



ASOSIASI
PERANCANG
PENGUSAHA
MODE
INDONESIA

APPMI Communication of Engagement

2023



Network Indonesia



Founded on July 20, 1993, by visionaries such as Poppy Dharsono, Pia Alisjahbana, Koos Harumdani, Samuel Wattimena, Ida Royani, Agnes Budisurya, Musa Widyatmodjo, Naniek Rachmat, Corrie Kastubi, along with the support of 20 other esteemed designers, the Indonesian Association for Fashion Entrepreneurs and Designers (APPMI) emerged to address the pressing needs of Indonesian designers. APPMI was conceived to champion the promotion and marketing of Indonesian fashion products through a diverse array of activities.

At its core, APPMI aspires to be a catalyst for talent development, sustainability, and gender equality within the vibrant landscape of Indonesian fashion. By nurturing creativity and advocating for sustainable practices, APPMI endeavors to empower women entrepreneurs and actively contribute to the preservation of cultural heritage through fashion. With a membership of 412 individuals spanning 21 provinces nationwide, APPMI is unwavering in its commitment to cultivating a dynamic and inclusive fashion industry that embodies the principles of environmental stewardship, social equity, and economic empowerment for all stakeholders.

Presently, APPMI boasts a diverse membership encompassing designers, fashion retailers, jewelers, and various other fashion enthusiasts operating throughout Indonesia. Through its expansive network and sustainable initiatives, APPMI remains steadfast in its mission to foster positive transformation within the Indonesian fashion industry, championing environmental consciousness, social justice, and economic empowerment, particularly for women entrepreneurs.



Network Indonesia

APPMI's Sustainability Commitment with the UN Global Compact Network

APPMI is dedicated to sustainability and corporate responsibility, guided by the United Nations Global Compact (UNGC) principles. Through collaboration with the Indonesia Global Compact Network (IGCN), APPMI strives to integrate sustainability into its operations, promote social inclusion, and advance environmental stewardship.

Aligned with the UNGC's Ten Principles, APPMI fosters ethical business practices and responsible supply chain management. Partnering with the IGCN, it engages in forums and initiatives to address industry-wide sustainability challenges, contributing to the achievement of the Sustainable Development Goals (SDGs).

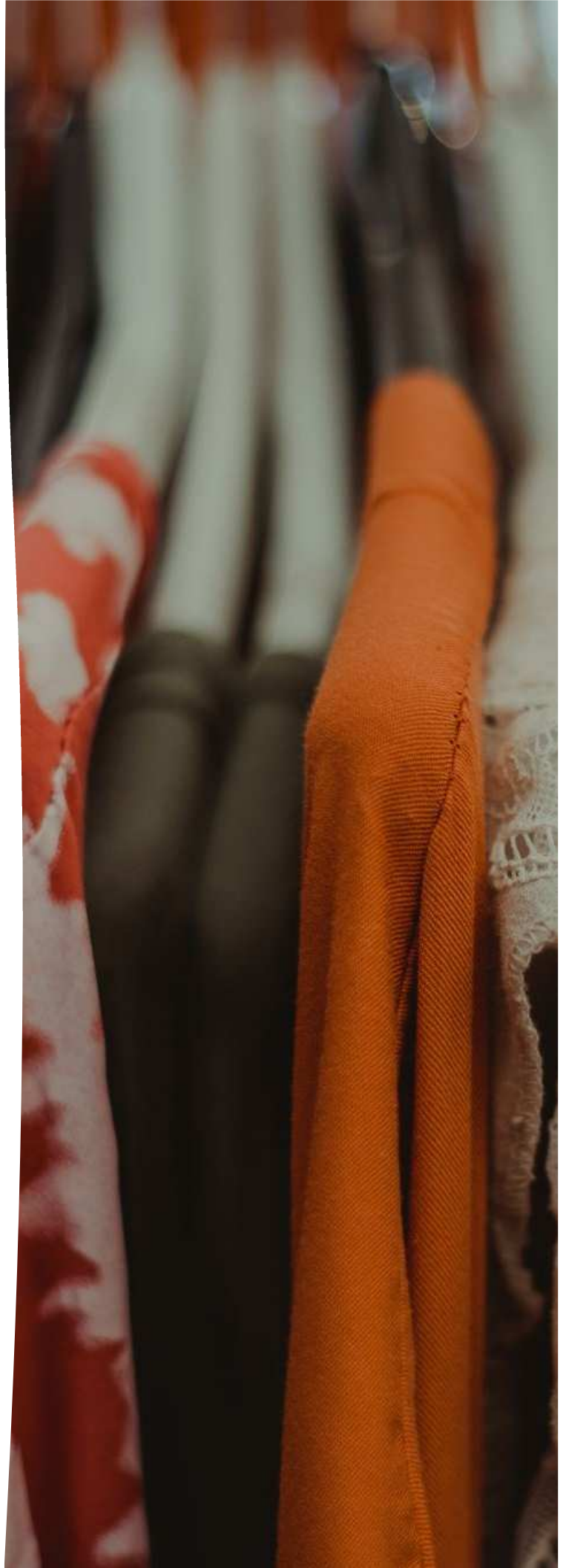
With transparency and accountability, APPMI reports progress, engages stakeholders, and embraces innovation. Committed to a better world, APPMI remains dedicated to driving positive change within the fashion industry and beyond.



