

PRESS RELEASE

“ STATUESQUE ” NORMA HAURI

MODESTWEAR KAIN NEGERI COLLECTION

JAKARTA, APRIL 2018 – As the newest member addition to Ikatan Perancang Mode Indonesia (IPMI) / Indonesia Fashion Design Council (IFDC), Norma Hauri get invited to make a special collection using Indonesian traditional fabrics dedicated to the wonderful heritage of Indonesia in a collective show titled “Kain Negeri”. She will present her special mini collection in total of 7 looks, 6 looks on models and 1 look on display, at Ballroom Harris Hotel & Conventions Kelapa Gading, on Monday, April 23, 2018 as part of Jakarta Fashion and Food Festival (JFFF) 2018 event.

The special mini collection, which called “Statuesque”, is inspired by the iconic fashion and portrait pictures by the legendary photographer, Richard Avedon, and also the legendary supermodel, Dovima. The imagination story of Avedon shooting Dovima in Bali’s nature as the background and graced up by the magnificent Balinese heritage and weave fabrics, such as kain endek, tenun rangrang, kain poleng, become the ideas of the collection presented in a neo-classic modern style Norma Hauri way.

ABOUT NORMA HAURI

Norma Hauri is a modestwear fashion house founded on 2011 and based in Jakarta by Norma Moi to serve and fill the market gap for modern modest women with fashion conscious sense. The house is a combination of her name with her daughter’s name, Hauri, which means “Angel of Heaven”. Norma Hauri is well known for their modern approach in exploring heritage and classic style with touch of royal manners, which made them distinct and striking in the Indonesian modestwear fashion as well as well accepted in Indonesian fashion industry.

Norma Hauri has participated in international fashion stage such as Bangkok International Fashion Fair (BIFF) in 2015 and was chosen to participate in Asian Fashion Meets Tokyo in Mercedes-Benz Fashion Week Tokyo in March 2016. In October 2016, during Jakarta Fashion Week 2017, Norma Hauri collaborated with UTIC, a fabric finishing, effect and dying company from Japan, to have their first major solo stage presentation, and in May 2017, Norma Hauri launch their Ramadhan capsule collection on a special soiree in conjunction with The Ritz-Carlton Mega Kuningan Jakarta. On October 2017, Norma Hauri presents the first part of Amarna and launch her first resort collection, Amalfi, in Jakarta Fashion Week 2018, and also the second part of Amarna that showcase the demi-couture version of it for her debut and inauguration collection as the new chosen member of IPMI (Ikatan Perancang Mode Indonesia) / IFDC (Indonesia Fashion Design Council). In 2018, she presents her new Autumn Winter Collection in Indonesia Fashion Week and her special Kain Negeri mini collection in JFFF 2018.

ABOUT NORMA MOI

Certified from ESMOD Jakarta, Norma Moi is the founder and creative director for a modestwear fashion house of Norma Hauri. Long before she decided to create a label and become a fashion designer, Norma Moi starts her career as a stewardess for private company airlines then was turned as a makeup artist after she got her diploma in Makeup Artistry program from Cosmoprof Academy Singapore in 2004. Her certain point of view about woman and styles are translated through her creations that mostly influenced by the old classic movie actresses such as like Greta Garbo, Sophia Loren, Audrey Hepburn, Grace Kelly, Jacqueline Onnasis, and Elizabeth Taylor to name a few.

NORMA HAURI

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