APR

jfh JAKARTA FASHION HUB



www.aprayon.com

EVERYDAY COZY

2022

Minimalism is still key, but make it sustainable.

Despite the shift to a more vibrant wardrobe, minimalism is still a constant trend, with basic and uncomplicated pieces that are soft to the touch, lightweight, and versatile. Viscose rayon is a man-made fibre created from wood cellulose. It forms part of the company's innovative From Plantation-to-Fashion initiative. Clothing that comes from our viscose rayon fibre delivers the values of comfort, simplicity, quality, and longevity.

www.aprayon.com

EVERYDAY COZY
2022

CONTENTS

4 ABOUT APR & JFH

6 VISIT PANGKALAN KERINCI

8 VISCOSE CHARACTERISTIC & KEY BENEFIT

9 WASHING CARE TIPS

10 EFFORTLESS ALL-DAY LOOKS

14 UP STYLE YOUR LOUNGEWEAR

16 GET BACK IN SHAPE

18 GUIDE TO MODEST FASHION

22 WEAR TO WORK

24 TALK ABOUT PRINTS

26 COOLEST SHAPE OF DENIM

28 CHIC IN BATIK

30 HANDCRAFTED

32 HOME TEXTILE

36 TREND COLOR FORECAST

40 CONTACT US











About APR

Asia Pacific Rayon (APR) is Asia's first fully integrated viscose rayon producer. Based in Pangkalan Kerinci, Riau, APR oversees a specialized Research and Development center with a pilot plant and top-notch laboratory which is committed to efficient manufacturing and sustainable sourcing, while supporting local communities as a pillar of our sustainable development strategy. The center advances APR's capacity to create premium viscose staple fibre while also creating new products, testing novel yarns, and assisting Indonesia's textile sector.



Check more on APR website
www.aprayon.com
or scan here

Everything Indonesia®

The production of viscose staple fibre is emerging as a driver of growth for Indonesia's local fashion industry and a way to reduce reliance on imported textile products. For that reason, we launched the "Everything Indonesia" campaign to revitalize Indonesia as a global center for textile manufacturing, with viscose rayon as a catalyst for home-grown fashion design and as the basis for sustainable fashion.

Based on its environmental credentials and product attributes, we believe viscose rayon can accelerate the growth of the Indonesian fashion industry. APR's viscose rayon has the potential to revolutionize the fashion industry, so the campaign's goal is to connect and promote it to all end-users, from fibre to fashion.



Renewable Plantation | **Wood chips** | **Dissolving pulp** | **Viscose rayon Fibre** | **Yarn** | **Fabric** | **Fashion**





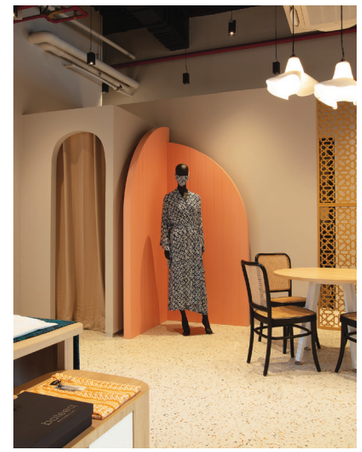


jfh JAKARTA FASHION HUB

Jakarta Fashion Hub

A collaborative space initiated by APR design for brand, fashion designers and fashion enthusiasts who are passionate about Indonesian fashion, Jakarta Fashion Hub provides facilities from co-working spaces, mini photo studio, ready-to-buy fabric to workshop areas. All these are designed to connect, collaborate, create, and inspire the growth of a sustainable fashion industry in Indonesia.

Check more on JFH website
www.jakartafashionhub.com
or scan here





Visit Pangkalan Kerinci



A. Plantation

It all starts from seed to plant to development in our nursery located in Pangkalan Kerinci, Riau. Our nursery can produce 200 million seedlings annually and they are ready to harvest within 5 to 6 years. On successful rooting and acclimatization, young plants are transported and sown manually in plantations.

