

€Suji x IKYK

Upcycling





# About the Event

*Suji x IKYK*

- Product Launch
- Mini Fashion Show
- Competiton





# Press Release

Suji x IKYK

## **Melt, Shape, and Reuse The Unused Garment by Upcycling**

**- Suji x IKYK -**

Suji and IKYK would like to announce that both brands will hold an upcycling event which will be held on June 5th, 2021, 10.00 AM - 15.00 PM at Ruci Art Space Jakarta. In the event, Suji and IKYK will launch the result of the collaboration and hold a competition with an upcycling theme.

In 2020, Suji and IKYK finally decided to collaborate as both brands have the same value in sustainability. Suji as an Indonesian modern modest fashion brand is trying to embody eco-friendly fashion and be responsible by not using print screens for their motifs. Likewise, with IKYK, the brand is also trying to be as sustainable as possible by using eco-friendly materials.

Considering the fashion industry has become the top 3 largest contributors of waste in the world, no wonder that nowadays there is a sustainable fashion campaign. To support the campaign, Suji and IKYK decided to hold an event with an upcycling theme. Through this event, it is hoped that Indonesian will be more aware of a sustainable fashion campaign, especially upcycling.

Through the event, Suji & IKYK will introduce the new collection called "Kayce Collection". The collection contains some exclusive upcycled pieces, made from high-quality leftover fabrics. Mini fashion show will be held to showcase the new collection.

Apart from conducting their own upcycling campaign, Suji and IKYK also invite you to do so. Through the upcycling competition which will be held, you can make your own upcycled clothes. Psst! Interesting prizes are waiting for you, winners!

Registration will be opened from today until D-day. Registration information can be checked out on Suji's Instagram. If you want to feel special to be some of the first to find out about the collection and learn unusual upcycling knowledge, glad to see you there!

For additional information,  
please contact:  
Email: [houseofsuji@gmail.com](mailto:houseofsuji@gmail.com)  
[info@ikyk-shop.com](mailto:info@ikyk-shop.com)

Follow us on Instagram:  
Suji : @suji  
IKYK : @ikyk2011

# Press Kit

- Goodie Bag
- Press Release
- Lookbook
- Gifts
  - Scarf
  - Daily planner
  - Hand sanitizer
  - Tumblr
  - E-money
  - Calendar



LOOKBOOK

Suji x IKYK

KAYCE COLLECTION



It takes little to up-cycle, but it makes a big difference to the world

# Lookbook



# Suji

Suji is an Indonesian modest ready-to-wear brand that emphasizes the modern style. The brand is aimed at Indonesian young women who love modesty and aware of environmental issues. The signature of our brand is placed in the hand embroidered, which is made by Indonesian craftsmen.

# IKYK

IKYK (I Know You Know) is an Indonesian based Modern Modest ready-to-wear line that is modest in style fit for global citizens looking to enrich their daily aesthetics. Its signature lies in the silhouette that is oversize in nature, the use of earthy colors and eco-friendly material and its unique selections of outerwear for all seasons.

ABOUT THE BRANDS

## upcycling



Considering the fashion industry has become the top 3 largest contributors of waste in the world, no wonder that nowadays there is a sustainable fashion campaign.



Creating five exclusive up-cycle outerwears  
into the new collaboration collection.

Kayce



Collection

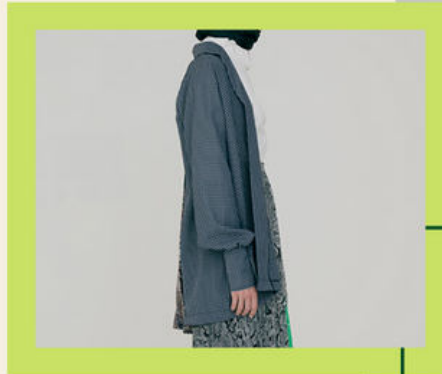
Inspired by the fashion waste, with the aims to reduce  
fashion waste. All of these products are made from  
highly-quality patchwork fabrics.



