

20
ANNIVERSARY

SENAYAN CITY

26



FASHION NATION

19 - 28 September 2026
20th Anniversary Chapter

WARDROBE
TENSABIDO

ACCESSORIES
RINALDO YUNAH

SCX Iconic
Member
Gain your rewards

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Apps



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senayan.city/fb



senayan.city

PODOMORO
Rewards



AGUNG
PODOMORO
LAND



Twenty years ago, we set out with a simple vision: not merely to build a destination, but to create a place where inspiration could take root and grow.

In the years since, Senayan City has become more than a place people visit. It has become a place where memories are made, businesses flourish, ideas take shape, and a sense of belonging is found.

PREFACE

Looking back, we take pride in the milestones we have reached and in the relationships that have shaped who we are. This anniversary is more than a celebration; it is a tribute to everyone who has walked this journey with us, from our tenants to every visitor who spends their moments here. Their stories are the tales of Senayan City.

As we open this year's Fashion Nation, we celebrate that same spirit: creativity, culture, and craftsmanship. As we mark twenty years, we look ahead with the same curiosity that carried us here, confident that the best of Senayan City is still ahead, with all of you by our side.

Halina NG
Leasing & Marketing Communication Director
of Senayan City

LAURA MERCIER

NEW

Ultra-Blur Setting Powder Mint



Clinically proven
to **hydrate** and
improve skin barrier*

Instantly
color corrects
redness

*Clinical study of 30 panelist at independent laboratory after foundation application

SENAYAN CITY



DISCOVER LAURA'S TECHNIQUE

Your Flawless Face Routine



1

**Pure Canvas Primer
Hydrating**

24 hour hydration for
flawless base.



2

Tinted Blur Balm
Refine texture
and evens skin.



3

**Translucent Loose
Setting Powder
Ultra Blur** For a
flawless finish.



4

**Translucent Hydrating
Setting Spray Ultra-Blur**
Keep makeup fresh and
flawless.

Senayan City, Unit G-110, Ground Floor - Jakarta

18 SEPT

Friday

ANNIVERSARY OPENING

presenting

"THE ERA RUNWAYS"

MEL AHYAR
ARCHIPELAGO

TOTON

with appearance by **anggun**



21 SEPT

Monday

1.30 PM

Dekranasda present **IRAMA JAKARTA**

6 PM

Andhita Siswandi present **ASKEW Fall
Winter 2026 Collection**

4.30 PM

Senayan City present

SC "CONVERGE"

Arfkea Stripes . Elima . Lanivatti

19 SEPT

Saturday

12 PM

Kelasmodeling.id
presents **Everyone Can
Be A Model**

1.30 PM

ESMOD Jakarta:
First Edit

3PM

LaSalle College
Jakarta

4.30 PM

CALLA present
THE CALLA CLUB

6 PM

MAP Fashion

7.30 PM

Titlis Sapoetra:
Threshold 2.0

3 PM

Titlis Sapoetra present
The Local Fashion Lab
in collaboration with
**Studio Roommate,
Vilona La Vena
& Nona Et Al**

4.30 PM

Senayan City present

SC URBAN NOMAD

AMOTSAMSURIMUDA . TYGA . Cover Me Not
X Furry Tales

6 PM

Senayan City in collaboration with **DEWI &
Jakarta Fashion Week** presents **Fashion Force
Awards Alumni** : Argyle & Oxford . KALLA rona
KLÉ . Mote Mote . Tokodidiyo

