



**Indo Intertex
2024
Highlights**

**Discover Our
Everyday Cozy
Trend Book**

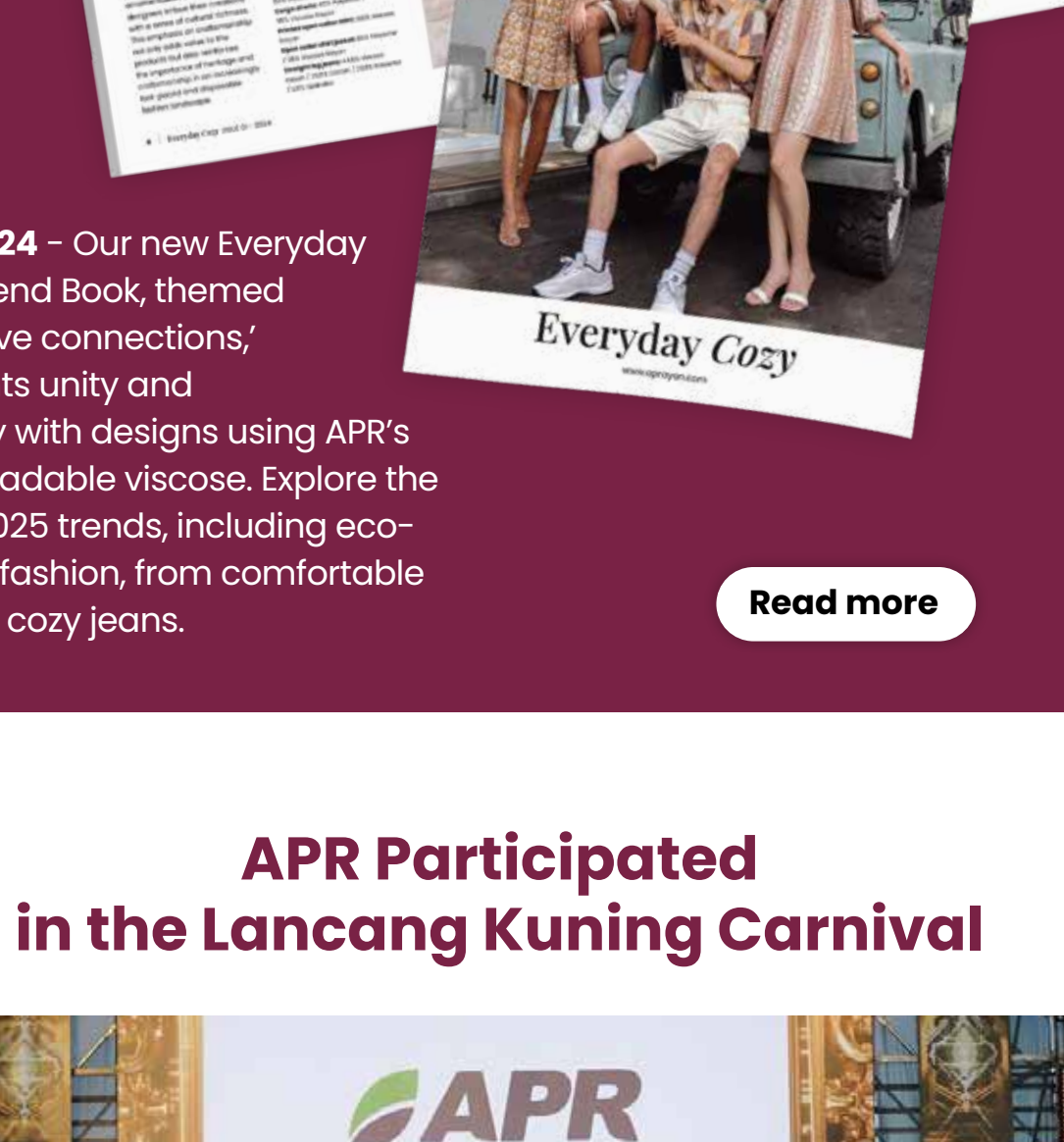
**How to Read
Clothing Care
Labels**



March 2024 – APR participated in Indo-Intertex, Southeast Asia's largest textile and garment trade show, showcasing products from our partners: Argo Manunggal, Inoui, HATI, Wiska, Agungtex and Purnamatex. These events help us support sustainable growth in the Indonesian textile industry.

