

Press Release JFW 2027

SAJA Presents “Foundational Wardrobe: A Study of Effortless Dressing for a Life Well-Lived”

Six Shoes. Six Looks. One Wardrobe.

Fashion Force Awards

Thursday, 29 October 2026 | Time: 9:00 PM WIB | Venue: City Hall, Pondok Indah Mall

Jakarta, 29 October 2026 — Independent Indonesian footwear label SAJA makes its Jakarta Fashion Week debut with *Foundational Wardrobe: A Study of Effortless Dressing for a Life Well-Lived* presented as part of the Fashion Force Awards at Jakarta Fashion Week 2027.

Founded in 2021, SAJA is built on a philosophy of *less, but better*, creating thoughtfully designed footwear that balances timeless aesthetics, luxury craftsmanship, and everyday functionality. With an emphasis on enduring silhouettes and considered details, the brand seeks to create foundational pieces that transcend seasons and trends.

For its debut runway presentation, SAJA introduces **an entirely new footwear collection**, marking an evolution of the brand's signature aesthetic. This collection reflects an expansion of SAJA's visual vocabulary rather than a departure from its design philosophy. The wider color palette introduces greater softness, depth, and versatility while remaining grounded in the brand's commitment to timeless, considered footwear.

Under the theme *Foundational Wardrobe: A Study of Effortless Dressing for a Life Well-Lived*, each shoe serves as the starting point for a complete look. A wardrobe built from the ground up. Six ensembles, comprising four womenswear and two menswear looks, are styled around a shared wardrobe of elevated everyday essentials. Relaxed tailoring, shirting, knitwear, and fluid silhouettes come together in a restrained palette, creating distinct yet interconnected interpretations of modern dressing.

The presentation extends beyond the collection itself, bringing together atmospheric visuals inspired by the expressive landscapes and luminous qualities of J.M.W. Turner's watercolor paintings, with original an soundtrack made specifically for this presentation, SAJA hopes to evoke a sense of quiet wonder, of the extraordinary beauty found in the right combination of seemingly ordinary things.

Through *Foundational Dressing: A Study*, SAJA hopes to offer a fresh perspective on Indonesian footwear design that thinks on a global scale, demonstrating how considered craftsmanship, timeless design, and contemporary individuality can coexist.

As the brand continues to grow, its commitment remains unchanged: to create well-made, enduring footwear that becomes an essential part of the modern wardrobe, for Indonesia and beyond.

SAJA — Foundational Dressing: A Study of Effortless Dressing for a Life Well-lived

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