20 SEPT

Sunday

1.30 PM

20 In Style:
Senayan City Tenants
X Gadis Sampul

3 PM

Sparks Fashion
Academy presents
The Future Nostalgic

4.30 PM

Indonesian Fashion
Chamber present
Skyline Ascend

6 PM

ISSA Group present
Constellation

7.30 PM

Kelasmodeling.id
presents **Everyone Can
Be A Model**

22 SEPT

Tuesday

23
Wednesday
SEPT

4.30 PM
Senayan City X Masari
presents **THE CURVE**
TOTON . Peggy Hartanto
ARI . Sean Sheila
Friederich Herman

6 PM
Senayan City X
Cita Tenun Indonesia
presents **LUNGSARA**
Saroong Ataller
Othman KMK by
Karel Karuniawan

7.30 PM
ELLE Indonesia present
PEREMPUAN
FBudi . Laurencia Irena
Nila Baharuddin

Thursday 24
SEPT

3 PM
The Portraits of Her:
Jenna & Kaia . Nadjani
Hijabchic

4.30 PM
Magic of Nature X
CARENDELANO:
Intentional Allure

6 PM
Senayan City X Indonesia Fashion
Designer Council presents



INDONESIAN
FASHION
DESIGNER
COUNCIL

**KANVAS
BUDAYA**

Adeline Esther . Andreas Odang . Carmanita
Chossy Latu . Danny Satriadi . Denny Wirawan
Didi Budiardjo . Eddy Betty . Era Soekanto
Eridani . Ghea Panggabean . Hian Tjen
Ivan Gunawan . Liliana Lim . Mel Ahyar
Priyo Oktaviano . Rama Dauhan . Ria Miranda
Sebastian Gunawan . Wilsen Willim
Yogie Pratama . Yongki Budisutisna
Yosafat Dwi Kurniawan

Friday 25
SEPT

3 PM
KAMI present
Hello, Wildflowers

4.30 PM
Yayasan Jantung
Indonesia: Don't Miss
A Beat

7.30 PM
Senayan City present
**SC NEW
MODE**
Yosafat Dwi Kurniawan
adruue DIBBA
Studio Vian

1 PM
Mothercare: Art of Play

2 PM
Gingersnaps: Little
Days of Wonder

3 PM
Willio: Ready, Set, Goal

4.30 PM
JIM Models 20 Years
Beyond The Runway

6 PM
Buttonscarves present
B-ACTIVE

26
Saturday
SEPT



BVLGARI
ROMA 1884

available at **∞ OPTIK SEIS**



THOM BROWNE.

NEW YORK

available at **∞ OPTIK SEIS**

SENAYAN CITY

DID YOU KNOW?



Ecocert Cosmos Organic

MoN is the first Indonesian body care brand certified according to global organic standards: ECOCERT COSMOS.



Hybrid Sunflower

Made with a unique Hybrid Sunflower, a cross between local sunflower and American giant sunflower varieties, to deliver optimal nourishment for the skin.



Locally Made

Every product is born from our own organic farms and dedicated local production facilities, created exclusively for MoN.



Natural Certified Fragrance

No hidden synthetics. Even our fragrance is derived from certified organic ingredients.



Rich in Vitamin E

Sunflower Seed Oil contains more Vitamin E than almond oil.



Indonesian Local Product
Globally Certified Organic



SENAYAN CITY

THE FIRST CERTIFIED ORGANIC BODY CARE IN INDONESIA

SHOWER OIL

- Cleanses and moisturizes the skin without SLS

BODY OIL

- Fast-absorbing and hydrates the skin, nourishing from within

BODY CREAM

- Locks in hydration, keeping skin moisturized for longer



Indonesian Local Product
Globally Certified Organic



SENAYAN CITY

20th

ANNIVERSARY

FASHION
NATION

“THE ERA
RUNWAYS”

MEL AHYAR ARCHIPELAGO

Trained in couture in Paris, with having earned Emanuel Ungaro's Coup de Coeur award, Mel Ahyar's devotion since graduation has turned into a career of preserving Indonesia's textile heritage for the new generation. Her label, Mel Ahyar Archipelago, focuses on Wastra Nusantara that honors the country's fabrics for contemporary audiences.

Expect to see Mel Ahyar Archipelago's Tanô Niha in the opening: a 20-look collection drawn from the traditions of Nias Island, marked by sculptural, dark, stone-toned pieces and carved ornamental detail. Angular shapes echo the island's ceremonial armor, while beadwork made from local wildflower seeds honors a culture that has shaped generations, giving it new form on the runway.



TOTON

Raised in Makassar by a seamstress mother, Toton Januar's passion for design started early. Sharpening his experiences in Jakarta's fashion industry and a stint in modeling, his ultimate fashion education was completed at Parsons in New York. In 2012, he and Haryo Balitar founded TOTON, a womenswear label where nearly everything is made entirely by hand, which tells a story of its own.

Now TOTON presents TEMPAAN KALA, a sequel of TOTON 2027's KALA, where time becomes material. Hand-knotted raffia, reclaimed embellishments shaped individually, and paperclay plates (a blue-and-white motif the house has returned to since 2021) come to the collection with JEUMPA's floral artistry adding to its charm.





SENAYAN CITY

NEW MODE

FOUR PERSPECTIVES ON MODERN STYLE

YOSAFAT DWI
KURNIAWAN .
DDRUE . DIBBA .
STUDIO VIAN
HERITAGE



Yosafat Dwi Kurniawan

Since founding his eponymous label in 2010, Yosafat Dwi Kurniawan has built a wardrobe where strength meets softness equally. His vision melds sharp, deliberate lines balanced against a femininity seen through his surrounding landscapes, growing a love of culture and art.

