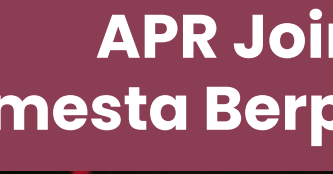
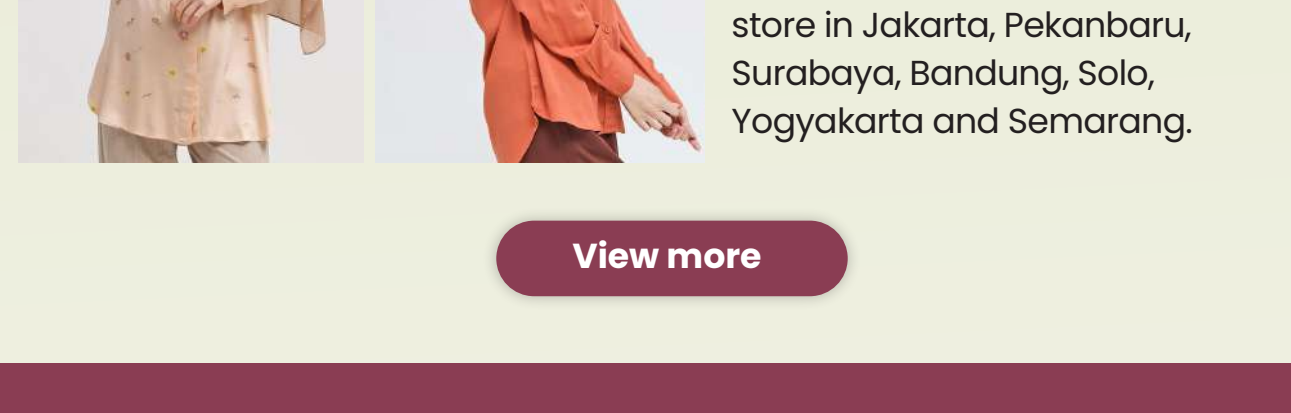




Sustainable Fashion Collaboration with Matahari



21 September 2023 – This exclusive collection showcased APR biodegradable viscose fabric, perfect for those who care about the environment and love comfy clothes. Visit the nearest Matahari store in Jakarta, Pekanbaru, Surabaya, Bandung, Solo, Yogyakarta and Semarang.

[View more](#)

APR Joined the Semesta Berpesta Festival



14–15 October 2023 – As part of the 'Everything Indonesia' campaign, we highlighted 10 collaborative collections with local designers and a live performance by Maliq & D'Essentials, focusing on viscose rayon to foster home-grown fashion design and creativity.

[Read more](#)

