

## Nikicio by Nina Nikicio

Nikicio is a Jakarta based Ready-to-Wear fashion label. Founded in 2007 by Nina Nikicio, the namelabel comes from her family name along with their hopes in creating change in Indonesia. Chinese-Indonesians experienced widespread discrimination during the Soeharto era back then. Soeharto's regime banned Chinese language, newspapers, schools and cultural expressions. Chinese names were also prohibited. As a result, Chinese Indonesians were pressured to take Indonesian names. But her mother who refuses their children to have a family name made by government, rebels and insert wittingly their true Chinese family name in NIKICIO.

Ni.....is from her mother's name

Ki.....is from her father's name

Cio.....is from Tjio

She hopes her children will be free one day to be true to themselves and able to tell their own story without losing their roots. The brand philosophy stands true to the family name that she proudly carry - to be a reflection of modern Indonesia through clothing.

Driven by her hopeful ambition to elevate Indonesia's ready-to-wear fashion to be on par with global fashion standards. Nina has achieved many rewards in her career as a designer, such as Finalist of Young Singapore Designers of the Year, Best Fashion Business Student of the Year by Elle Magazine Indonesia and Best Young Designer of the year by Elle Magazine Indonesia.

2016 was a major turning point for us. Firstly, Nikicio has legally Registered under PT. Reka Cipto Adibusano.

Secondly we decided to divide Nikicio into two sub-labels: Nikicio Black Label offers mature and premium pieces of clothing, accompanied with basic designs yet intricate details and twist. While Nikicio White Label offers a casual and trendy designs with all the reckless hues and unconventional fabrics.

As we try to create fair and sustainable clothing pieces that is affordable and desirable, we'd also like to create positive changes along our value chain - from the tailors that supply us to our costumers.

Improving the quality of our costumer's life means to adjust our pieces of clothing with the desirable price.

Improving the quality of our environment means that our products create the minimum negative impact to the environment.

Nikicio does not own any factories; instead we work with independent suppliers. Together with our suppliers we want to make great improvements in developing better quality and environmental standards at the industry.

As we grow, enter new markets and employ new people, we need to ensure an inspiring and effective working environment for our colleagues.

We consider the needs of present and future generations, and our entire business must be conducted in a way that is economically, socially and environmentally sustainable. Sustainability is important for our future growth.

Nikicio is a registered fashion brand under PT. Reka Cipta Adibusana. A company established in 2016, located at Bintaro Jaya Tangerang Selatan 15524

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