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BATIK INDONESIA DISCOVERS AN INTERNATIONAL AUDIENCE AT NEW YORK FASHION WEEK

Designer Denny Wirawan presents the Balijava Batik Kudus collection during his inaugural venture for New York Fashion Week Fall/Winter 2016 show season.

New York, NY – February 2016 – Indonesian designer Denny Wirawan collaborated with Bakti Budaya Djarum Foundation to offer the world's fashion stage an exquisite taste of Indonesia with the *Balijava Batik Kudus* collection. Presented during the NYFW Fall/Winter 2016 season, Wirawan enlisted the beauty of the Padma as the collection's theme and inspiration. Better known as the lotus flower, the Padma's symbol of timeless beauty and purity in Asian cultures evokes the original Batik Kudus motif which the designer meticulously infused into fifteen new designs. Featuring an multi-layered aesthetic of modern, edgy and elegance, each piece will grace the runway to inspire fashion thought leaders in attendance on **Sunday, February 14th at 8PM** in the Fitzgerald Ballroom of the Hotel Affinia Manhattan.

This collection uses a dark colour palette adopting opulent navy blues, ardent olive greens, silky beiges, and stark blacks to dramatize a fall/winter closet. In the first ten looks, the designs are crisp, contemporary and offbeat. The audience will see loose pants combined with body-accentuating fitted tops alongside an array of outerwear patterns blended into a modern silhouette with an embroidery technique that has become Denny Wirawan's trademark for years. To springboard the first pieces further into modern ready-to-wear, the collection animates the nostalgic elegance of the *kebaya*, a Javanese woman's traditional clothing and the *beskap* silhouette, a Javanese man's traditional formal outfit. Closing looks eleven to fifteen offer dominating glamour and elegance by applying floor sweeping dresses paired with long coats and capes. Exclusive jewellery from Indonesian artisan EPAJEWEL complements the exotic charm of every piece gliding down the catwalk.

To find the roots of the collection name, *Balijava Batik Kudus*, Wirawan incorporated the Batik Kudus, a traditionally processed fabric from the coast of Central Java, Indonesia whose pattern employs the *wajikan, kecer* (rice and geometric box motif) as a base while centralized on the Padma as the main design. "It is an honor for me to bring Indonesian Batik like Batik Kudus on the international runway in New York Fashion Week and introduce it as a modern, elegant and fashion forward traditional heritage to the international fashion community. I hope Balijava with the Batik Kudus collection paves the way for Indonesians to be accepted by the international market such as the United States," stated the designer who has been celebrated in the fashion industry for 20 years.

"Batik Kudus is a coastal heritage of Central Java, Indonesia. The collaboration with Denny Wirawan in the Balijava collection helps elevate the prestige of batik in the international fashion stage and is a great momentum to show the beauty of Indonesian cultural heritage to the world. The support in the current Batik Kudus collection is introduced as a part of preserving Indonesia's Batik motifs as well as supporting the handicraft industry," said Renitasari Adrian, Program Director of Bakti Budaya Djarum Foundation, which has been fostering Batik Kudus since 2011 as part of its efforts to conserve Indonesia's traditional fabric known as Indonesia's *wastra*.

This show is a step forward for Indonesia's designs and *wastra* to be recognized by the global fashion market.

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About Denny Wirawan:

Denny Wirawan is a designer who has brightened the Indonesian fashion industry for twenty years when he started his house in 2005. This charismatic artist has received several prestigious accolades from media and industry entities such as Indonesia Tatler Magazine (2016), Cosmopolitan Indonesia and the International Textiles and Costume Congress. Known for his distinctive works in creating and innovating clash patterns in a single look using a concept of mix and match layering, Hollywood starlets like Atiqah Hasiholan enthusiastically drape themselves in the designer's wares. Denny Wirawan's active involvement in the preservation of Indonesia's traditional fabric legacy known as wastra has resulted in his creation of the Balijava label as a ready-to-wear and ready-to-wear deluxe line. In his ethnic collection, Denny Wirawan has produced and incorporated many Indonesian wastra, such as batik, tie dye, hand woven and ikat into his designs since 2008. In September 2015, Denny Wirawan and Bakti Budaya Djarum Foundation collaborated in the first Balijava Batik Kudus collection fashion show with its ready-to-wear designs using Batik Kudus materials which used Harper's Bazaar Indonesia as media partner. Find out more at www.dennywirawan.com and www.balijava.id

About Bakti Budaya Djarum Foundation

As one of the largest cigarette producers in Indonesia originating from Kudus, Central Java, Indonesia, PT Djarum is committed as a company that participates in national development by improving the quality of human resources and maintaining the sustainability of natural resources in Indonesia. From this commitment, PT Djarum has conducted various programs and empowerment as a form of corporate social responsibility (CSR) in the public and the environment for 60 years. Djarum is committed to realize Indonesia's potential to become a well-rounded world citizen through The Djarum Foundation which was established in April 30, 1986. Djarum Foundation operates a number of programs in selected fields that have been chosen for their potential to make a positive difference to society. Since 1992, Bakti Budaya Djarum Foundation has consistently preserved cultural wealth through empowering and supporting cultural workers in more than 2,000 cultural activities. Additional information about Bakti Budaya Djarum Foundation can be found at www.djarumfoundation.org www.indonesiakaya.com