For Fashion Nation's "New Mode," he imbues that balance with the ease of Arisan! 2, which drifts toward the coast in a collection built for resort living: relaxed shapes, breathable layers, and the unhurried movement of island life. The result feels casual and modern without losing warmth; a balance that has carried his work into Harper's Bazaar, Femina, and Vogue Italia, and onto runways from Paris to Beijing.



DIBBA

After Faisal Shah graduated in 2011 from London College of Fashion with a degree in jewellery design, his principle of "dis better be awesome!" inspired his brand's name: DIBBA. Founded in 2016, the label always pushes against convention in prints, textures, colors, and materials, arriving at a signature mix of sophistication, artistry, and timelessness.

That philosophy comes through boldly in this year's '80s glam collection for "New Mode" with sharp-shouldered suiting, saturated color, and statement accessories that envision old-Hollywood confidence, recognizable as DIBBA's own. Vogue Singapore has praised DIBBA for its "striking embroidery and bold silhouettes." Now, fresh off Thailand Fashion Week, DIBBA is ready to push further still.





ddrue

Pronounced "rue," ddrue is a new Jakarta-based label for men and women, born from a partnership between Dana Maulana, founder of Danjyo Hiyoji, and Dery Rizkianto, the designer behind The Rizkianto. Together they meet in the space between streetwear and high fashion, pairing ready-to-wear instinct with a couture eye to build pieces neither label could make alone.

The name says as much: two D's for two founders, joined by rue, French for street. In "New Mode," ddrue debuts Avenue, a collection that takes that street energy and filters it through the pace of New York City, landing on easy, confident pieces made for life in motion.

Studio Vian Heritage

Studio Vian Heritage, the brainchild of designer Vivian Mazuki, is shaped by a life lived between a Chinese heritage and an Indonesian upbringing. However, heritage is not something fixed for this label; it is a design reshaped into clean, sculpted pieces built for the woman living today in the form of standing collars, uneven lines, delicate piping, and hand embroidery.

Beyond the clothes in this year's Fashion Nation, Studio Vian Heritage has prepared a runway show at the closing event's "New Mode," developed with photographer Ray Gracious, bringing visual storytelling into the presentation. The result is heritage carried forward rather than left behind—personal, evolving, and totally her own.





SENAYAN CITY



IFORTE

GAYA ARCHIVE CHAPTER 4

FASHION INSTALLATION

18 - 27 September 2026

Promenade (GF), Senayan City

Gaya Archive Chapter 4 Fashion Installation brings Indonesian fashion history to life through a visual journey celebrating the four seasons. Featuring archival creations from 23 IFDC designers, this exhibition explores diverse aesthetics, materials, and design approaches. By blending historical fashion archives with contemporary spatial design, it honors the legacy of Indonesian fashion while offering fresh inspiration for the present day.

Bakti Budaya
DJARUM foundation





SENAYAN CITY

IFORTE

JOIN US FOR
INDONESIAN FASHION DESIGNER COUNCIL
SPECIAL COLLABORATION WITH

pagelaran
Sabang Merauke

—→ Hanya Indonesia Yang Punya ←—

18 - 27 September 2026
Avenue Area (GF), Senayan City

Pagelaran Sabang Merauke merges performing arts, cultural heritage, and fashion on an epic, international scale stage. Highlighting the theme Hikayat Srikanth Nusantara, this monumental show features iconic ethnic and contemporary costumes created by 12 IFDC designers. The collection brings traditional Indonesian textiles into modern perspectives, transforming stage design and performing arts into an immersive celebration of national identity.

Bakti Budaya

DJARUM foundation



LOTUS
DESIGN

Yeni Kresindo



SENAYAN CITY



COTTON USA™

DRAFT

POP UP STORE
INSTALLATION

Discover exclusive
white shirt creations
by IFDC Designer Members

2-30 September 2026
Lower Ground, Senayan City

DRAFT IFDC Pop Up Store Installation
unites fashion and philanthropy to support
earthquake relief in East Nusa Tenggara.

Featuring limited edition white
shirts crafted from premium
Cotton USA by 22 IFDC designers,
the initiative highlights signature
design techniques and structured
silhouettes.

Proceeds from this event are donated through YCAB
Foundation, inviting fashion enthusiasts to shop with
purpose and make a meaningful impact.

