



ENCYCLOPEDIA OF WOMEN AND ISLAMIC CULTURES

Indonesian Fashion Industry

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EWIC Staff: Datasheet

- ❖ Indonesian Fashion Week is a fashion movement which was initiated by Indonesian Fashion Entrepreneur and Design Association. It is part of an ambition to turn Indonesia into a world fashion center by 2025.¹ The first Indonesian Fashion Week occurred in February 2012, in Jakarta Convention Center.²
- ❖ After the fourth annual Indonesian Fashion week, Indonesian Tourism Minister stated that fashion contributes IDR 200 trillion (USD \$15.6 billion) to the country's GDP.¹
- ❖ Jakarta has its own fashion week. The 2015 Jakarta Fashion Week presented 70 shows from 220 fashion designers, officially becoming the biggest fashion week in South East Asia.³
- ❖ Indonesian Fashion Forward (IFF) is a collaborative project between Jakarta Fashion Week, the Ministry of Tourism, the British Council, and center for Fashion Enterprise (CFE) London with the vision to bring a select number of designers to a global platform by providing resources such as business teachings and branding strategies.⁴
- ❖ Diana Pelangi, the youngest member of the Indonesian Fashion Entrepreneur and Design Association, is a local fashion designer specializing in Muslim women's fashion.⁵
- ❖ Ardistia is a New York based fashion designer who later expanded to Indonesia with her urban designs. Her designs have been shown in the United States, Canada, and France.⁶
- ❖ Designer Nur Zahra is an Indonesian designer who gained international recognition after being featured in Vogue Italy. Her designs for 2015 featured dresses made for Muslim women traveling around the world.³

¹<http://www.indonesia-investments.com/news/todays-headlines/indonesian-fashion-week-turning-indonesia-into-global-fashion-center/item5345>

²<http://indonesiafashionweek.com/>

³<http://www.baliandbeyond.co.id/detailarticle-1342-capitalcorner-indonesian-fashion-goes-global.html>

⁴<http://www.jakartafashionweek.co.id/en/indonesia.fashion.forward>

⁵<http://dianpelangi.com/about-us/designer-profile/>

⁶<http://www.reuters.com/article/2012/11/13/us-indonesia-fashionweek-idUSBRE8AC0FD20121113>