B. Pulp

APR ensures that dissolving wood pulp sources come from internationally recognized, credible forest certification systems such as PEFC™ which guarantees the wood fibre to be from sustainably managed forests and controlled sources.





C. APR (Asia Pacific Rayon)

APR produces sustainable viscose rayon fibre from renewable, traceable and biodegradable raw materials. With high technology, the wood pulp will be transformed into fibre that produces yarn.



C. APY (Asia Pacific Yarn)

By utilizing the most recent yarn spinning technologies, and increasing APY's visibility to create high-quality yarn products, APY helps with the development of Indonesia's textile industry. APY is well-positioned to bring a more diversified range of viscose rayon products into the market through innovation and being responsive to market demands.





E. AIC (APY Innovation Center)

Established in 2022, APY Innovation Center is intended for our clients and stakeholders who visit the APY mill to deliver a presentation of all viscose rayon applications. The goal of AIC is to persuade and educate people about how utilizing our biodegradable viscose rayon can significantly improve environmental sustainability.



F. Women Empowerment

As part of its corporate and social responsibility, we establish partnerships with local communities to provide community empowerment and foster self-reliance. Every woman in Kerinci is given the chance to develop their skills and knowledge in batik making through our training and workshops.

VISCOSE RAYON CHARACTERISTICS & KEY BENEFITS



Breathable

Has a strong capability to moisture wicking through the material.



- **Soft**
- **Comfortable**
- **Breathable**
- **Absorbent**
- **Color Brilliance**
- **Fluid**
- **Blendable with other fibres**

WASHING CARE TIPS

Viscose Rayon Washing Guidelines

Halfway between silk and cotton, viscose rayon is really comfortable to wear. This fabric is soft, shiny and airy. Follow these tips to stay in top shape.

- **Gentle wash**
  Wash the viscose rayon with cold water to maintain its texture. It dries quickly, so you don't have to squeeze it hard.



- **Natural dry**
  Hang in a well-ventilated area to speed up the drying process. Keep away from the tumble dryer.



- **Iron**
  Iron at a low temperature setting to restore the garment to its original shape.





Care Label Symbol

- Delicate
- Do not tumble dry
- Do not bleach
- Do not dry clean
- Wash at or below 30°
- Hand wash
- Gentle/ Woll wash Cycle
- Iron, low Temp

EFFORTLESS ALL-DAY LOOKS

Viscose rayon casual wear is one of the most effortless of attires and can be a stunning outfit—whether for hangouts, a date, casual brunch or on a daily basis—to look stylish yet comfortable all day long. It's lightweight, airy, and breathable, perfect for blouses, T-shirts, and casual dresses. You can wear a basic top, such as a collared shirt, together with shorts in striking colors. Renowned for its silk-like luster and superior softness, viscose rayon can absorb and retain its vibrant and solid color.

1. Dress (Bottom part)
Brand : Oline Workrobe
Material : 35% Viscose rayon / 65% Polyester



2. Outerwear
Material : 50% Viscose rayon / 50% Cotton (Dobby)

3. Pants
Material : 35% Viscose rayon / 65% Polyester

4. Jumpsuit
Material : 100% Viscose rayon printing

5. Batik Shirt
Brand : Frederika
Material : 50% Viscose rayon / 50% Cotton (Hand-stamped batik)

6 Short Pants
Material : 35% Viscose rayon / 65% Polyester





1. Womenswear Jumpsuit
Material : 100% Viscose
rayon printing

2. Kidswear Jumpsuit
Material : 100% Viscose
rayon printing







3. Shirt
Material : 100% Viscose
rayon

4. Set
Material : 35% Viscose
rayon / 65% Polyester

Made from 100% viscose rayon fabric, it comes in a regular fit with a mandarin collar. Its fabric is skin-friendly and comfortable to wear.



