

Press Release

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AirAsia Foundation launches upcycled GOOD/jahat/ collection with Projek Jahat



KUALA LUMPUR, 21 AUGUST 2019 - AirAsia Foundation (AAF) marks its entrance into the world of fashion with the launch of GOOD/jahat/, an upcycled clothing collection created in partnership with conceptual design house Projek Jahat. The debut travel collection is a twelve-piece ensemble that will be first seen on the runway of the upcoming Kuala Lumpur Fashion Week (KLFW) 2019.

GOOD/jahat/ aims to show that sustainability will never go out of style with pieces that challenge the wearer to exercise creativity in shaping his or her look. The groundbreaking collection is made entirely from repurposed AirAsia materials - from blankets to seat leather - sourced from the airline's warehouses.

"Our goal is to start a new conversation about upcycling. Projek Jahat's approach to AirAsia materials is completely fresh. These are not viewed as items to salvage but a treasure trove that excite their imagination as designers," said Yap Mun Ching, Executive Director of AAF.

For Projek Jahat's Mohd Faizul bin Isa or Joe, the collection makes a statement about the importance of considering the industry's environmental footprint. In last year's Fashion Week, Joe showcased a collection of various upcycled denim pieces, earning him media accolades as the "most eye-catching designer" of KLFW 2018.

“We want to show that nothing is waste. You just need to refresh it with new ideas. This time, we applied our interpretation of sharing economy principles to create a collection that adapts to the wearer, regardless of gender or size,” he explained.

In partnering with AirAsia Foundation, he added that GOOD/jahat/ represents a coming together of AirAsia’s corporate responsibility and Projek Jahat’s creative energies to raise awareness about the importance of making mindful fashion choices.

All pieces from the GOOD/jahat/ runway will be available exclusively at Destination: GOOD, AAF’s flagship social enterprise shop, which will open its doors for business on August 23, just two days after the collection’s KLFW debut.

Destination: GOOD retails over 400 responsibly and ethically produced goods sourced from over 30 social enterprises in Asean. The shop will be housed at REXKL in Kuala Lumpur, the building of the iconic Rex Cinema which was transformed into a multicultural creative and entrepreneurial hub. Like REXKL, Destination: GOOD seeks to promote culture and foster a sense of community.

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About AirAsia Foundation

AirAsia Foundation is committed to helping build an ASEAN Community of the future by advocating social entrepreneurship, equal opportunity, and innovation. As the philanthropic arm of the AirAsia Group, it provides social enterprise grants to empower underprivileged individuals, and supports projects that preserve and revive the region’s unique cultural heritage. Since its establishment in 2012, it has funded 26 social enterprises, creating impact in the lives of over 2,500 direct beneficiaries.

About Projek Jahat

Projek Jahat is a conceptual design house inspired by creativity, youthfulness, and progressivism. From its first project of painting on denim jackets, it has developed to collaborative endeavors with different brands for installations, clothing collections, idea conceptualization, and art consultation. More than a brand, it is a family of young, passionate creatives who express themselves through different forms of art.