Indonesia Fashion Week

APPMI takes pride in its successful organization of the annual Indonesia Fashion Week. This flagship event serves as a platform to showcase the creativity, innovation, and diversity of Indonesia's fashion industry. In alignment with the United Nations Sustainable Development Goals (SDGs), particularly Goal 8: Decent Work and Economic Growth, Indonesia Fashion Week has become a catalyst for driving positive social and economic impact, fostering entrepreneurship, and promoting sustainable growth within the fashion sector.

APPMI's Indonesia Fashion Week has emerged as a premier event in the Indonesian fashion calendar, attracting designers, entrepreneurs, industry professionals, and fashion enthusiasts from across the country and beyond. The event features runway shows, exhibitions, seminars, and networking opportunities, providing a vibrant platform for collaboration, creativity, and commerce within the fashion industry.



Engagement and Impact:

Designer Participation: Indonesia Fashion Week engages more than 100 designers annually, providing them with a high-profile platform to showcase their collections, gain exposure, and connect with industry stakeholders and potential buyers.

SME Participation: The event also actively involves over 400 Small and Medium Enterprises (SMEs), including artisans, craftsmen, and textile producers, who exhibit their products, accessories, and materials, contributing to the promotion of local craftsmanship and economic development.

Visitor Engagement: Indonesia Fashion Week attracts over 13,000 visitors each year, including fashion enthusiasts, consumers, media representatives, and industry professionals, creating a dynamic and inclusive environment for networking, learning, and cultural exchange.

Contribution to SDG 8: Decent Work and Economic Growth:

Job Creation: Indonesia Fashion Week generates employment opportunities for designers, artisans, models, event organizers, and support staff, contributing to the creation of decent work and economic growth within the fashion industry.

Entrepreneurship Development: The event fosters entrepreneurship and business development among designers and SMEs, enabling them to access markets, build networks, and grow their enterprises sustainably.

Skills Development: Indonesia Fashion Week provides a platform for skills development, knowledge sharing, and capacity building within the fashion community, empowering individuals to enhance their professional capabilities and contribute to industry innovation and competitiveness.





Events During Indonesia Fashion Week 2023



Community Engagement

APPMI is committed to promoting sustainability and addressing social challenges within the fashion industry. In alignment with the United Nations Sustainable Development Goals (SDGs), APPMI recognizes the critical importance of addressing poverty and hunger in Indonesia. This report highlights our initiatives, achievements, and ongoing efforts to contribute to the goals of zero poverty and zero hunger through our sustainable practices and community engagement.