Scan this barcode
to watch this photoshoot video



1. Set loungewear
Material : 100% Viscose
Rayon (Gingham)

UP STYLE YOUR LOUNGEWEAR

Who doesn't love a comfy pair of pajamas? Even better if they're made with biodegradable fibre? Yes, this viscose rayon-based loungewear will keep you feeling cool, and the high-quality of the yarn-dyed fabric smoothly glides over your skin. The sophisticated appearance comes from its timeless striped and gingham pattern, with a unique open collar design.



Scan this barcode
to watch this photoshoot video





2. Frederika
Material : 50% Viscose
Rayon / 50% Cotton
(Hand-stamped batik)

3. Cushion Cover
Material : 100% Viscose
rayon printing

4. Kids loungewearr
Material : 100% Viscose
rayon (Crinkle)

5. Towel Blanket
Material : 60% Viscose
rayon / 40% Cotton (Terry
towel)

6. Set loungewear
Material : 100% Viscose
rayon (Dobby)

GET BACK IN SHAPE

The super absorbent nature of viscose rayon fabric makes it a convenient option for active wear. A cool set with a natural fit is sharp enough to wear for jogging but comfortable to wear while exercising. It doesn't trap heat and wicks away sweat too. Viscose rayon is also breathable, making it a completely odorless sportswear.

1 & 2. Sweatshirt & Pants
Material : 35% Viscose Rayon / 65% Polyester (Fleece)



Scan this barcode
to watch this photoshoot video



3. Set Jumper
Material : 35% Viscose Rayon / 65% Polyester (French terry)

4. Top
Material : 35% Viscose Rayon / 65% Polyester (Jersey)

5. Shorts
Material : 35% Viscose rayon / 65% Polyester (Fleece)

GUIDE TO MODEST FASHION

The cellulose fibre's highly absorbent nature also enables it to naturally produce vivid colors. It's super light, a perfect fit for modest wear in hot and humid tropical climates. This long dress fashioned into a style that provides plenty of air circulation, is not tight-fitting on the body and is paired with sneakers to give it an edgy vibe to your look. Viscose rayon is a biodegradable fibre that is not only sustainable, but also packs desirable qualities for modest attire, from tunic blouse to long dress, pashmina to hijab.

1



2

1. Long Dress
Material : 100% Viscose rayon (Crepe)

2. Blouse
Material : 100% Viscose rayon (Crinkle)



1. Top
Material : 100% Viscose Rayon (Herringbone)

2. Bottoms
Material : 100% Viscose Rayon (Herringbone)



Scan this barcode
to watch this photoshoot video

3. Dress
Brand : Geulis
Material : 100% Viscose Rayon (Dobby)

WEAR TO WORK

Discover your 9-to-5 style and start creating a flawless work wardrobe. A great and ideal outfit for the office environment, this viscose rayon-based button-up top has all the water repellency and breathability. It's sure to become your new office staple since it goes with pretty much every bottom and outerwear in your closet.

1. Blouse
Brand : Cotton Ink
Material : 35% Viscose Rayon / 65% Polyester
Finishing : Anti-bacterial + Water repellent

2. Bottoms
Brand : Renatha
Material : 35% Viscose Rayon / 65% Polyester



Scan this barcode
to watch this photoshoot video



3. Outerwear
Brand : Restu Anggraini
Material : 50% Viscose Rayon / 50% Cotton (Dobby)

4. Blazer
Material : 35% Viscose Rayon / 65% Polyester

5. Top
Brand : ETU
Material :
100% Viscose Rayon

6. Bottoms
Material : 35% Viscose Rayon / 65% Polyester



Every active person needs a good office-friendly bag and agenda.

TALK ABOUT PRINTS

The printed jumpsuit comes in a regular fit. Made from fine quality material, it is comfortable to wear, with a skin-friendly fabric and a diverse silhouette that complements your body type. Available in a stunning green color, it features a dainty print all over because viscose rayon is easy to dye and holds color well and can be printed in a variety of colors and fun patterns.



