



# #MADE BY LOCALS

It's glad to know my country has more culture, traditions,  
differences  
which are still being one in this place.  
Let's to know behind all the creativity comes from our de-  
signer  
in here.  
ABSOLUTELY YOU WILL LOVE IT!

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Layout & Text: Nadia Viani

Photo Docs:

Lenny 's Official Website & All Sources

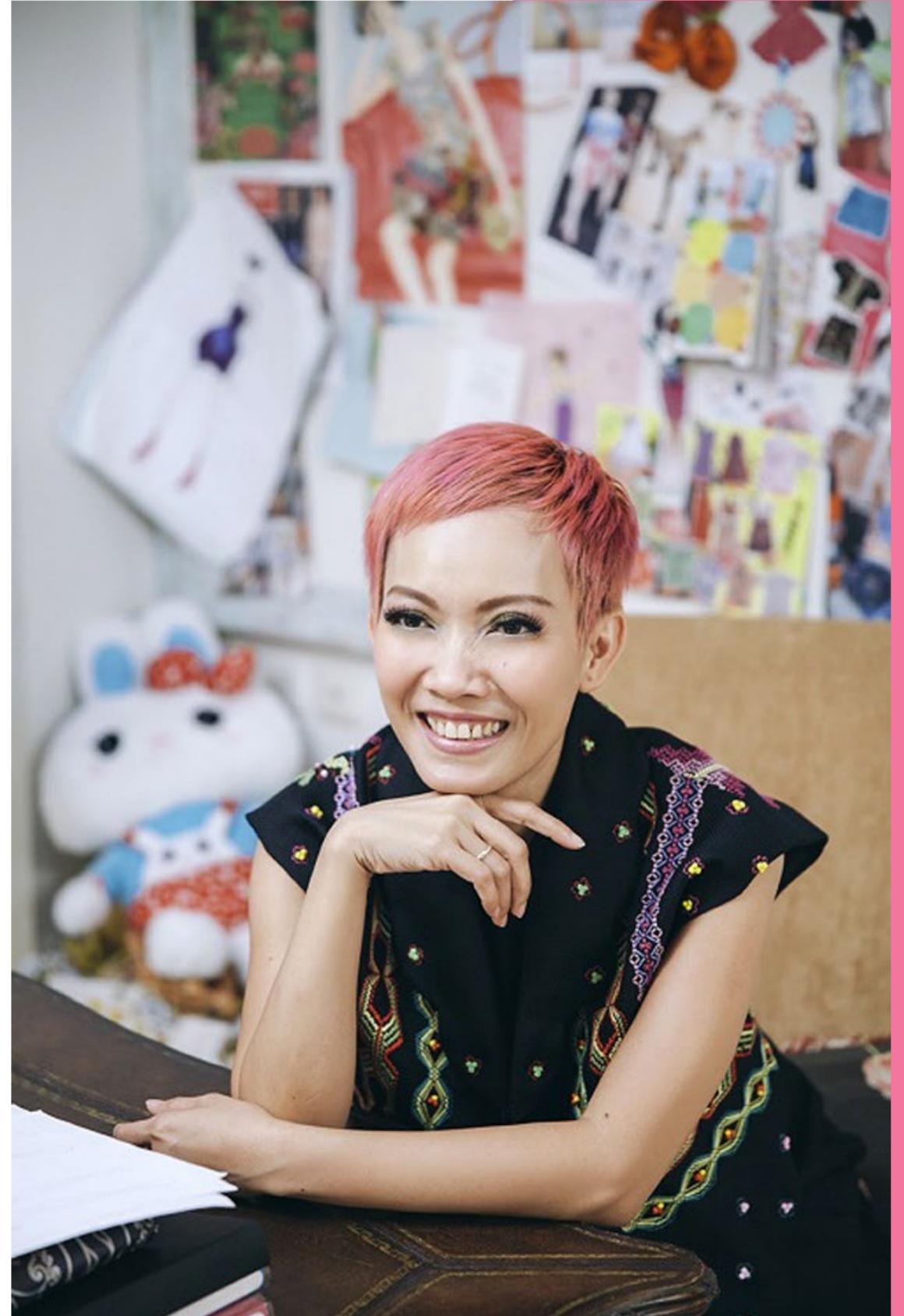
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*The*  
**Lenny**  
**Agustin**