Zero Poverty Initiatives:

Livelihood Enhancement Programs: APPMI collaborates with local communities and marginalized groups to provide training, skill development, and employment opportunities within the fashion industry. By empowering individuals to gain sustainable livelihoods, we aim to alleviate poverty and foster economic resilience among vulnerable populations.

Microfinance and Entrepreneurship Support: APPMI supports microfinance initiatives through Koperasi and provides access to financial resources for aspiring entrepreneurs, especially women and disadvantaged groups. By facilitating entrepreneurship and small business development, we empower individuals to generate income, create employment opportunities, and escape poverty.

Community Development Projects: APPMI engages in community development projects, including education, healthcare, and infrastructure initiatives, to address the root causes of poverty and improve the well-being of communities across Indonesia.

Women Empowerment

APPMI is deeply committed to promoting women's empowerment within the fashion industry. Recognizing the critical role of women in driving sustainable development and fostering inclusive economic growth, APPMI prioritizes initiatives that empower women entrepreneurs, artisans, and workers. This report highlights our efforts, achievements, and ongoing commitment to women's empowerment across the fashion value chain.

Empowerment Initiatives:

- **Entrepreneurship Training:** APPMI conducts entrepreneurship training programs and workshops to equip women with the skills, knowledge, and resources needed to start and grow their fashion businesses. These initiatives cover various aspects of business management, including marketing, finance, production, and supply chain management.
- **Leadership Development:** APPMI promotes leadership development and mentorship opportunities for women within the organization and the broader fashion community. Through mentorship programs, networking events, and leadership workshops, we empower women to assume leadership roles, advocate for their interests, and contribute to industry-wide change.





Achievements and Impact:

Empowered women entrepreneurs to launch and scale their fashion businesses, driving economic empowerment and poverty reduction.

Facilitated access to financial resources and investment opportunities for women-led fashion enterprises, fostering sustainable growth and resilience.

Created a supportive and inclusive environment for women within APPMI, promoting collaboration, networking, and professional development.

Raised awareness about gender equality, women's rights, and empowerment issues within the fashion industry and broader society.

Challenges and Opportunities:

Gender-based discrimination and cultural barriers that hinder women's participation and advancement within the fashion industry.

Limited access to education, training, and mentorship opportunities for women from marginalized communities and rural areas.

Structural barriers to women's access to finance, markets, and resources for entrepreneurship and business development.

Opportunities to leverage technology, innovation, and partnerships to scale up women empowerment initiatives and reach more women across Indonesia.



Quality of Education

APPMI is dedicated to promoting quality education and fostering the next generation of fashion talent. Central to our commitment is the annual Indonesia Young Fashion Designer Competition, which provides aspiring designers with a platform to showcase their creativity, gain industry exposure, and access educational opportunities. This report underscores our ongoing commitment to quality education and highlights our initiatives to support young designers through scholarships and partnerships with esteemed educational institutions such as Koefia Italy and LaSalle College Jakarta.

Indonesia Young Fashion Designer Competition:

The Indonesia Young Fashion Designer Competition serves as a cornerstone of APPMI's commitment to quality education and talent development. Each year, emerging designers from across Indonesia participate in the competition, presenting their original designs and innovative concepts to a panel of industry experts. Through this platform, participants receive valuable feedback, mentorship, and networking opportunities, empowering them to refine their skills and pursue their passion for fashion.



Scholarship Opportunities:

In line with our commitment to nurturing talent and fostering educational excellence, APPMI awards scholarships to the winners of the Indonesia Young Fashion Designer Competition. These scholarships provide recipients with the opportunity to enroll in prestigious fashion programs at leading institutions, including Koefia Italy and LaSalle College Jakarta. By investing in the education and professional development of young designers, we aim to empower them to become future leaders and innovators in the fashion industry.