Supported by



DANAR MAS

Carta

DISPLAY MANEQIN



PT.Caiyida Technology Indonesia

Adalah perusahaan yang bergerak dibidang LED Videotron. Kami menyediakan LED display Videotron Indoor dan Outdoor untuk rental maupun pembelian yang dapat digunakan untuk berbagai kebutuhan industri mulai dari media periklanan, transportasi, pendidikan, rumah ibadah, publikasi merk dagang, hingga publikasi program pemerintah.

Why Choose Caiyida ?

- Produk dengan kualitas terbaik
- Kami memproduksi sendiri LED Display Videotron
- After Sales Service Terpercaya
- Didukung oleh teknisi berpengalaman yang handal dan bergaransi produk 3 tahun
- Berpengalaman lebih dari 13 tahun
- Certification : CE,TUV,FCC,ETL,CCC,ROHS,ISO 9001:2008

Product Indoor

MODULE Series

SUPER FLAT WITH MAGNET SYSTEM INSTALLATION

Pixel Pitch SMD series: P1.2 | P1.5 | P1.8 | P2.5 | P4
 Module Size 320x160mm



Product Indoor

DIECAST Series

KNOCK-DOWN SERIES WITH FINE-PITCH LED DISPLAY

Pixel Pitch SMD series: P2.6 | P3.9
 Size 480x480mm | 500x500mm



*Include Flight Box

• Semua yang Anda Butuhkan Kami Solusinya •

Entertainment Solution



Business Solution



Advertising Solution



Wedding Solution



Rental



Rumah Ibadah



Carta[®]

VIVERE
GROUP

CT 7852 T
Tan Walnut



CX 0303 DM
Silver Grey



Transform Beyond Surface

Carta presents High Pressure Laminate (HPL) surfaces engineered for proven durability, consistent quality, and visionary design. We offer a wide range of designs and textures to elevate interior spaces.

Explore More



www.carta.co.id



[@cartalaminates](https://www.instagram.com/cartalaminates)



0823 2518 6085



SENAYAN CITY

KelasModelling.id

"Everyone Can Be A Model"

Saturday, 19 September 2026 (12 PM) | Sunday, 20 September 2026 (7 PM)

Main Atrium, Senayan City 1st Floor





SENAYAN CITY

ESMOD JAKARTA
(ID)

FASHION NATION 20th EDITION

FIRST EDIT:

ESMOD JAKARTA

ESMOD JAKARTA STUDENT SHOW
SENAYAN CITY—19 SEPTEMBER 2026
1.30 PM—2.30 PM



**LaSalle College
Jakarta**

20
ANNIVERSARY

SENAYAN CITY

LASALLE COLLEGE JAKARTA PRESENTS

IMAGINARIUM

Taking the runway at

Fashion Nation 20th : The Icon Edit

SATURDAY  **19 SEPTEMBER**  **3 PM**

SENAYAN CITY

IMAGINARIUM | by Fashion Design Students

A celebration of imagination, where ideas cross boundaries and come alive through fashion. A space where dreams meet reality, shaped by inspiration, materials, culture, technology, and emotion. The first two collections reinterpret Thai textile traditions, weaving, craftsmanship, and patterns through a contemporary lens. The final collection brings together selected mini collections created throughout the year, each reflecting a unique creative vision.

At once, Imaginarium reveals how imagination can transform tradition into new expressions of fashion.

CALLA

SENAYAN CITY

THE
CALLA
CLUB

CALLA celebrates the spirit of a new chapter through vibrant, expressive, and playful pieces.



This year, CALLA returns to Fashion Nation 20th Edition, continuing its journey toward its 10th anniversary through creativity and connection. Through movement, sound, and unexpected moments, CALLA celebrates the people, stories, and lives that shape its community.

CALLA presents Pansy Land for those who are bold in character, confident in expression, and unapologetically themselves.

The collection will be showcased at
Fashion Nation 20th Edition in the **Main Atrium, Senayan City**,
on **Saturday, September 19, 2026**, at **4:30 PM**.

MAP
FASHION

EXPERIENCE THE FALL/WINTER 2026 COLLECTION

MAP FASHION RUNWAY



THIS FALL/WINTER 2026, WE INVITE YOU TO EXPLORE A THOUGHTFULLY CURATED SELECTION FROM BERSHKA, TUMI, MARKS & SPENCER, MASSIMO DUTTI, OYSHO, PULL & BEAR, STRADIVARIUS, PARFOIS AND ZARA. DISCOVER THE SEASON'S LATEST TRENDS ALONGSIDE TIMELESS ESSENTIALS, CAREFULLY CRAFTED TO ELEVATE EVERY WARDROBE.

