands to collaborate for this project. Sharing a similar vision with Magnum, we believe both brands emphasize craftsmanship and innovation in their products, which made us keen and thrilled to work on this collaboration together,” said Tommy Adiputra, Director & Designer, Blanc Studio.

Magnum's appreciation for craftsmanship, creativity, and sensory experiences served as the primary motivation for the whole collaboration. “I translated Studio Jeje’s DNA through our signature craftsmanship, intricate details, and playful exploration of textures and embellishments. From MAGNUM, I took the idea of indulgence and sensory pleasure. I brought these two worlds together through expressive silhouettes, rich textures, and unexpected details, creating a collection that celebrates the joy of dressing up and the freedom of being young,” explained Angelita Nurhadi, Director & Designer, Studio Jeje.

Bringing Magnum’s craftsmanship to life, the experience continues inside the VIP Lounge with the **Magnum Dipping Bar**, featuring the **first-ever Magnum Stamping Experience**, where guests can personalise their own indulgent Magnum creation through customised designs inspired by the three collaborating labels, Blanc Studio, Gelap Ruang Jiwa, and Studio Jeje, alongside a specially curated selection of toppings. Adding another layer of excitement, Magnum also introduces Magnum Blueberry Cheesecake, a dessert-inspired creation combining vibrant blueberry coating with sweet blueberry and creamy cheesecake ice cream, complemented by signature Belgian chocolate and crunchy butter cookie pieces. Joining Magnum Pistachio, previously introduced through the fashion collaboration, the two flavours represent Magnum's most fashion-forward creations, pairing premium ingredients with striking colour contrasts and artfully layered textures. Together, they capture the playful sophistication and creative spirit of Magnum.

“Through Jakarta Fashion Week, we hope to celebrate craftsmanship in all its forms and shine a spotlight on the creators, designers, and artisans who transform their vision into exceptional experiences. Ultimately, we want to inspire consumers to appreciate the beauty of great craftsmanship, whether it is experienced through fashion or through a Magnum,” added Aliqa Sendyalaras, Marketing Director of Magnum Ice Cream Indonesia.

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