[Click here](#)

Discover Our Everyday Cozy Trend Book



April 2024 – Our new Everyday Cozy Trend Book, themed 'collective connections,' highlights unity and diversity with designs using APR's biodegradable viscose. Explore the latest 2025 trends, including eco-friendly fashion, from comfortable shirts to cozy jeans.

[Read more](#)

APR Participated in the Lancang Kuning Carnival



April 2024 – APR joined the Lancang Kuning Carnival in Pekanbaru, Riau, featuring dancers, fashion displays, contests, a bazaar and live music. We presented 10 fashion collections with Bateeq, Aero Street and Geulis, all using APR's viscose rayon. These collections showcased the 'Bangga Buatan Indonesia' theme, supporting our #EverythingIndonesia campaign to promote Indonesian fashion and textile industry.

[View more](#)

Empowering Female Entrepreneurs in Riau's Fashion Industry

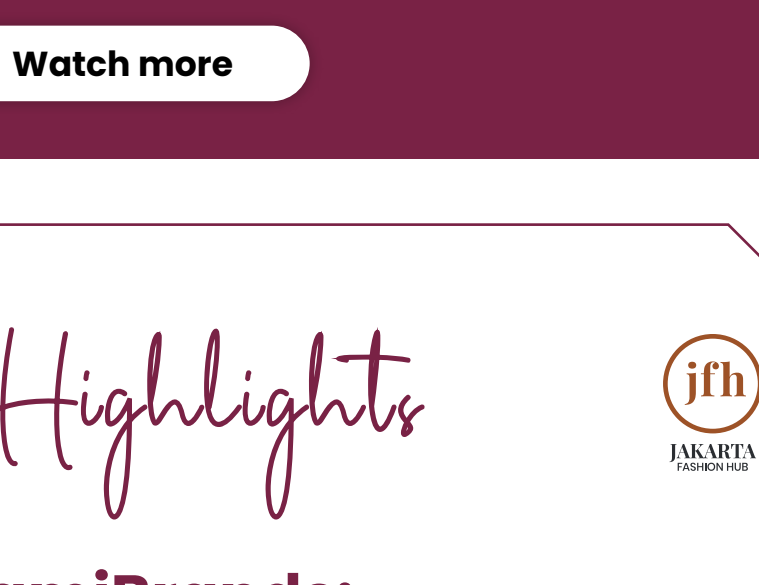
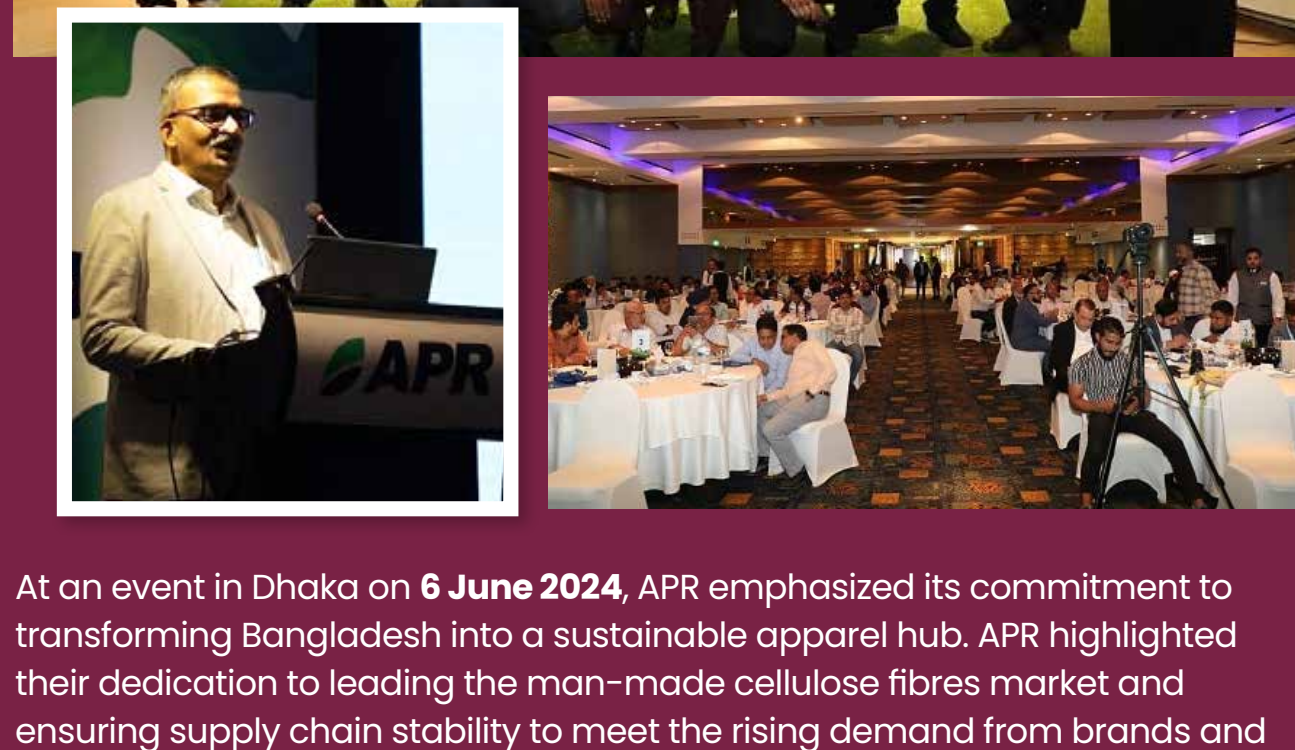