Scan this barcode
to watch this photoshoot video



This yarn-dyed based shirt is blended with lightweight viscose rayon denim and cool printed patches.

1. Jumpsuit
Brand : Purana
Material : 100% Viscose Rayon (Twill)

2. Oversized shirt
Brand : Purana
Material : 50% Viscose Rayon / 50% Cotton (Denim, Dobby, Printing)

3. Bottoms
Brand : Frederika
Material : 100% Viscose Rayon (Denim)

COOLEST SHAPE OF DENIM

Viscose rayon denim is becoming popular. This features a percentage of viscose rayon that make the denim feel softer to the skin and more breathable. With a relaxed silhouette, the bralette and skirt are made from stretchy, quick-drying fabric to help you stay cool. Or you can wear a stylish outer and pair it with a necklace that is on trend for this season.





Scan this barcode
to watch this photoshoot video



1. Blazer
Brand : Aldre
Material : 50% Viscose Rayon / 50% Cotton (Denim)

2. T- Shirt
Brand : Salt n Pepper
Material : 35% Viscose Rayon / 65% Polyester

3. Bralette & Skirt
Brand : Frederika
Material : 100% Viscose Rayon (Denim)

4. Outer
Brand : Oline Workrobe
Material : 100% Viscose Rayon (Denim)

5. Bottoms
Brand : Oline Workrobe
Material : 100% Viscose Rayon (Denim)

CHIC IN BATIK

Nowadays, people tend to wear batik as a daily outfit, and you can do the same with this batik long dress, representing casual attire with a toned-down color. Viscose rayon has excellent color retention and can hold dye for a long time, even after numerous washes. It's great for natural dyeing as well as the batik process.

1



2

Scan this barcode
to watch this photoshoot video

This batik collection is produced with a hand-stamped technique.



1. Outerwear
Brand : Bateeq
Material : 100% Viscose Rayon (Printed)

2. Shirt
Brand : Batik Pria Tampan
Material : 100% Viscose Rayon (Batik)

1 & 2 : Set Kebaya
Brand : IDE Indonesia
Material: 100% Viscose
Rayon (Eco-Print)

HANDCRAFTED

Crafted from 100% viscose rayon, this kebaya set ranks highly on the sustainability scale, making it our top pick. Fitted close to the bust, and with a flared silhouette around the hips, this outfit is made from moisture-wicking materials that'll keep you feeling good and looking great. It features a floral pattern that has been block printed by hand, using natural dye stuff.



Scan this barcode
to watch this photoshoot video



3. Shirt
Brand : Imaji Studio
Material : 100% Viscose Rayon
(Natural Dyed)

Material: 50% Viscose Rayon / 50% Cotton (Canvas)

4. Shirt
Designer : Musa
Material : 50% Viscose Rayon / 50% Cotton (Denim)

5. Shirt
Brand : Imaji Studio
Material : 100% Viscose Rayon
(Natural Dyed)

HOME TEXTILE

1

The silk-like feel of viscose rayon makes it an excellent material for bedding and home textiles. This sheet and pillowcase will add a super luxe element to your sleeping setup and is way gentler on your skin. In response to market demand for soft, highly absorbent yet eco-friendly products, we have collaborated with Eco Pure S. The range consists of towels, bathrobes, turbans, headbands, blankets and house slippers made entirely of a 60% viscose rayon 40% cotton blended composition.



1. Bed sheet
Material : 60% Viscose Rayon / 40% Cotton (Dobby)

2. Bathrobe
Brand : Eco Pure's
Material : 60% Viscose Rayon / 40% Cotton (Terry towel)

3. Terry towel blanket
Brand : Eco Pure's
Material : 60% Viscose Rayon / 40% Cotton (Terry towel)

4. Slipper
Brand : Eco Pure's
Material : 60% Viscose Rayon / 40% Cotton (Terry towel)



Consistent with the 3 S concept (Sustainable, Strong, Soft), Eco Pure S products maximize durability while maintaining the softness that characterizes the viscose rayon-cotton blend of the fabric.