JOIN US FOR THE PREVIEW OF
THE SEASON'S KEY LOOKS AND MUST-HAVE PIECES.

@MAPFASHION

SENAYAN CITY

26

SC
20 in
STYLE

feat.
GADI'S
SAMPUL

20th
FASHION
NATION

**Ajeng Svastiari . Bimo Permadi
Fherio . Genu . Yoland Handoko**

Sunday,
September 20th, 2026
1.30 PM
Main Atrium
Senayan City, 1st Floor



bateeq



CHARLES & KEITH

havaianas

ORIGINAL, DO BRASIL, SINCE 1968



kami.



LIFEWORX
LIFEWORK

MICHAEL KORS

PEDRO

pvra

Sam Edelman

Timberland



VICTORIA'S
SECRET

Goodie Bag supported by

AMARISSA
The Art of Hair



JO MALONE
LONDON

JUVA
by Jaga

F&B supported by

pippo

zozo

kami.



Venchi



SENAYAN CITY



SFA BEYOND
SPARKS FASHION ACADEMY 13TH ANNIVERSARY

**SPARKS FASHION ACADEMY
13TH ANNIVERSARY**

THE FUTURE NOSTALGIC

Celebrating the Past, Creating the Future

20 September 2026 | 15.00 WIB | Main Atrium, Senayan City

SENAYAN CITY



SKYLINE ASCEND FASHION SHOW

Presents



HANNIE HANANTO



NING SANTOSO



ROEMAH KEBAYA
VIELGA



CHAERA LEE



ALTHAFUNISSA
LITE



NARA BOLFORD
BY
DERY WIDYAFORD

BURGO
INDONESIA

BURGO INDONESIA



MIWA HERITAGE



EKO LAMBA K
KATA PLUSSEE NEW GENERATION
BY IVANA ARCHANGELA

Special Guest NANIA YUSUF



Muse



SUPPORTED BY



EXPO



SENAYAN CITY

ISSA GROUP
**FASHION
SHOW**

"CONSTELLATION"

SUNDAY,
20TH SEPT 2026

VZ

ENB
NEW YORK

ماينه
mayne

MAIN ATRIUM
SENAYAN CITY MALL,
1ST FLOOR

20
FASHION
NATION

SENAYAN CITY



DEKRANASDA
PROVINSI
DKI JAKARTA

IRAMA Jakarta

Modernitas Warisan Bergerak

20th FASHION NATION

Tema ini menggambarkan Jakarta sebagai sebuah melting pot, tempat berbagai kultur dan manusia bertemu, bergerak, dan menciptakan ritmenya sendiri. Dari dinamika tersebut, wastra, kriya, dan siluet tradisional diterjemahkan ke dalam bentuk baru yang seirama dengan ritme kehidupan Jakarta hari ini.

21 SEP 2026 | 13.00 WIB

DESIGNERS

Andra Rahman | Batik Chic
Kaenina | Lavira Instyle
Nika Etniq x Batik Palbatu
Ria Attalier

ACCESSORIES

Ellyhan | Telulas Craft Long
Story Short

MODELS

Abang None Jakarta
Brit's Talent

SPECIAL PERFORMANCES



@dekranasdadkijakarta



Dekranasda DKI Jakarta



dekranasda.jakarta.go.id

20

SENAYAN CITY

26

SC

CONVERGE

Desk . Dusk . Distance20th
FASHION
NATION

ARTKEA ELIMA LANIVATTI

Monday,
September 21st, 2026
4.30 PM
Main Atrium
Senayan City, 1st Floor



20
ANNIVERSARY

SENAYAN CITY

26

SC
URBAN
NOMAD

20th
FASHION
NATION

AMOT&YAM&URIMUDA

TYGA



Corner Market

X

FURRY TALES

by line

Tuesday,
September 22nd, 2026
4.30 PM
Main Atrium
Senayan City, 1st Floor



SENAYAN CITY



Senayan City, in collaboration with **DEWI** and **Jakarta Fashion Week**, presents **Fashion Force Awards Alumni at Fashion Nation**, featuring womenswear collections by **Argyle & Oxford**, **KALLA rona**, **KLÉ**, **Mote Mote**, and **Tokodidiyo**.

Fashion Force is Jakarta Fashion Week's signature program dedicated to nurturing and accelerating emerging Indonesian fashion talents. This showcase brings together its alumni to celebrate their creative growth and evolving design identities.

Through diverse silhouettes, craftsmanship, and contemporary expressions of femininity, the show explores growth and reinvention, highlighting the distinct voices and creative potential shaping the next generation of Indonesian fashion.