Partnerships with Accademia Koefia Roma and LaSalle College Jakarta:

Through strategic partnerships with Koefia Italy and LaSalle College Jakarta, APPMI enhances access to world-class education and training opportunities for aspiring designers in Indonesia. Koefia Italy, renowned for its excellence in fashion education, offers scholarship recipients the chance to enroll in its esteemed programs, providing exposure to Italian craftsmanship, design principles, and industry insights. Similarly, LaSalle College Jakarta, a leading fashion institution in Indonesia, provides scholarship recipients with access to comprehensive fashion programs tailored to meet the evolving demands of the industry.

Climate Action

Life on Land

APPMI is committed to fostering partnerships and collaboration to advance sustainable development, particularly in Lombok, West Nusa Tenggara. Recognizing the interconnectedness of environmental, social, and economic challenges, APPMI collaborates with local communities, stakeholders, and the United Nations Global Compact to address key Sustainable Development Goals (SDGs), including Climate Action and Life on Land. This report highlights our collaborative efforts and initiatives to promote sustainability and positive change in Lombok and beyond.

Partnerships and Stakeholder Engagement:

Local Community Partnerships: APPMI collaborates with local communities, including Bidariku, Handep, and Mutiara Lombok, to empower residents, promote cultural heritage, and support sustainable development initiatives. Through dialogue, engagement, and mutual respect, we work together to address community needs and priorities while fostering social cohesion and resilience.

United Nations Global Compact: As a signatory to the United Nations Global Compact, APPMI is committed to aligning its operations and initiatives with the principles of responsible business conduct and sustainable development. By integrating the Ten Principles of the Global Compact into our practices, we strive to advance progress towards the SDGs and promote sustainability across our value chain.



Focus Areas and Activities:

Climate Action: APPMI implements various initiatives to mitigate climate change and reduce environmental impact. This includes promoting sustainable production practices, such as natural dyeing, natural cotton production, and natural textile to produce traditional heritage of cotton woven.

Life on Land: APPMI collaborates with local farmers, landowners, and conservation groups to promote land stewardship, cotton plantation conservation, and sustainable land management practices in Lombok. This includes supporting agroforestry initiatives, land restoration projects, and wildlife conservation efforts to protect terrestrial ecosystems and promote sustainable livelihoods for communities.

Achievements and Impact:

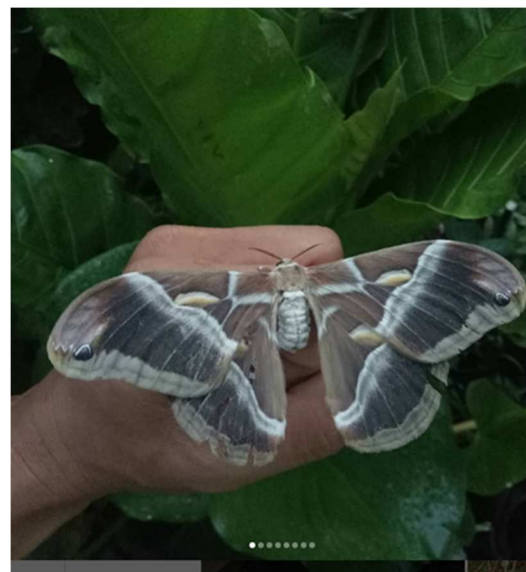
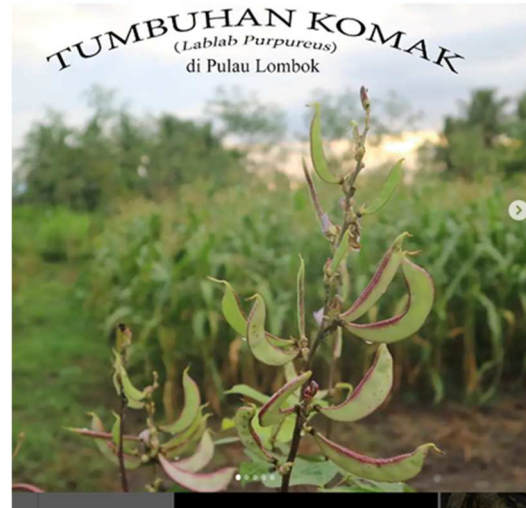
Empowered local communities to participate in sustainable development initiatives and decision-making processes.

