



PRESS RELEASE

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Strongbow and Local Designers Bring Goodness of Nature Into Jakarta Fashion Week

World's No.1 Apple Cider Brand Brings Natural Freshness to Jakarta Fashion Week

Jakarta, 28 October 2019 – Strongbow together with Jakarta Fashion Week’s designers, build fascinating fashion collections which aim to bring natural freshness to the dynamic city life of Jakarta’s urbanites. The designers from PAULINA KATARINA and SOE Jakarta have brought about an impressive variety of silhouettes designs in the fashion show at Senayan City, Jakarta.

“Strongbow which made from real apples will refresh the social life of urban women by connecting them with nature. In Jakarta Fashion Week, Strongbow inspires the talented designers to create amazing collections with their intriguing looks,” said Mariska Van Drooge, Marketing Director PT Multi Bintang Indonesia Niaga, in Jakarta Fashion Week (28/10). If you wonder whether apple cider and fashion can match, you will find that they match perfectly at Jakarta Fashion Week.

In line with Strongbow, the collections from PAULINA KATARINA and SOE Jakarta feature creative natural elements while embracing their own design identity for urban women. PAULINA KATARINA’s collection highlights the spirit of escapism from a conventional to refreshing city life for cool, determined women with a strong sense of playing by her own rules. They introduce the new color palette of gold and burgundy in a variety of textures from silky satin to lace fabrics, inspired by Strongbow’s golden apple and dark fruit flavors.

“We are deeply honored and excited about this collaboration with Strongbow Apple Cider. PAULINA KATARINA and Strongbow want to bring up the dynamic social lifestyle through the highlights of natural freshness, unwinding the collections with more creative and intriguing looks,” said Ratna Katarina, Creative Director of PAULINA KATARINA.

For SOE Jakarta, the brand adopts and reconstructs silhouettes from the 1940s and a bit of surrealist twist in the design, inspired by Dora Maar, French surrealist photographer, painter, poet and also known as Picasso’s muse and lover. SOE refreshes their clientele’s social wear by using Indonesian handwoven materials and natural dyes whenever possible. “Taking on Strongbow’s mission to connect with nature in refreshing ways, we use handwoven fabrics made from natural yarn such as cotton, and golden color natural dyes with inspiration from Strongbow Golden Apple



as part of our color palette this season,” said Monique Soeriaatmadja, Creative Director of SOE Jakarta.

There are total 40 looks presented by both designers comprising the silhouettes designs from tops, bottoms, jumpsuits, dresses and outerwear. The collections offer pieces that are polished and elevated, which maintain the customers’ charming fashion style in social meetups with their friends.

Made from real apples from the orchards of Great Britain, Strongbow apple cider is an alcoholic fermented drink from apple juice concentrate that brings a refreshingly sweet and crisp taste that can be enjoyed by both female and male consumers. In Indonesia, Strongbow is available in two flavors, Golden Apple and the new variant Dark Fruit.

About PT Multi Bintang Indonesia Tbk. – www.multibintang.co.id

Multi Bintang grew in strength to become a reputable and responsible Beverages Company in Indonesia and a proud history of more than 85 years in Indonesia. Identical with Bintang beer, Indonesia’s iconic beer, Multi Bintang also offers another portfolio of beer brands and non-alcoholic beer/beverage brands. Multi Bintang produces and markets Heineken (world’s premium beer brand), low alcohol Bintang Radler and non-alcoholic beverages Bintang Radler 0.0%, Bintang Zero 0.0%, Green Sands, and Fayrouz in Indonesia. Recently, Multi Bintang also markets Strongbow, number 1 Cider brands in the world. Besides products, Multi Bintang also shines through its performances and peoples. PT Multi Bintang Indonesia Tbk was awarded as the Top Capital Market Food and Beverages Sector in 2017, Stellar Workplace Awards 2017, Sustainable Business Awards 2016-2018, and Bintang beer was awarded as the Most Valuable Indonesian Brand from 2013-2018.

About Jakarta Fashion Week

Jakarta Fashion Week is the main fashion week in Indonesia since 2007. It is designated as the Indonesian fashion industry’s driving platform; Jakarta Fashion Week provides direction for fashion activists and provides a prestigious arena to showcase the talent and creativity of the domestic fashion world. Throughout the year, Jakarta Fashion Week also holds various capacity building programs for international industry players. Jakarta Fashion Week is organized by GCM Group.

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