SENAYAN CITY

MASARI
THE CURVE:
LAPISAN WAKTU

A celebration of form, creativity, and the art of becoming

PRESENTING

ARI • FRIEDERICH HERMAN • PEGGY HARTANTO
SEAN SHEILA • TOTON

WEDNESDAY, 23 SEPTEMBER 2026 • 4.30 PM

Main Atrium, 1st Floor, Senayan City

See it on the runway, then discover and shop the collection
at MASARI Store Senayan City

SENAYAN CITY

CITA TENUN INDONESIA PRESENT

LUNGSARA

THE ESSENCE OF TENUN NUSANTARA

LUNGSARA comes from lungsin, the foundational warp threads of a woven textile, and sara, meaning essence. Together, LUNGSARA represents the essence of Indonesian tenun rooted in tradition

Fashion Nation 20th Edition
23 September 2026 | 18.30 WIB
Main Atrium, Senayan City



Fashion Designers Collaboration

saroong Othman *K M K*
BY
KAREL KARUNIAWAN



ELLE
MAGAZINE INDONESIA

mempersembahkan ELLE RUNWAY

PEREMPUAN

menampilkan

fbudi

Laurencia Irena

Nila Baharuddin

didukung penub oleh

FASHION
NATION

20th
ANNIVERSARY

SENAYAN CITY



SENAYAN CITY

Thursday, September 24th 2026
3 PM onwards

The Portraits of Her

is a celebration of womanhood through the eyes of three women designers and three distinct fashion houses. While each brand carries its own identity, we share the same belief: that fashion is more than what we wear.

20th
FASHION
NATION
THE ICON EDIT

.nadjani.

JENNA & KAIA

hijabchic



SENAYAN CITY

MAGIC of
NATURE
X
CARENDELANO

Intentional
Allure

THU | 24
SEPT

MAIN ATRIUM,
1ST FLOOR, SENAYAN CITY

16:30 WIB

Special Apperance:
**BUNGA
CITRA LESTARI**



Maison
Baaz

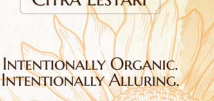
Ayumi

Dikha
Sigit

Dimas
Singgih

Hendy
Huang

INTENTIONALLY ORGANIC.
INTENTIONALLY ALLURING.





SENAYAN CITY

"HELLO, WILDFLOWERS"

A SPECIAL PRESENTATION WHERE SELF
EXPRESSIONS UNFOLD BEAUTIFULLY IN

kami.

TENKA
TIAN

Friday, September 25, 2026 | 3 - 4 PM

Senayan City Main Atrium, 1st Floor

SENAYAN CITY

Gingersnaps

Step into a whimsical world where imagination takes flight. Picture little adventures running through sunlit flower fields and weaving stories with every giggle. Here, each piece isn't just clothing, it's playful costume for dreams.

SENAYAN CITY



WiliO

For days filled with play, movement, and little adventures. This collection brings together sporty spirit and everyday style, making it easy to mix, match, and create looks for every kind of day. Whether they're running, exploring, or simply having fun, let them move freely and make every moment their own.

SENAYAN CITY



JAKARTA INTERNATIONAL MODEL SEARCH

20 YEARS BEYOND THE RUNWAY

Celebrating two decades of strength, passion, and evolution.

To commemorate its 20th Anniversary, JIM Models presents Jakarta International Model Search as part of its celebration, marking two decades of dedication, creativity, and contribution to the modeling and fashion industry.

More than just a model search, this event is a celebration of JIM Models 20 years journey, honoring the legacy that has been built, the talents that have been discovered, and the generations that have grown along the way.

As JIM Models celebrates this remarkable milestone, Jakarta International Model Search also becomes a celebration of what lies ahead: new faces, new energy, and a new generation ready to take their places beyond the runway.

SENAYAN CITY



Baskara Mahendra
Actor

Syifa Hadju
Actress

Sheila Dara
Actress

Afgan
Singer & Songwriter

Setiap
Fore
punya cerita.