Raised awareness about environmental conservation, climate resilience, and sustainable living practices among stakeholders and the broader community.

Implemented tangible projects and activities that contribute to the achievement of SDG targets in Climate Action, Life Below Water, and Life on Land.

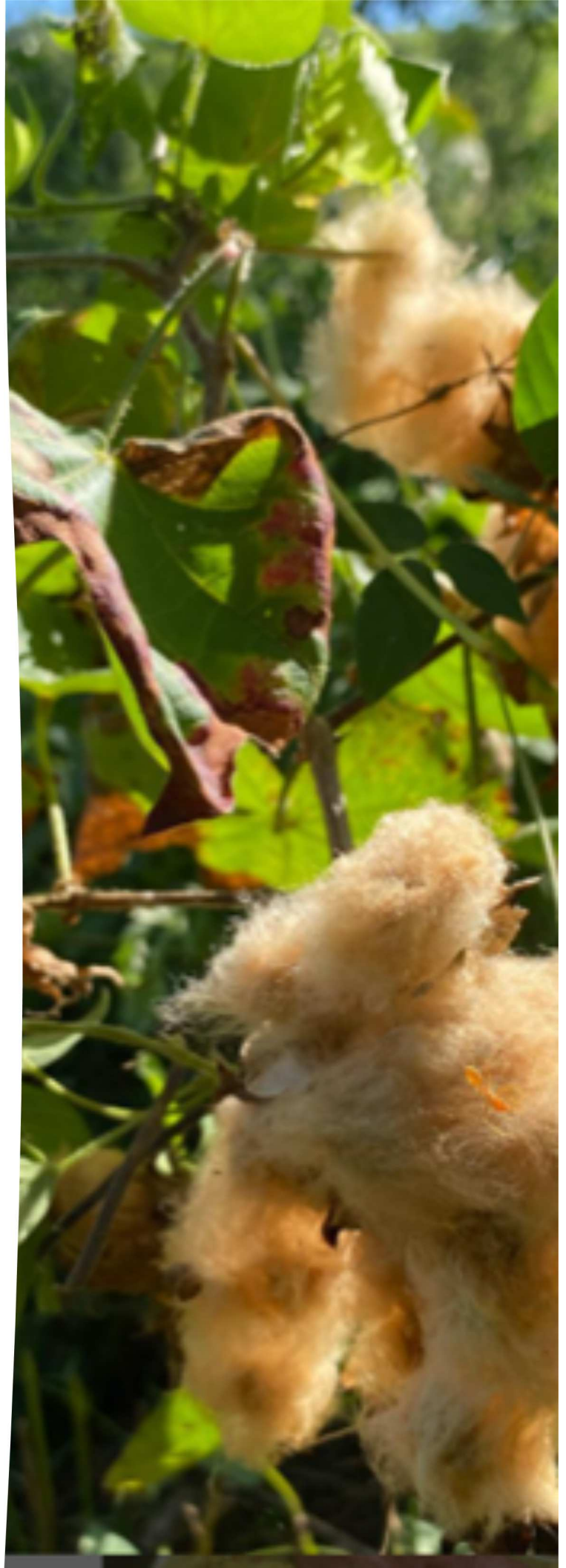
Fostered partnerships and collaboration among diverse stakeholders to leverage collective action and maximize impact for sustainable development in Lombok and West Nusa Tenggara.

