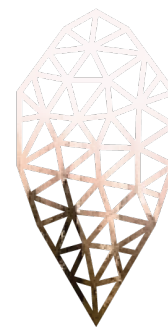


PRESS RELEASE – FOR IMMEDIATE RELEASE



vatthu

Vatthu: 'Dayang Numbar' collection at Istituto di Moda Burgo Indonesia fashion show, Jakarta Fashion Week 2017, Senayan City

Fashion Show – October 26 at 5.30 PM, Fashion Tent (Main Venue)

Jakarta, October 15, 2016 – As part of the Istituto di Moda Burgo fashion show at Jakarta Fashion Week 2017, Indonesian label **Vatthu** presents their collection **Dayang Numbar**.

The story behind this womenswear collection comes from a group of islands located in the area of Maluku Tenggara Barat named Tanimbar.

The people that inhabit this area refer to themselves as the Numbar people. The women of Tanimbar adorn their ears with gold jewellery called *Kmwene*. The artifacts made of gold known as Kmwene were discovered to be from the 18th to 19th century.

Kmwene come in various designs, usually based of triangular or hourglass designs. For its granulated design, it is also believed to represent fertility. This piece of jewellery is to become the primary illustration from the digital printing concept that is still being upheld by Vatthu for the Dayang Numbar collection.

The gold that can be seen originally within the Kmwene pieces will be the collection's main color, accompanied by touches of gray or black, as well as colours derived from gold, such as brown.

Ethnic accents shown within the collection are represented through fabric patterns and colours while retaining a modern and elegant cut for the silhouettes.

About Vatthu:

Vatthu is a fashion brand created by three art-loving young designers: Amelia Dianty, Anindita Sosrodimulyo and Astari Ajeng Maharshi.

They have always shared the same vision and mission, which is to bring Indonesia's culture and nature to the world of fashion. Born in 2013, this brand start to make women's wear that reflect the beauty of Indonesia culture and nature, and also the beauty of Indonesian women.

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Or simply visit our official Instagram: **@vatthuofficial**

Website: **www.vatthu.com**