Dari mereka yang tumbuh
lewat tiap gelas dan momen bermakna
bersama **Fore**

FORE COFFEE AMBASSADORS



Diskon

20% ^{3x}

Khusus pengguna baru



Download Aplikasi Fore Coffee

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SENAYAN CITY

SMALL BITES

BIG Flavor



Cheesy Garlic Bread Bites



Signature Chickenette Wings



Mushroom Bites



Loaded Potato Crisps

Kitchenette

**FASHION
NATION**

pippo



PIPPO ITALIAN LOWER GROUND FLOOR | @PIPPO_ITALIAN
RSVP +6221 7278 1089 | +62 812 8142 4601 (WHATSAPP)

SENAYAN CITY

**BEST HOTPOT
IN TOWN**

@shuguoyinxiang



蜀国印象

Shu Guo Yin Xiang

Senayan City - 5th Floor

RSVP 0817 9090 888



CRAFTED FOR THE EXTRAORDINARY

AB Steak is the Jakarta expression of **Chef Akira Back** - a Michelin recognized culinary name known for redefining modern luxury dining. Drawing from his Korean heritage and distinctive culinary perspective, Chef Akira Back brings a unique point of view to the art of steak.



At AB Steak, exceptional cuts are carefully selected for their quality, character and marbling, then brought to life over fire with precision and purpose. Because great steak begins long before it reaches the plate.

SENAYAN CITY



At AB Steak, the cut is only the beginning. **The fire. The craft. The pairing. The atmosphere. The table.** Every element comes together to create a dining experience that reflects Chef Akira Back's signature bold and refined. And when the evening calls for another chapter, A Bar continues the experience with cocktails, whisky and conversation, just steps from the table. One house. Two expressions.

DISCOVER THE EXPERIENCE AB STEAK BY CHEF AKIRA BACK
Senayan City, Jakarta



20th
ANNIVERSARY

SENAYAN CITY

Kafe Betawi



Lower Ground Floor

for more information

☎ 0822 8888 3611

SENAYAN CITY | NESPRESSO

PRESS TO EXPLORE



**NESPRESSO
GROUND FLOOR**

[NESPRESSO.CO.ID](https://www.nespresso.co.id)

SENAYAN CITY

**ZERO SUGAR — ZERO CALORIES.
FULL FLAVOUR.**



**INDONESIA'S FIRST SODA BRAND BUILT ENTIRELY AROUND ZERO SUGAR
AND ZERO CALORIES.**

**NOT A SODA BRAND WITH A ZERO-SUGAR OPTION.
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Cola ² Lemon
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A 15-HOUR JOURNEY OF FLAVORS

True perfection cannot be rushed. At **LYMA BRISKET**, every selection—from beef brisket and smoked chicken to ribs and tongue—is slow-smoked for 15 hours to lock in natural juices and bold, authentic flavor. Setting a new benchmark for the modern smokehouse experience.

SMOKY GOODNESS, DRESSED FOR THE OCCASION.

A canapé crafted for the bold spirit of The 20th Fashion Nation: The Icon Edit at Senayan City.



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SENAYAN CITY



watsons

*Growing, Glowing & Thriving Together
Through Every Stage, **Every Version of You***

20th

ANNIVERSARY SALEBRATION

DISCOVER MORE



For **20 years**, Watsons Indonesia has never simply followed change. We grow with it. We evolve with it. Because for Watsons, the journey never stops. It lives in every store we open. Every innovation we bring. And every customer story we become part of. Today, we celebrate not just a milestone but a journey that continues forward.

Watsons Indonesia 20th Anniversary



20
ANNIVERSARY

SENAYAN CITY



26

20 YEARS 20 PRIZES

Exclusive for SCX Member

1 - 30 September 2026

20 chances. One timeless celebration.

Shop, spend, and get lucky! Spend with a min. of IDR 500.000 at all tenants and stand a chance to win these extraordinary prizes.*



2 Diamond & Co.
Earrings



2 Dyson
Airwrap



Travel Voucher
IDR 5.000.000



Michael Kors
Bag & Wallet

5 RabbitHole Voucher
worth IDR 5.000.000

Luxury luggage

Dyson Air Purifier

Samsonite Unimax luggage



Michael Kors
Jordii Tote Bag +
Tom Ford Sunglasses



Tumi
Port Weekend
Duffel Bag



Dyson
Vacuum Cleaner



3 Samsonite
Beamix Luggage

Winners announcement

2 October 2026
by Whatsapp
and email blast.

*SCX supply. While stocks last. Images for reference only.