TEXT & LAYOUT: NADIA VIANI

Try the new local brand from Indonesia?  
LENNY AGUSTIN might be hypnotized  
you with the signature traditional  
younger collections.  
Special for you in this year!

*unbeatable*





LENNY AGUSTIN 'S FASHION SHOW  
INDONESIA FASHION WEEK 2015



LENNY WITH HER COLLECTIONS

Lenny Agustin is a fashion designer who comes from Indonesia. She started the career when she was young. Lenny was leaving in the famous of Fashion Industry and Business with her design after wins the Bridal Gown International Competition in 2003.

She really adores the Indonesian culture such as Batik, Songket, Tenun, and traditional ceremony comes from in my country here. The design was really impressed people both from Indonesia or another region (worldwide). Always put some uniqueness in every clothes such as Indonesian Culture Points in every fabric, colors, and other complement materials.

For the fabrics which always used by her are Batik, Tenun, Sarung Lurik, and Songket which are combined with modern fabrics in this era as I known from her Official Website.

The Collections are not always uses in Party Occasions but people can wear them in Daily Time for working or just hangout with friends.



BAGS COLLECTION  
OF LENNY AGUSTIN



BORNEO OFF-BEAT  
COLLECTIONS



LENNOR ON LOOK BOOK

## THE FIRST LINE OF HER LABEL

She has two lines for her brand first called "LENNY AGUSTIN" which comes from herself name, and the last one called "LENNOR" more wearable for daily used both for women, men, and kids.

LENNY AGUSTIN has another collections choices such as accessories, hair pieces, origami, ornaments, bags, and shoes.

The first brand line "LENNY AGUSTIN" it's the cocktail collections which has the custom-made point for the design. The inspirations come up with the traditional culture of Indonesia with the touch of International Cultural Taste for example Sarung Fabrics or Tenun in the variety of Origami Cutting from Japan.

The collections not really used the traditional fabrics also, it made by special techniques or the differences shapes between 1 dress to the another dress, variety of colors, and the Traditional handmade crafts Indonesia. No wonder if the details and most of applicative was made from handmade so it might spend the long weeks for making this collection. The concept in LENNY AGUSTIN it's renewable every one year in the fashion show, with the taste of Indonesian, feeling unique, Inspired peoples, and still Fashionable when you wear it.



## THE DAILY ITEMS FOR YOUR ACTIVITIES WAS BORN

After she decides to make the first line which has the Couture points in it, then LENNOR was made as the second line (Lini Sekunder) in 2008 as I took from her official website. The name was taken from The Gypsy Slang Words means "SUMMER TIME" (Musim Panas). A Different character from her Couture Line which more exclusive and the segment in the particular target market while LENNOR more attracts and pursue another target market with the friendly design, look easy, young, more trendy with some bright colors playing it's like more relax still optimistic and blend in the unique look.



HER NEW LOOK BOOK  
LENNYAGUSTIN.COM



"LENNY AGUSTIN"  
ON JAKARTA FASHION WEEK  
2013

LENNOR also used the good materials and always have relations with traditional culture in her signature products. The materials almost same with LENNY AGUSTIN such as Batik, Lurik Yogya, Tenun Bali, Ikat, or Jumputan Jawa. Remember Indonesia was a tropic region so LENNOR made in the lightweight fabrics and comfortable concepts behind it, so everyone can wear this line in every occasion.

LENNOR always update the collections and products every once in a year. The big themes of the design launched every step in two or three months.