

Jakarta Fashion Week 09/10

Contributed by SI
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Jakarta Fashion Week 09/10, Indonesia's Ultimate Fashion Direction.

The Jakarta Fashion Week (JFW) is held annually and aimed to provide directions to the Indonesian fashion industry as well as a vehicle to demonstrate its wealth in talents and creativity. Ultimately, the goal is to turn Jakarta as a major fashion hub in the region and the world. Jakarta Fashion Week will be held November 14th-20th 2009 at the Pacific Place, Jakarta.

More than sixty of Indonesia's leading designers will partake in the event with many presenting collections inspired by the country's rich heritage in different types of traditional fabrics while simultaneously keep their eyes on the present and future.

Undeterred by negative global events such as the economic downturn or terrorism, the organizer of JFW and its sponsors and partners are pressing on to promote Indonesia's fashion industry to the region and beyond - as a showcase of the country's overall vibrant, diverse and progressive society. Indonesia is simply unequalled in terms of its talent creative potential, notwithstanding the fact that it is the world's largest Moslem nation which is also, together with China and India, one of the most resilient economies.

This year JFW will also feature collection originated from a designers' exchange program between India and Indonesia including the renowned Tarun Tahiliani.

The JFW is organized by event management company Azura Activation, part of the publishing company Femina Group, which since its founding in 1971 has been active in promoting the Indonesian fashion industry through various editorial initiatives as well as events.

Images from The Jakarta Fashion Week will be available on www.image.net from November 14.