

PRESS RELEASE

NAZIFI NASRI: Ordinary, Otherwise

For Immediate Release

JAKARTA, INDONESIA — 29 October 2026

Nazifi Nasri Brings a New Perspective to the Runway at Jakarta Fashion Week 2027

Malaysian fashion label Nazifi Nasri will present its latest runway collection, “No Ordinary,” at Jakarta Fashion Week 2027 on 29 October at PIK 3, Jakarta. The presentation marks an exciting new chapter for the brand, introducing a more expressive and structured approach while staying connected to its contemporary design identity.

From Everyday Minimalism to Runway Expression

Nazifi Nasri is known for its minimalist, modern designs created to be worn every day, without the need for a special occasion. The brand’s collections focus on clean silhouettes, versatility, and thoughtful details that allow each piece to fit naturally into the wearer’s lifestyle.

For Jakarta Fashion Week 2027, Nazifi Nasri will explore a different side of its design language. The collection will feature a maximum of six looks built around maximalist structures, bold proportions, and an unexpected animal-print twist. An element the brand has not previously explored across its collections.

“No Ordinary” is an opportunity for Nazifi Nasri to step outside its familiar everyday wardrobe approach and experiment with stronger visual statements. The collection balances structure and movement, bringing together distinctive silhouettes, expressive styling, and carefully considered details for the runway.

A New Chapter for Nazifi Nasri

The JFW 2027 presentation is designed to strengthen Nazifi Nasri’s brand awareness and introduce the label to a wider Indonesian audience. It also reflects the brand’s intention to demonstrate that its creative direction extends beyond commercially driven everyday pieces into fashion-forward runway designs.

Through “No Ordinary,” Nazifi Nasri aims to present a fresh perspective on its identity, showing how a brand rooted in wearable contemporary fashion can also explore more dramatic forms, bolder styling, and a stronger runway presence.

Fashionlink and Dewi’s Luxe Market

Nazifi Nasri would be delighted to explore opportunities to participate in Fashionlink or Dewi’s Luxe Market during Jakarta Fashion Week 2027. The brand welcomes the opportunity to present its collection to buyers, media, industry professionals, and fashion audiences in Indonesia.

About Nazifi Nasri

Nazifi Nasri is a Malaysian fashion label offering bags, leather footwear, and accessories. The brand is recognised for its minimalist and modern design approach, creating versatile pieces that can be worn effortlessly in everyday life. With a focus on contemporary styling and thoughtful design, Nazifi Nasri continues to explore new ways of expressing its identity through fashion.

Designer Profile

Designer's Name: Muhammad Nazifi

Brand Name: Nazifi Nasri

Place and Date of Birth: Malaysia, 20th April 1993

Education / Fashion Training: Universiti Teknologi Mara (Degree Hons in Transport)

Achievements and Awards: Young Entrepreneur Awards 2025, Prestige 30 under 30,

Organisations and Positions Held: Creative Director at Nazifi Nasri

Signature Design Style: Minimalist, modern, versatile, and designed for everyday wear.

JFW 2027 Collection: "No Ordinary" A maximum of six maximalist runway looks featuring structured silhouettes and an animal-print twist.

Looking Ahead

Nazifi Nasri hopes that its JFW 2027 presentation will open doors to new collaborations, creative partnerships, and opportunities within the Indonesian fashion market. The brand looks forward to connecting with fashion media, buyers, designers, and audiences who share an appreciation for contemporary design and creative expression.

Nazifi Nasri would like to express its gratitude to Jakarta Fashion Week, its partners, and everyone involved in supporting the presentation of Malaysian fashion on an international platform.

Media Invitation

Members of the media, buyers, fashion professionals, and visitors are warmly invited to attend the Nazifi Nasri "No Ordinary" presentation at Jakarta Fashion Week 2027.

Event: Jakarta Fashion Week 2027

Date: 29 October 2027

Venue: PIK 3, Jakarta

Time : 9PM

Press Contact and Brand Information

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