SCX

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PODOMORO
Rewards

ARUNG
PODOMORO
LAND

20
ANNIVERSARY

SENAYAN CITY

LUXE STYLE

EXCLUSIVE FOR SCX MEMBER

SEP - DEC 2026

dyson

250.000 IDR
Cashback*

ERHA
ULTIMATE

10% Disc* | Free
Consultation*

FISIK
FITNESS

5%
Disc*

glamour
1st Art Boutique

15%
Disc*

G-SHOCK
CASIO

5%
Disc*

HAIR AFFAIR

10% Disc* | 20% Disc*
Natural Service | Other Service

HAPPY
VI Natural Clinic

30%
Disc*

HEADQUARTERS*
The Hair & Beauty Art

10% Disc* | 15% Disc*
Hair | Hair Treat

idemü

10% Disc* | Buy 1
Get 1*
Custom Haircut | Design Hair

kate spade
NEW YORK

5%
Disc*

Keds

10%
Disc*

KiddyCuts

10% Disc* | 15% Disc*
Cuts | Hair Dress

Kiehl's
SINCE 1851

5%
Disc*

**MAKE
OVER**

15%
Disc*

MARC JACOBS

5%
Disc*

MASARI

10%
Disc*

odd

5%
Disc*

OPTIK MELAWAI

15%
Disc*

SAFARI
WATER

10%
Disc*

roona

10% Disc* | Free
Treatment*
Skincare & Eyelash
Removal | Eyelash

URBAN REPUBLIC

300.000 IDR
Cashback*

VI V E R E

5%
Disc*

W
WATER

20% Disc* | 10% Disc*
Performance Skincare
& Youth Manager | All Services

*80% apply while stocks last. Images for reference only.

SCAN FOR MORE OFFERS



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SENAYAN CITY 20TH ANNIVERSARY TENANT PROGRAM



Tuesday Extra

Make every Tuesday a little more special with Tuesday Extra. With a min. spending of IDR 1.000.000, shoppers can receive a complimentary Mini Gelato voucher from Venchi and enjoy an extra treat throughout the anniversary celebration*.



Anniversary Deals 18 - 30 Sept 2026

Celebrate 20 years of Senayan City with a special celebration filled with exclusive offers and exciting privileges*. Discover curated promotions from participating tenants throughout the anniversary season and enjoy more reasons to celebrate with us.



Anniversary Treats 19-21 Sept 2026

Celebrate the anniversary weekend with a selection of special treats from three selected tenants. With a min. spending of IDR 1.000.000, shoppers can enjoy exclusive treats as part of Senayan City's 20th Anniversary celebration*.



Cash Rebate

19 - 21 Sept 2026

Enjoy an exclusive anniversary privilege with a special cash rebate opportunity. With a min. spending of IDR 2.500.000, shoppers will have the opportunity to buy a Senayan City e-Voucher worth IDR 500.000 for only IDR 300.000, available at the Main Lobby Concierge*.



SC 20 in Style . 20 Sept 2026

A special Fashion Nation fashion show celebrating 20 years of style at Senayan City. Featuring curated looks from 20 participating tenants, brought to life by Gadis Sampul and styled by 5 renowned stylists.

*T&C apply. While stocks last. Image for reference only.

SENAYAN CITY

20th
FASHION
NATION

THANK
YOU

Infinite Partners



MAGIC of
NATURE


OPTIK SEIS

alchemist

Fashion Installations by



GAYA
ARCHIVE
CHAPTER I

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LAURA MERCIER


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PROFESSIONAL

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Special Thanks To :

TOTON, MEL AHYAR, GADIS SAMPUL, ELIMA, ARTKEA STRIPES, LANIVATTI, AMOT SYAMSURIMUDA, TYGA, COVER ME NOT
FURRY TALES, DEWI MAGAZINE, MOTEMOTE, TOKODIDIYO, KLE, ARGYLE & OXFORD, KALLARONA, MASARI, FREIDERICH, SEAN SHEILA
PEGGY HARTANTO, ARI, CITA TENUN INDONESIA, OTHMAN, KMK BY KAREL KARUNIAWAN, SAROONG ATALIER
ADELINE ESTER, ANDREAS ODANG, CARMANITA, CHOSSY LATU, DANNY SATRIADI, DENNY WIRAWAN, DIDI BUDIARDJO
EDDY BETTY, ERIDANI, ERA SOEKAMTO, GHEA PANGGABEAN, HIAN TJEN, IVAN GUNAWAN, LILIANA LIM, PRIYO OKTAVIANO
RAMA DAUHAN, RIA MIRANDA, SEBASTIAN GUNAWAN, WILSEN WILLIM, YONGKI BUDISUTISNA, YOGIE PRATAMA
YOSAFAT DWI KURNIAWAN, LAURENCIA IRENA, F BUDI, NILA BAHARUDDIN, THE RIZKianto, DANJOHIYOJI
NIA DINATA, VIVIAN LEE, DIBBA, PURWARUPA, ANGGUN, BLAX, P PRODUCTION, PANCA MAXMUN, EDWAN HANDOKO
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