30-31 May 2024 – The Fashion Accelerator program, organized by APR and API, designed by Akademi Femina, provided 25 local small business owners with industry and financial mentoring, aiming to enhance their business plans and networks.

[Read more](#)



APR Promotes Sustainable Textile Product in Bangladesh



At an event in Dhaka on **6 June 2024**, APR emphasized its commitment to transforming Bangladesh into a sustainable apparel hub. APR highlighted their dedication to leading the man-made cellulose fibres market and ensuring supply chain stability to meet the rising demand from brands and customers.

[Watch more](#)

JfH Highlights



DelamiBrands: 44 Years of Innovation in Indonesian Fashion



Head Designer Fiona Tanidjojo shares insights into the company's growth, which now includes brands like EXECUTIVE, WRANGLER, COLORBOX and more, all known for their unique quality and style, consistently adapting to changing market tastes.

[Click here](#)

How to Read Clothing Care Labels



15 April 2024 – Every piece of clothing typically comes with a care instruction label to help preserve its material and longevity. Let's understand the meaning of each symbol on your clothing label!

[Find out more](#)

Creativity in Upcycling with UIC College



On **May 3, 2024**, Jakarta Fashion Hub hosted a workshop for UIC College students called "Crafting Sustainability in Arts and Fashion," introducing them to sustainable fashion and how to start eco-friendly fashion brands. Students learned to reuse old materials and get creative to make valuable, environmentally friendly fashion pieces.

[Watch here](#)

6 Reasons Fashion Designers Should Use Rayon Viscose



7 May 2024 – Rayon viscose is popular among fashion designers because it's soft, lightweight, absorbs vibrant colors well, and is suitable for tropical climates. Additionally, it's versatile for various clothing types and is a sustainable, biodegradable material.

[Read full article](#)

SINGAPORE OFFICE

80 Raffles Place
UOB Plaza 1#50-01
Singapore 048624

Tel: +65 - 62169368
Fax: +65 - 65384668

JAKARTA OFFICE

Jl. Teluk Betung No. 31
Jakarta 10230
Indonesia

Tel: +62 - 21 - 31930134
Fax: +62 - 21 - 3144604

MILL OFFICE

Jl. Lintas Timur, Pangkalan Kerinci
Kabupaten Pelalawan
Riau 28300, Indonesia

Tel: +62 - 761 - 491000
Fax: +62 - 761 - 491846

www.aprayon.com

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