

**KLAMBY BECOME A GAME CHANGER IN THE MODEST FASHION INDUSTRY IN INDONESIA  
WITH NINE RAYA COLLECTIONS & HYBRID FASHION SHOWS ON TWO CONTINENTS  
“KLAMBY CHAMATARRA COLLECTION 2023”**

***Press Conference***

***For Immediate Broadcast***

London, 17 February 2023 – Starting 2023, Klamby has made a new breakthrough for this year's Raya Collection where previously it only presented one special collection but not for this year. Klamby is changing the game in the world of modest fashion in Indonesia by presenting nine Raya Collection Series 2023 exclusively, so that our beloved customers don't need to be afraid of running out and at the same time can choose according to their individual tastes.

Not only that, Klamby has also set a new standard out of the ordinary for Indonesian brands/designers by holding two hybrid fashion shows which will be shown internationally & nationally in 2023. For fashion shows on an international scale, Klamby presents the Digital Fashion Show "Chamatarra Collection 2023" for digital profile launch which will be broadcast on the website [www.londonfashionweek.com](http://www.londonfashionweek.com) to coincide with the London Fashion Week event on 17 February - 21 February 2023. This is the first time it has scored an achievement for a brand/designer from Indonesia who conducts two fashion shows simultaneously to showcase the best work on the international and national levels.

In addition, Klamby has again hooked up with international fashion magazines to stage the biggest fashion show in Indonesia, Harper's Bazaar Indonesia in early 2023. Repeating Mashrabiya's success in 2022, Klamby & Harper's Bazaar Indonesia has prepared something different and spectacular in terms of visual decoration and the muse who will walk on the runway stage. Muses who will also enliven this event are Aurelie Hermansyah, Marsha Timothy and several modest Indonesian influencers. In addition, there will be a music performance by Indonesian musicians, namely Jaz, which will entertain the audience. The fashion show itself will be held on Friday, 17 February 2023 at the St.Regist Hotel, Jakarta.

Klamby covers the nine Raya Collection 2023 with the theme "Chamatarra". By presenting the Exclusive Raya Collection Series for modest wear lovers and the Klamby family, this is a special choice of clothing with a touch of elegant patterns and various colors.

The Chamatarra collection is inspired by the variety of weaving and natural resources of the island of Sumatra. Several types of weaving were taken as inspiration from the Chamatarra collection, namely Tenun Siak and Tenun Batanghari, both of which have their own uniqueness in terms of motifs, types of materials, and the manufacturing techniques. Apart from weaving, the natural wealth of Sumatra Island is also the inspiration for the design of the led Series collection. The name Chamatarra is taken from Percha Chamatarra.

In Malaysia, Percha means pieces or tears, which describes the scattered condition of the small islands of Sumatra. The name Camatarra comes from a copy of a map of Sumatra by a historian in 1948, where the map is the work of a scientist named Ibnu Majid.

"In 2023, my team and I want to provide something that has never been done by Indonesian brands or designers, especially in modest fashion by not only releasing one or two collections but nine Raya Collections which can be said to make history made by KLAMBY from the previous year. . Apart from that, we also want to provide various kinds of choices for customers and they don't need to be afraid anymore of not being able to be twinned on Hari Raya. In this collection, of course we do not forget to continue to echo traditional Indonesian fabrics and literature that are still working on woven fabrics by displaying the Chamattara Resort Collection 2023 both domestically and abroad." Said Nadine Gaus, as Creative Director of Klamby.

The Chamattara collection is presented in 9 designs and has various meanings according to the weaving that is the source of inspiration. Soft & bold colors are deliberately chosen in this collection to complement the holiday moments. At the end of the show, we presented semi-blue, cream and pink patterned dresses which had various designs, and the pattern illustrations were taken from woven patterns, flora & fauna, the majority of which came from the island of Sumatra.

The Chamattara collection, which is an Exclusive Raya Collection, will be available for pre-order on the Klamby website after the fashion show takes place. \*t&c

#### **ABOUT KLAMBY**

Klamby is a local brand that consistently presents Indonesian-themed signature clothing collections. Each collection launched includes blouses, tunics, dresses and hijabs. All signature clothes are patterns made by the Klamby's team, inspired by the richness of Indonesia which is applied to the clothes. The Klamby outlet first opened in 2021 at Plaza Indonesia and has grown again to open its second outlet at Supermall Karawaci and will open in various cities in Indonesia so that it is affordable and available to everyone then in 2022 Klamby has officially reopened a modest fashion store the largest in Indonesia at an elite mall, South Jakarta, namely Pondok Indah Mall 3 and also recently opened its first store outside Java, namely Padang, Pekanbaru, Palembang & Lombok. For more information about Klamby, please visit [www.klamby.id](http://www.klamby.id)

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