



**FOR IMMEDIATE RELEASE**

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**SI.SE.SA. AT HÔTEL D'EVREUX, PLACE  
VENDÔME  
PARIS FASHION WEEK**



Paris, France, September 19, 2018 — Fashion Week Studio is overjoyed to welcome Indonesian Designer, Si.Se.Sa on the Opening Day of Paris Fashion Week, as part of the Modest Designers show.





FASHION WEEK STUDIO  
Paris

Si.Se.Sa is the collaboration between Muslim fashion designer Merry Pramono and her daughters Siriz, Senaz and Sansa. Si.Se.Sa has become one of the most favored ready-to-wear Muslim fashion brands in recent years. Si.Se.Sa's designs are available in boutiques located in South Jakarta, South Sulawesi, and several more locations.

Merry and her daughters have answered the challenge of creating fashion that is both elegant and pretty, while following all of the stipulations in the Koran. The line mainly consists of loose-fitted, long dresses for women, as well as khimars — long head-coverings that extend to, and also cover, the chest and derriere areas of women. The khimars are lively, with ruffles, crystal embellishments and embroideries. These head-coverings have become gorgeous accessories to Muslim wear and are repeatedly sought after.



During this show, guests will enjoy an incredible performance by Electronic R&B Singer/Songwriter JABS, who released the track U&ME featuring Willow Smith, followed by Opera singer Sara Shields, who is currently working with renowned composer Kelvin Pimont. Mr. Pimont recently finished working on “Real Rob” for Rob Schneider for Netflix and has composed some incredible music for the opening of our show.

In recent years the Muslim fashion industry has become one of the leading trend-setting sectors. This line will be shown at 1:30 pm on September 25th at the Hôtel d'Evreux, Place Vendôme.

This event will not be open to the public, please RSVP for the show at [RSVP@fashionweekstudio.com](mailto:RSVP@fashionweekstudio.com)