A bath towel made of viscose rayon blend is softer than a normal towel and is more comfortable for your skin.









Scan this barcode to watch video
Eco Pure S x Asia Pacific Rayon

1. Table Runner
Material : 50% Viscose Rayon /
50% Cotton (Dobby)

2. Table Runner
Material : 100% Viscose Rayon
(Dobby)

3. Cushion Cover
Material : 100% Viscose Rayon



Trend Color Forecast S/S 23

Colours in the S/S 23 palette reflect a new sense of optimism as well as reassurance, with a mix of energising brights, saturated pastels and grounding neutrals.

Main Color

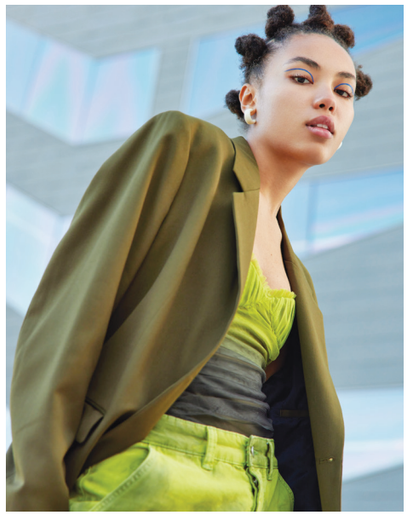
Earthy brown and the full gamut of sunset tones drive this palette, which has a comforting, serene and happy quality, perfectly conveying the sense of solace of the heart on this 2023 trend. Daiquiri Green (12-0435 TCX) lifts this palette, working mainly as an accent, while combined with Smoke Grey (14-1209 TCX), and Fern (16-0430 TCX) which can double as both core and fashion shades.







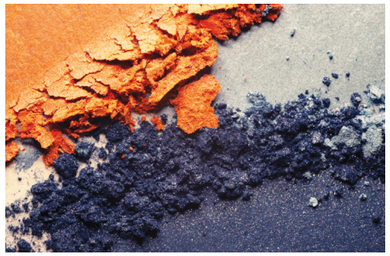












Core Color

For S/S 23 We have added some new utilitarian and nature-inspired colors to the familiar core palette. These new colours are all taken from the main palette of A/W 22/23 to aid longevity, lifestyle and show the importance of sustainability. These colors — Naval Academy (19-3932 TCX), Egret (11-0103 TCX), Blanc de Blanc (11-4800 TCX), Laden Frost (17-0210 TCX, Bombay Brown (18-1250 TCX), and Sphagnum (18-0529 TCX) — will work across product types and are largely trans-seasonal.

