PRESS RELEASE
THE GARDEN OF EARTHLY DELIGHTS – A CELEBRATION OF YOUTH

Jakarta, Friday 30 October 2026

STUDIO JEJE is thrilled to announce the unveiling of its new collection, **"The Garden of Earthly Delights,"** which will be showcased at **Jakarta Fashion Week**. The 10-look collection explores the language of party dressing through fantastical world of *The Garden of Earthly Delights*, the celebrated triptych by Hieronymus Bosch.

The Garden of Earthly Delights operates as an enigmatic meditation of humanity, desire, and consequence rather than a single, fixed allegory. Painted by **Hieronymus Bosch**, the triptych unfolds across Eden, a surreal vision of earthly pleasure, and a mysterious hellscape.

Bosch meticulous detail invites prolonged viewing, where the eye moves restlessly from symbol to symbol, never settling into narrative certainty. The painting visualizes moral complexity itself, a world where curiosity, desire, joy, and consequence coexist without clear hierarchy. It presents human experience as something overwhelming, contradictory, and deeply strange.

For STUDIO JEJE, the painting's sense of youthful freedom and liberation becomes a starting point for reinterpretation. The collection explores the mini dress through Angelita Nurhadi's design language, reworking silhouettes, proportions, and details into playful expressions of celebration, desire, and self-expression.

The collection follows the visual progression of Bosch's triptych through three sequences. It begins with luminous, shimmering textures inspired by the lightness of Eden, moves into the exuberance and sensuality of the garden, and gradually descends into darker, more dramatic expressions inspired by hell. Rich textures, embroidery, playful beadwork, and three-dimensional details bring each look to to life, reflecting STUDIO JEJE's continued dedication to craftsmanship and textile artistry.

Jewelry and bags by ISSHU complement the collection with contemporary designs, that heighten its youthful character, adding another dimension of form and attitude to the looks. **SCULPTERA Nail Studio** completes the looks with nail artistry, while **ALDO** provides footwear that grounds the collection in a contemporary party-dressing sensibility.

The collection is presented with the support of the **MAGNUM**, bringing together two worlds united by a shared celebration of pleasure, indulgence, and sensory experience.

Through "**The Garden of Earthly Delights**", STUDIO JEJE explores the relationship between art, fashion, and the ways in which we celebrate life. Rather than translating Bosch's painting literally, the collection takes its spirit of fantasy, curiosity, and liberation as a starting point for contemporary dress.

At its heart, "The Garden of Earthly Delights" is a celebration of life: of dressing for the sheer joy of it, of the courage to play, the curiosity to explore, and the freedom of youth. A celebration of the joy, contradiction, and beauty of being human.

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About STUDIO JEJE : LIVING THROUGH INDONESIA
Established in 2018, STUDIO JEJE is a fashion studio that embodies the refined aesthetics and qualities of Art of Living through Indonesian heritage. The brand places a strong emphasis on traditional Indonesian technique, including embroidery and hand beading. STUDIO JEJE fully embraces the inherent beauty of imperfection that arises from intricately handcrafted details in their collection.

The founder, Angelita Nurhadi, collaborate closely with local artisans in her workshop located in South Jakarta. Her works defines a style where the lyricism of couture undergoes a change in context, white preserving its core meaning. This style is open and adaptable, embodying a STUDIO JEJE code that extends beyond the studio, intertwining with everyday life and defining a fresh contemporary approach to fashion. STUDIO JEJE's dedication to preserving Indonesian heritage and celebrating traditional techniques is at the heart of its design philosophy.

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