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**FEMINA GROUP AND PACIFIC PLACE LAUNCH  
FESTIVAL MODE INDONESIA-JAKARTA FASHION WEEK 2008**

Jakarta, 10 July 2008 - Femina Group, Indonesia's leading lifestyle media group, and Pacific Place, the latest and trendiest shopping center in Jakarta, today hold a press conference to announce the launching of **Festival Mode Indonesia (FMI) – Jakarta Fashion Week (JFW) 2008**, two major events that are expected to be the milestones for Indonesian fashion industry.

In line with the Indonesian government's program to develop creative based economy by 2025, particularly in fashion, the organizers believe that both FMI and JFW will become the platform for fashion professionals, locals and international not only to showcase their best creation, but to exchange ideas and partnership.

The series of fashion events will take place between 20th and 24th of August 2008 at the Pacific Place, Sudirman Business District Jakarta, Indonesia. The Jakarta Fashion Week will showcase the best of Indonesian designers including the members of the Indonesian Fashion Designer Council (IPMI), the Indonesian Fashion Designers Association (APPMI) as well as independent designers and two of Australian designers. The culmination of the fashion week would be the dewi magazine's Knights in Fashion - Today and Tomorrow.

Further, Jakarta Fashion Week 2008 is also part of the Enjoy Jakarta campaign – to introduce and develop Jakarta as the fashion hub in Asia. The local government, too, hope to help increase the growth of fashion and its related industries. The **Governor of Jakarta the Hon. Dr. Fauzy Bowo** is expected to inaugurate the FMI – JFW on 20th of August 2008 at the Pacific Plaza, Pacific Place.

**Dr Arie Budhiman, M.Si**, the head of Tourism Department, Jakarta Government, commented that: "The partnership between the Jakarta Government and Femina Group is one that is mutually benefiting. We think Femina Group has the best experience in Indonesian fashion development, with their fashion design competition as well as Festival Mode Indonesia. With full support from the media, we hope to increase the awareness of these events and to promote Jakarta as fashion capital, not only in Indonesia but also regionally."

Festival Mode Indonesia will capture the creative side of fashion, aiming to bring fashion to a wide range of markets. Femina Group's magazines create fashion activations to bring different communities in experiencing fashion such as:

- **Fashion Talk show:** University of Style–*Seventeen* magazine, From Stiletto to Sport Shoes –*Fit* magazine, Men's Grooming –*Men's Health Indonesia* magazine.

- **Competition and workshop:** Bag To Cool –*Gadis* magazine, Shoe-perstar – *Cita Cinta* magazine, Cleo Fashion Award –*Cleo* magazine, Fashion Photography – *Reader's Digest Indonesia* magazine and the Accessories Design Competition (LPA) which is the brand extension of LPM that began in 1979.
- **Fashion Show:** Kids Fashion: Bubble Girl – Ayah Bunda, Parenting, Femina magazines

Both Jakarta Fashion Week and Festival Mode Indonesia are part of Femina Group's effort in supporting and advancing the development of Indonesian fashion.

"In our group's business development, fashion has always been fully supported. Women's world cannot be separated from fashion and as most of our group's media is catered towards women, we will always support fashion development, particularly the Indonesian fashion industry. We believe that our magazines played an important role in promoting the development of Indonesian fashion, either by informing and educating via our editorial or by different activities such as creation and design competitions to expose and find new talents in fashion. In all of those activities, we hope we can continue to be the forefront player and trendsetter," said Svida **Alisjahbana**, COO Femina Group and the Chairman of Festival Mode Indonesia – Jakarta Fashion Week 2008.

Two foremost Indonesian fashion designers associations are to take part in the events. The Chairman of APPMI Taruna **K. Kusmayadi** said: "The Festival Mode Indonesia – Jakarta Fashion Week 2008 is a very important event, particularly to further develop the fashion and other creative industries. We hope the fashion festival to be a recurring event and continue to grow in terms of size and quality."

On the other hand, Stephanus **Hammy**, the chairman of IPMI stressed the importance of Indonesian culture as valuable assets that need to be exposed in these events. "I think Indonesian designers will continue to expand, grow and increase their selling value. This is also why we believe we should take part in this event to expose our potential as a strong player in fashion to other Asian countries. "

The events this year are fully supported by Pacific Place who have provided the venues for all of the activities, both inside the shopping center and outside with the construction of a white tent – inspired by the other fashion week in the world.

"As a new shopping center in the Jakarta central business district, it is an honour and a pleasure to be the host of the prestigious Festival Mode Indonesia - Jakarta Fashion Week 2008 as well as for the Jakarta Great Sale 2008. We believe that Pacific Place is a new icon for the exclusive fashion world in Jakarta. Some of the international luxury brands are only available in our shopping center and not elsewhere in Indonesia, said **Daniel Budiman**, representing the management of Pacific Place, Jakarta.



### **About Femina Group**

The Femina Group is Indonesia's leading gender and lifestyle magazine publisher with portfolio including : **Femina, Gadis, Ayahbunda, Pesona, Parenting, Readers Digest, Seventeen, cita cinta, Cleo, Men's Health Indonesia, Dewi, Estetica, Fit magazines, community papers Star Jakarta, radio 94,7 UFM Jakarta & Bandung** as well as **Azura telemedia**. The group has a thirty-five year history of defining, developing and dominating various segments of the magazine market and supporting the positive lifestyle. Today the group features magazines that targeted top-tier A/B consumer groups and reach over 2 million readers with the majority of them being 25-40 years old women with 3-5 years old children. Femina Group has been supporting and promoting the Indonesian fashion industry through the editorial of its magazines as well as uncovering new talents in fashion through its LPM (Fashion Design Competition) and Concours International Des Jeunes Creature De Mode. For further information please contact:

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### **About Pacific Place**

Located in the central business district, Pacific Place is a shopping center with the easiest access in Jakarta. Shoppers have the privilege of having concierge service to ascertain that their needs are met. You can also treat yourself with the international luxury brands boutiques and trendy dining outlets. We hope to indulge you -you at Pacific Place. For further information please visit our website; [www.pacificplace.co.id](http://www.pacificplace.co.id) or contact:

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