Yang perlu kita ketahui tentang:



Challenges and Opportunities:

- Addressing systemic barriers and structural challenges to sustainable development, including limited resources, capacity constraints, and competing priorities.
- Enhancing stakeholder engagement, participation, and ownership of sustainable development initiatives to ensure long-term impact and sustainability.
- Leveraging technology, innovation, and partnerships to scale up successful models and replicate best practices in other communities and regions.
- Promoting inclusivity, equity, and social justice in sustainable development efforts to ensure that benefits are distributed equitably and reach marginalized populations.



From Cotton to Mandalika



APPMI recognizes the importance of empowering natural textile production processes that honor traditional craftsmanship and promote environmental sustainability. In collaboration with local stakeholders in Lombok, we have initiated the "From Cotton to Mandalika" program, aimed at revitalizing traditional textile production techniques and promoting sustainable practices from cotton cultivation to the creation of woven textiles. This section highlights our efforts and achievements in empowering natural textile production in Lombok.

Objectives of the Program:

- **Revitalize Traditional Techniques:** The program seeks to revitalize traditional textile production techniques, including cotton cultivation, dyeing, weaving, and finishing processes, which have been passed down through generations in Lombok.
- **Promote Sustainability:** By promoting sustainable practices and organic farming methods, the program aims to minimize environmental impact, conserve natural resources, and preserve biodiversity in Lombok's textile production ecosystem.
- **Empower Local Communities:** Through capacity-building initiatives, training programs, and economic opportunities, the program empowers local communities, particularly women artisans, to participate in and benefit from the natural textile production value chain.

Key Activities and Initiatives:

- **Organic Cotton Cultivation:** The program promotes organic cotton cultivation practices that minimize the use of chemical pesticides and fertilizers, protect soil health, and ensure the sustainability of cotton farming in Lombok.
- **Natural Dyeing Workshops:** APPMI conducts natural dyeing workshops and training sessions to educate artisans about traditional dyeing techniques using locally sourced natural dyes, such as indigo, turmeric, and plant extracts.
- **Weaving Cooperatives:** The program supports the establishment of weaving cooperatives and community-based enterprises that empower women artisans and provide them with access to markets, resources, and fair compensation for their work.
- **Market Access and Promotion:** Through partnerships with retailers, fashion brands, and tourism stakeholders, the program facilitates market access for locally produced textiles and promotes the cultural heritage and artistic traditions of Lombok's textile artisans.

Achievements and Impact:

- Empowered local communities to preserve and promote traditional textile production techniques, safeguarding cultural heritage and promoting economic resilience.
- Enhanced environmental sustainability through the adoption of organic farming practices, natural dyeing methods, and waste reduction measures in textile production.
- Created economic opportunities and improved livelihoods for women artisans and rural communities, contributing to poverty alleviation and social inclusion in Lombok.
- Raised awareness about the importance of sustainable fashion and responsible consumption practices among consumers, businesses, and policymakers.

From Cotton to Mandalika

Challenges and Opportunities:

Addressing infrastructure constraints and logistical challenges in remote rural areas of Lombok to facilitate the production and distribution of natural textiles.

Enhancing market demand and consumer awareness for sustainably produced textiles, both domestically and internationally.

Strengthening collaboration and coordination among stakeholders, including government agencies, NGOs, and private sector partners, to scale up the impact of natural textile production initiatives.

Investing in skills development, education, and technology transfer to build the capacity of local artisans and ensure the long-term sustainability of the natural textile production ecosystem in Lombok.





APPMI is committed to sustainability. Through partnerships with the United Nations Global Compact (UNGC) and the Indonesia Global Compact Network (IGCN), APPMI works to embed ethical practices into its operations.

By adhering to the UNGC's principles, APPMI ensures responsible business conduct and engages in initiatives to address industry-wide sustainability challenges. With transparency and innovation, APPMI reports its progress and involves stakeholders in its journey.

As we conclude, APPMI remains dedicated to advancing sustainability within the fashion industry and beyond, ensuring a brighter future for all.

2023