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DESIGN / FASHION / ARCHITECTURE / ART / CULTURE

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THIS IS LUXURY

*Timepieces, property, jewelry:
Designing for life at the top*



Desert Plains

A COMBINATION OF TRADITIONAL TAILORING, CONTEMPORARY FASHION AND GRACEFUL HANDSEWN DETAILING DEFINE INDONESIAN FASHION LABEL FBUDI.

WORDS ALICE DAVIS

Felicia Budi's pre-Fall 2013 collection is simple on the surface, but deceptively so. On closer inspection, garments gradually reveal their complexity. Shirts, shirt dresses and feminine pants are decorated with carefully handsewn details, ruched or pleated into intricate sculptural shapes. A red silk shift dress displays careful drapes as a prettily knotted sash sweeps crossways across the body. A straightforward tee is transformed as it's gathered together at the waist in a complicated plait, creating gentle undulations in the fabric. "The desert is my favorite natural landscape, so I got my starting point there," says 27-year-old Budi. "Using smocking techniques, I tried to recreate the contours of the desert on the garments. The collection looks simple, yet has vast hand-made detail to look like desert sands."

Budi is passionate about textiles, letting them be the driving force in her creative process. Using fabrics like silk, chiffon, ramie and Indonesian textiles, she first drapes the mannequin to ensure the most flattering fit to the body and the right movement of the garment. "I've always loved watching people to see how different clothes can actually affect people's attitude, be it the wearer's or the watcher's," the London-trained designer says. "I'm in awe of fashion's ability to ignite that visual dialogue."

In November 2010, she set up Fbudi, her own label. "I couldn't wait to start my own journey and share my findings with others," she says. Her attention to detail, skills as a tailor and use of natural fabrics result in garments that are quietly unique and thoughtfully made. It's a fitting look for the woman she designs for – someone who "stands out as individual, yet is not out of tune with society." fbudi.com 