## Aboye Snake Print

**IDR. 1,750,000**

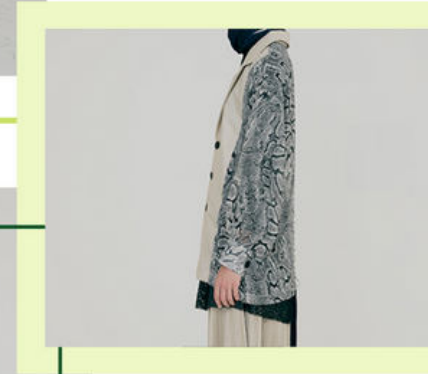
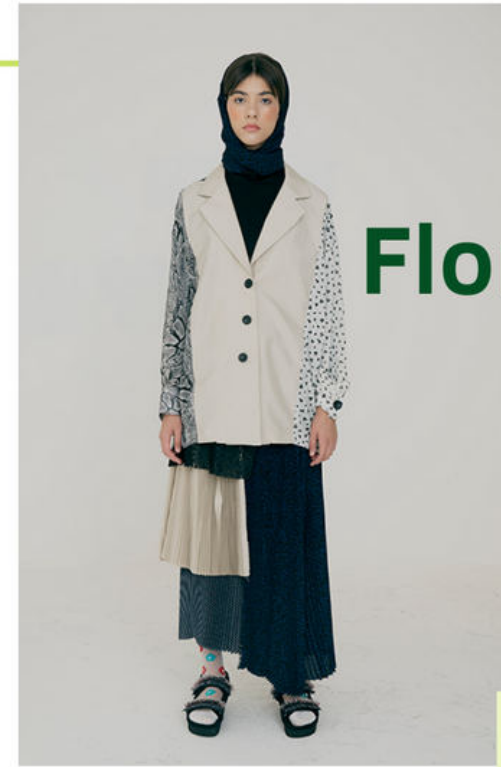
Material:  
Chiffon



## Yuma Floral Snake

**IDR. 1,200,000**

Material:  
Parachute & Chiffon

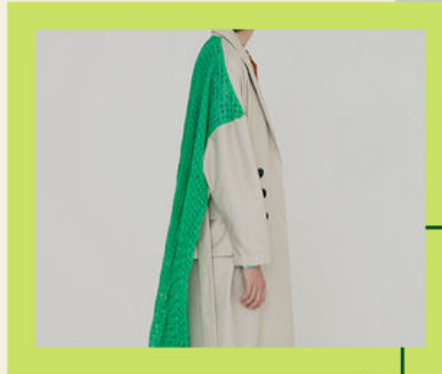




## Gyas Safari Beige

**IDR. 2,800,000**

Material:  
Parachute



## Lily White Yellow

**IDR. 2,800,000**

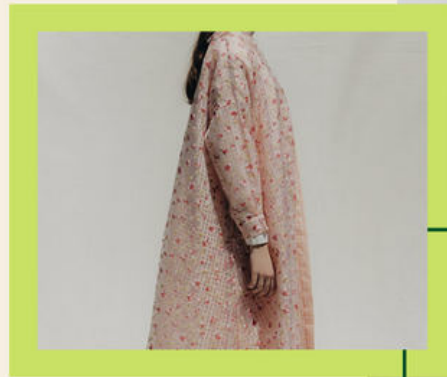
Material:  
Organza & Lace



## Aisha Pink Layer

IDR. 2,000,000

Material:  
Organza



collaboration

collaboration

collaboration

collaboration

collaboration

collaboration

collaboration





Total Press Kit =

**50 pcs**

Grand Total Cost=

**Rp13,400,000**



# Budget

No	Items	Qty	Cost
1	Goodie Bag	1	Rp5,000
2	Box	1	Rp20,000
3	Lookbook	1	Rp51,000
4	Scarf	1	Rp30,000
5	Daily Planner	1	Rp49,000
6	Hand Sanitizer	1	Rp20,000
7	E-money	1	Rp20,000
8	Tumblr	1	Rp44,000
9	Calendar	1	Rp29,000
Total cost			<b>Rp268,000</b>



**Thank  
You!**

