

Press Release JFW 2027

Title **Controlled Chaos**

Opening

- 29th October 2026, Fashion Force Awards
- Designer name: Prathama Rizky & Ramzy Sayuda

THA is an Indonesian accessories brand founded in 2017. The brand focuses on handmade accessories that are assembled one by one by hand, using chains, charms, piercing-inspired details, stones, pearls, and various unexpected materials.

Description

- THA uses stainless steel chains, charms, piercing, natural stones and various mixed materials. The brand often combines materials that create contrast between ornamental and playful elements. We approach form through unexpected proportions, construction, and details. Familiar jewelry shapes are reworked and reinterpreted to create pieces that feel personal and recognizably THA.
- THA presents Controlled Chaos at Jakarta Fashion Week 2027, a collection of six looks exploring the relationship between structure, disorder, and unexpected harmony. Inspired by thorns, spiderwebs, scorpions, and the survival mechanisms found in nature, the collection translates organic forms into sharp silhouettes, intricate chain constructions, and industrial hardware.

In collaboration with Aesthetic Pleasure, the collection pairs structured tailoring. The contrast between the clean cuts of the garments and the raw, irregular jewellery creates tension throughout the looks. The same concept carries through to footwear created in collaboration with AP.WORKS, drawing inspiration from natural forms and the ways living things protect themselves and adapt to survive. Together, the garments, jewellery, and footwear bring the collection's references to nature into a cohesive visual language.

Controlled Chaos explores a closer relationship between accessories and garments, allowing jewellery to become an integral part of the overall silhouette rather than simply a finishing touch. Through structure, irregularity, and contrast, the collection explores how harmony can emerge from elements that do not necessarily fall into place.

- Muse: **Stanley Joshua** (Model) & **Bella Clarissa** (Fashion Creator)



Objective

Through Jakarta Fashion Week 2027, We aim to introduce itself beyond the identity as an accessories brand, exploring its direction as a broader fashion brand through apparel, accessories and footwear. The show is an opportunity to expand THA's creative boundaries, reach a wider audience, and learn and grow through the experience of presenting at JFW.

Closing

- We hope THA grows into a global fashion brand, expanding beyond accessories into a wider range of creative expressions. We look forward to exploring international markets, participating in pop-ups abroad, and building new collaborations and opportunities. We see Jakarta Fashion Week as an important step toward reaching a wider audience and opening doors for THA to grow beyond Indonesia

Designer Profile

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LINK TO DOCUMENTATION:

<https://www.flickr.com/photos/203697410@N04/albums/72177720336402071/>