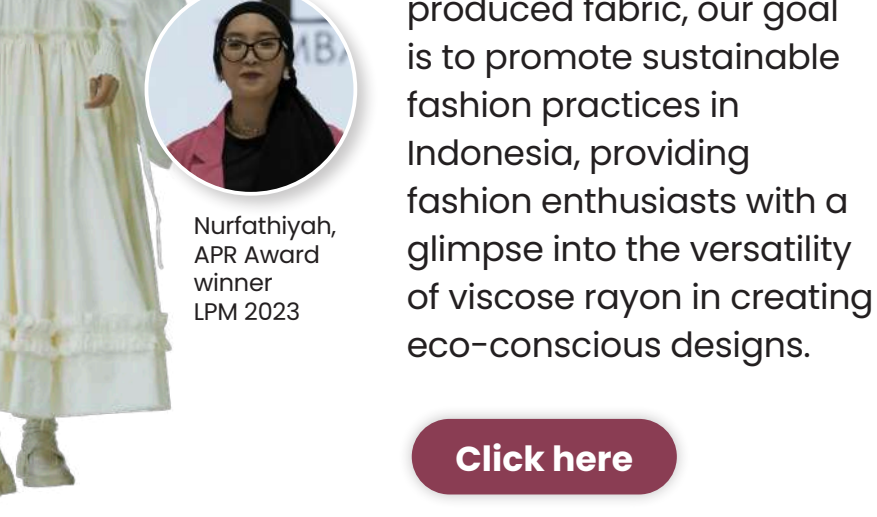
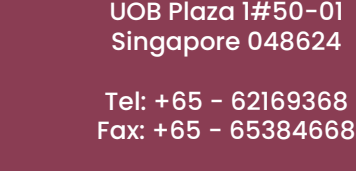
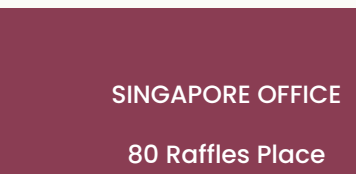
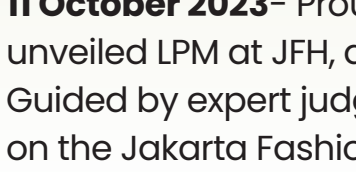
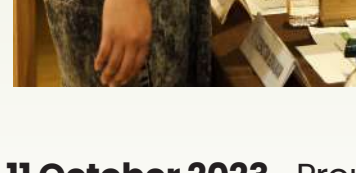
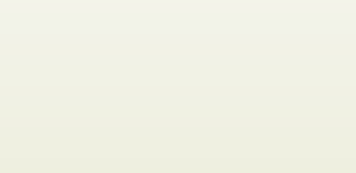
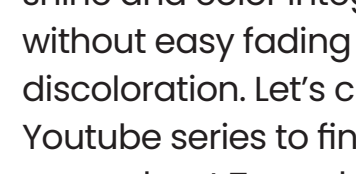
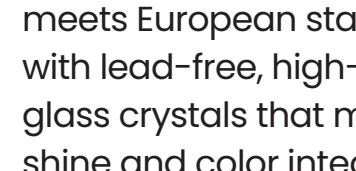
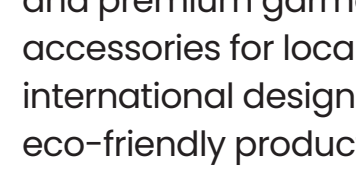
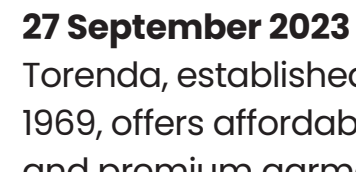
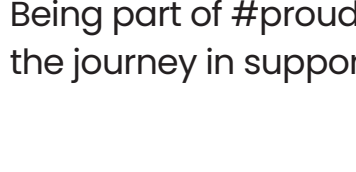
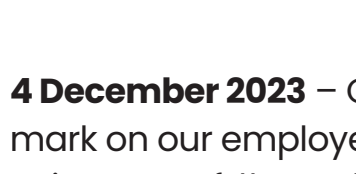
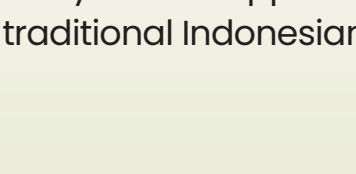
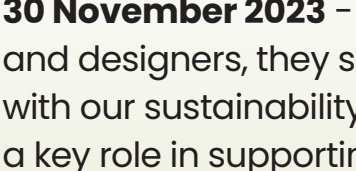
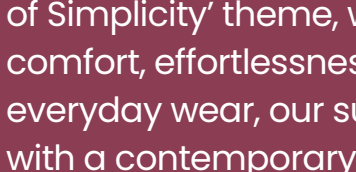
JMFW 2024: Sajak di Atas Ombak



19 October 2023 – APR and Asosiasi Pertekstilan Indonesia (API) Riau partnered with six fashion designers and six batik makers from Riau to create a collection that blends traditional Riau Malay culture with contemporary styles. This includes empowering women and the younger generation in Riau to develop fashion skills and bolstering small businesses.

[Watch here](#)