PANTONE
13-0942 TCX
Amber Yellow

PANTONE
16-1148 TCX
Nugget

PANTONE
17-1361 TCX
Scarlet Ibis

PANTONE
17-1736 TCX
Sun Kissed Coral

PANTONE
18-1441 TCX
Baked Clay

PANTONE
19-1652 TCX
Rhubarb

PANTONE
12-0435 TCX
Daiquiri Green

PANTONE
16-0430 TCX
Fern

PANTONE
14-1209 TCX
Smoke Gray

PANTONE
14-4318 TCX
Sky Blue

PANTONE
17-4139 TCX
Azure Blue

PANTONE
19-1860 TCX
Persian Red

PANTONE
17-3802 TCX
Gull

PANTONE
19-3932 TCX
Naval Academy

PANTONE
13-4303 TCX
Dawn Blue

PANTONE
11-4800 TCX
Blanc de Blanc

PANTONE
17-0636 TCX
Green Moss

PANTONE
17-0210 TCX
Loden Frost

PANTONE
18-1027 TCX
Bison

PANTONE
11-0103 TCX
Egret

PANTONE
12-4303 TCX
Country Air

PANTONE
17-1134 TCX
Brown Sugar

PANTONE
18-1250 TCX
Bombay Brown

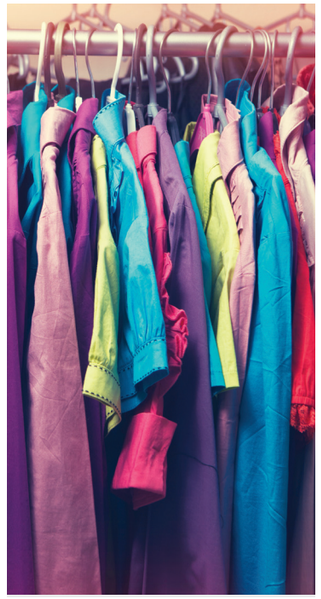
PANTONE
18-0529 TCX
Sphagnum

Trend Color Forecast S/S 24

Our S/S 24 forecast will be relevant to the fashion and home textile industry throughout the year. These colors include energising brights, saturated pastels and grounding neutrals.

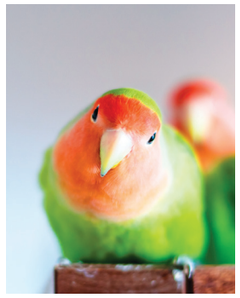
Main Color

This palette of 12 seasonal colours includes a mix of tinted pastels, earthy mid-tones and summer brights. Some of the colours, including Clear Sky (14-4123 TCX), Cork (16-1422 TCX) Peach Parfait (14-1219 TCX), and Quite Green (15-6317 TCX), are also forecast for A/W 23/24, and they move into this seasonal palette for S/S 24 as they conclude their annual lifecycle.

















Core Color

Our long-term palette of 12 colours carries forward from A/W 23/24 into S/S 24, and these classic tones are forecast to reach beyond 2024. This is a balanced palette of warm and cool tones which are chosen with longevity in mind. Mocha Bisque (18-1140 TCX), Tibetan Red (19-1934 TCX), Warm Taupe (16-1318 TCX), Golden Spice (15-0948 TCX), Silver Lining (14-4501 TCX), Legion Blue (19-4324 TCX), and Stormy Weather (18-4214 TCX), all continue from seasons prior to A/W 23/24.

PANTONE
18-1657 TCX
Salsa

PANTONE
17-1537 TCX
Mineral Red

PANTONE
16-1422 TCX
Cork

PANTONE
16-1356 TCX
Persimmon Orange

PANTONE
13-0941 TCX
Banana Cream

PANTONE
15-6317 TCX
Quite Green

PANTONE
16-6340 TCX
Classic Green

PANTONE
17-1818 TCX
Red Violet

PANTONE
18-1651 TCX
Cayenne

PANTONE
14-4123 TCX
Clear Sky

PANTONE
14-1219 TCX
Peach Parfait

PANTONE
13-0651 TCX
Evening Primrose

PANTONE
18-5611 TCX
Dark Forest

PANTONE
19-5421 TCX
Aventurine

PANTONE
14-4501 TCX
Silver Lining

PANTONE
16-1318 TCX
Warm Taupe

PANTONE
18-1140 TCX
Mocha Bisque

PANTONE
15-0948 TCX
Golden Spice

PANTONE
18-4214 TCX
Stormy Weather

PANTONE
17-0235 TCX
Piquant Green

PANTONE
14-4807 TCX
Surf Spray

PANTONE
19-4324 TCX
Legion Blue

PANTONE
19-1934 TCX
Tibetan Red

PANTONE
14-1208 TCX
Irish Cream

Scan to connect with us

Follow us and get the latest information about APR

ASIA PACIFIC RAYON

APR

jfh JAKARTA FASHION HUB

EVERYDAY COZY
2022



www.aprayon.com