

POTATO HEAD

Family

Press Release:

For Immediate Release:

Potato Head Collaborates with Cult Japanese Streetwear Brand Wacko Maria

Available in three hand-illustrated designs, limited-run Potato Head x Wacko Maria shirts will be released globally in January 2018 through a series of launch events at Potato Head venues in Jakarta, Bali and Hong Kong

The flagship brand of Indonesia-based lifestyle hospitality group Potato Head Family, Potato Head is known for collaborating with like-minded international players across the fashion, art, music and food industries.

In the latest of a string of one-of-a-kind creative projects, Potato Head has come together with contemporary men's fashion brand Wacko Maria to create limited-edition Potato Head x Wacko Maria shirts inspired by the culture, myths and exoticism of Bali.



Spinning the classic Hawaiian shirt, the new styles combine Wacko Maria's meticulous tailoring and attention to detail with Potato Head's tropical aesthetic. Each motif – named 'Bali Collage Dancer' 'Mystic Island' and 'Bali Tropics' – was hand-illustrated over a two-month period by Wacko Maria's design team to embody the island home of Potato Head's flagship venue in Bali.

Founded by former professional footballer Atsuhiko Mori, Wacko Maria is a Tokyo-based label that favours classic styles, often inspired by music and twisted into a modern context – an approach that has synergy with Potato Head's timeless yet progressive design ethic.

Produced in very limited numbers, these special shirts will be available for pre-order from 12 January (email to store@ptthead.com), or via Potato Head's global website (shop.ptthead.com) from 22 January, with prices starting from IDR 3,500,000.

Potato Head will mark the occasion with global launch parties in Jakarta on Friday 19 January, Bali on Saturday 20 January and Hong Kong (date to be announced), with DJ Hunee, Pleasure, Killer Tunes Broadcast (JAP) playing at the launch events in Indonesia.

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About Potato Head Family

Potato Head Family is an Indonesian-based hospitality and lifestyle company that currently runs operations in Jakarta (Potato Head Jakarta, Kaum Jakarta, Attarine, and Three Buns), Bali (Potato Head Beach Club, Katamama Hotel and Kaum Bali), Singapore (Potato Head Singapore and Three Buns) and Hong Kong (Potato Head Hong Kong and Kaum Hong Kong). Potato Head Family continues to foster collaborations with both local and international groups in the realms of architecture, design, music, fashion, art and craftsmanship.

www.pttfamily.com

About Wacko Maria

Established in 2005, Wacko Maria is a Japanese streetwear brand. With music as the foundation, Wacko Maria proposes a style that feels the sense of romance and glamour. Every season, Wacko Maria draws inspiration from the everyday experiences. Influenced by music, films, and art, they instil these messages into each and every one of their creations; expressing these ideals through unique originality and authentic craftsmanship. Wacko Maria believes one cannot create beautiful things nor lead a beautiful life without love, dreams and passion.