



MAYBANK WOMEN ECO-WEAVERS

# TENUN

FASHION WEEK



AHPADA



tanoti

## THE FUTURE IS HANDWOVEN

From exquisite fabrics produced for royal courts to vivid cloths woven by communities in the remote reaches of highlands and islands, Southeast Asia has a handwoven textiles tradition with a tremendous range of imagery and demonstrating considerable technical prowess. **TENUN**, the first fashion week dedicated completely to the handweaves of ASEAN, reimagines their continued relevance by exploring their use in today's fashion.



The weaving communities of Southeast Asia lie at the heart of this event. Experience the creations of the makers of these garments, and celebrate their ways of life and means of livelihood. As we stand with these weaving communities, including those of women in rural communities, we also contribute to the following United Nations Sustainable Development Goals (SDGs):



TENUN also bolsters ASEAN's Strategic Plan on Culture and Arts 2016-2025 by facilitating intercultural contact and collaboration, engendering a sense of ownership for the cultural heritage of ASEAN, and leveraging on culture for inclusive and sustainable development. **As weaving sustains lives, weaving lives on. This is the future we envision.**



A weaver of supplementary weft songket textiles at Tanoti, Malaysia.

**THE EVENT**

TENUN will consist of digital fashion presentations to be screened online on 15 – 17 October 2021. Weaver community profiles and behind-the-scenes footage of the production of the collection will also be screened in the lead-up to the event, with Jury and People’s Choice Awards to be presented to selected participants. The event will be free for viewing.

TENUN will be accompanied by an online shop, available on the TENUN website, and will culminate in a live fashion show subject to allowable COVID-19 protocols in Kuching, Sarawak, Malaysia as a supplement to a proposed international event in eco-fiber and textiles.

**HOW TO PARTICIPATE**

Participation is open to weaving communities (in partnership with designers if required) based in the ASEAN countries of Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam.

Fabrics produced by these weaving communities to be used in the collections to be featured must be woven using any type of configuration of handlooms employing traditional techniques.



Southeast Asian handwoven textiles featured in previous fashion collections.

## MAIN SPONSOR



Maybank Foundation is the main vehicle for corporate responsibility across Maybank Group. Maybank Foundation's mandate is to create positive, long-term impact in communities in the markets where Maybank operates. It strives to identify programmes that will have the most tangible and sustainable results. Among its regional initiatives is the Maybank Women Eco-Weavers programme.



Maybank Women Eco-Weavers supports women weavers from poor and marginalized communities with the aim of reviving and sustaining traditional weaving practices in ASEAN countries. Such textiles produced are works of art that represent the heritage of their respective countries, yet the women weavers who sustain these traditional crafts often struggle to survive in modern times. The women in this programme receive access to training, capacity-building and microfinance, which helps them and their families to become economically independent.



## MAIN ORGANISERS



AHPADA, the ASEAN Handicraft Promotion and Development Association is an ASEAN accredited civil society organization. Over its 40-year history, it has worked to create an awareness of Southeast Asian craft products and its artisans, and to act as a regional forum for craft organizations and practitioners in ASEAN member states to address issues concerning the revitalization, promotion and development of crafts. AHPADA also initiated the UNESCO-AHPADA Seal of Excellence, now renamed the Award of Excellence administered by the World Crafts Council, to create international awareness of Southeast Asian handicrafts. Recent events co-organized by AHPADA with a focus on indigenous weaving traditions include the 2019 WEFT Forum in Kuching, Malaysia and the World Ikat Textiles Symposiums in Jakarta, Indonesia (2019); Khon Kaen, Thailand (2018); and Kuching, Malaysia (2017). AHPADA-affiliated designers have also been active in digital fashion weeks in 2020 and 2021.



Tanoti, is a Malaysian accredited social enterprise dedicated towards heritage craft preservation, women empowerment and rural community building. Within its atelier in Kuching, Sarawak, Tanoti's 18 weaver artisans specialise in the songket or supplementary weft weaving. This progressive collective of songket weavers are highly skilled and continuously push the boundaries in handicraft and in weaving. Tanoti has been participating in fashion showcases locally and internationally since 2016, both physically and virtually.



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For further information, please go to  
[www.tenunfashionweek.com](http://www.tenunfashionweek.com) or  
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