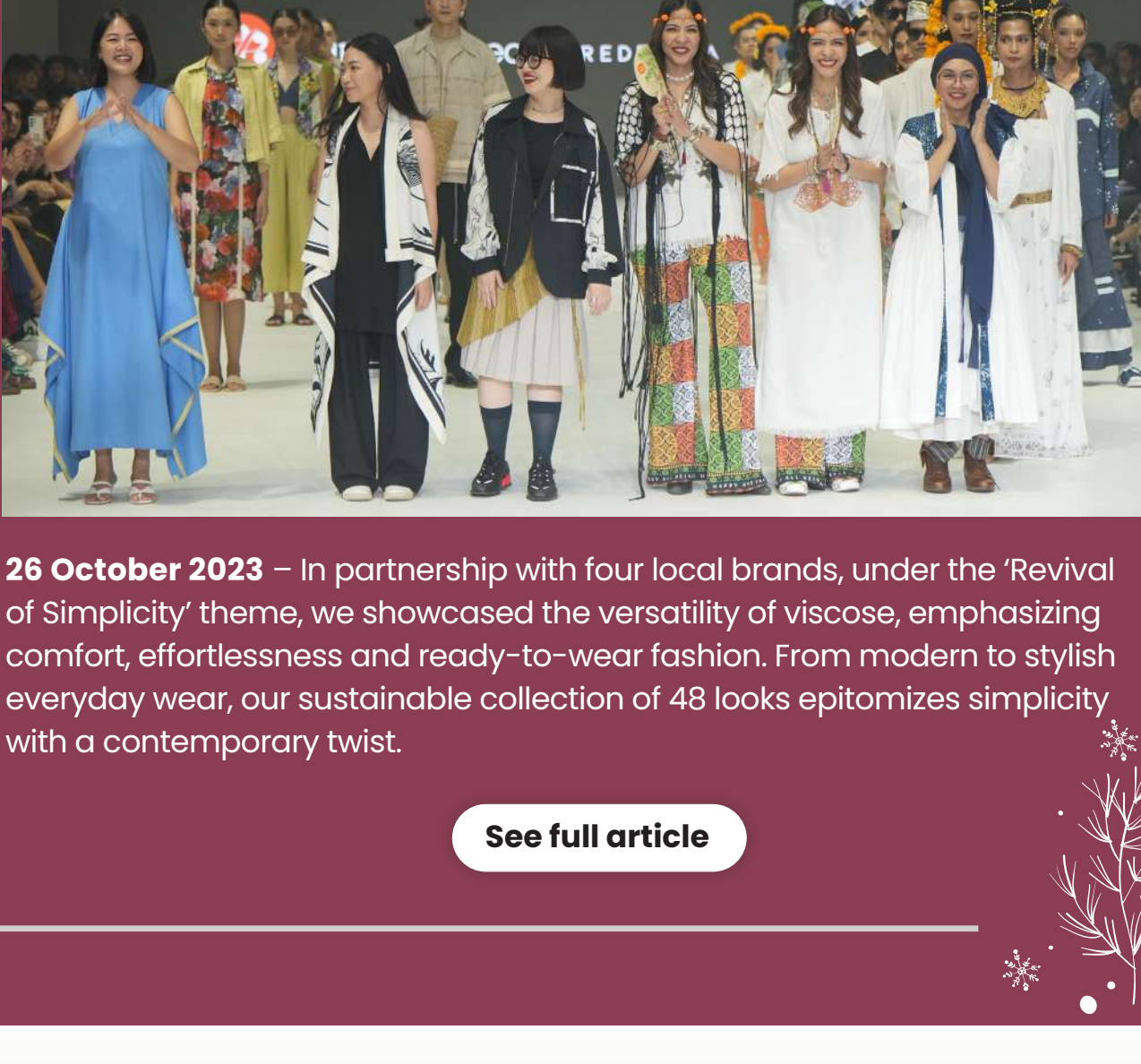
LPM X APR: The Winner of Lomba Perancang Mode 2023



24 October 2023 – The LPM judges revealed three winners for the "Authenticity" theme and one winner of the APR Award, who designed an outfit using viscose rayon for the surprise task. By utilizing this locally produced fabric, our goal is to promote sustainable fashion practices in Indonesia, providing fashion enthusiasts with a glimpse into the versatility of viscose rayon in creating eco-conscious designs.

[Click here](#)

APR Made a Bold Statement at JFW 2024



26 October 2023 – In partnership with four local brands, under the 'Revival of Simplicity' theme, we showcased the versatility of viscose, emphasizing comfort, effortlessness and ready-to-wear fashion. From modern to stylish everyday wear, our sustainable collection of 48 looks epitomizes simplicity with a contemporary twist.

[See full article](#)

Local Designers Show off Work at JMFW with APR



30 November 2023 – Reflecting on our interviews with six local batik makers and designers, they shared the inspiring tale of APR's collaboration. Aligned with our sustainability commitment under #APR2030, this partnership played a key role in supporting Riau's emergence as a textile hub and revitalizing traditional Indonesian textile craftsmanship.

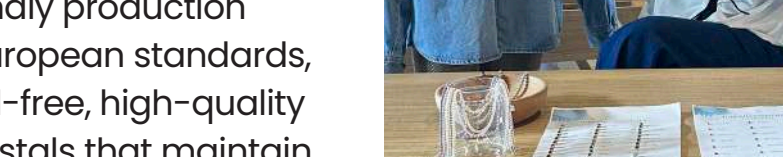
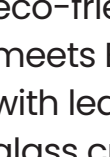
[Watch the video](#)

Five Years of Rayon Excellence



4 December 2023 – Our fifth anniversary left an indelible mark on our employees, creating lasting memories. Being part of #proudAPR fills us with pride, witnessing the journey in supporting Indonesia's textile industry.

[View more](#)



IN CONVERSATION: Unleash Your Creativity with Torenda

27 September 2023 – Torenda, established in 1969, offers affordable and premium garment accessories for local and international designers. Their eco-friendly production meets European standards, with lead-free, high-quality glass crystals that maintain shine and color integrity without easy fading or discoloration. Let's check our Youtube series to find out more about Torenda!



[Click here](#)

LPM X APR: Big 10 Finalists of Lomba Perancang Mode



11 October 2023 – Proudly partnering with Jakarta Fashion Week (JFW), we unveiled LPM at JFH, discovering emerging talent in Indonesia's fashion. Guided by expert judges, 10 talented young designers showcased their work on the Jakarta Fashion Week runway after a judging session.

[See more](#)

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