

PAN BROTHERS DALAM BRICS+ FASHION SUMMIT 2025 DI MOSKOW



Moskow, 28-30 Agustus 2025. PT Pan Brothers (“Perseroan”) Tbk kembali menegaskan posisi strategisnya di kancah mode global, dengan hadirnya Rizal Tanzil Rakhman, Government Relations & Sustainability Manager, sebagai salah satu dari empat delegasi Indonesia dalam BRICS+ Fashion Summit 2025 di Moskow, 28–30 Agustus 2025.

Sebagai salah satu eksportir produk fesyen terbesar di Indonesia, Pan Brothers hadir mewakili kekuatan manufaktur Indonesia yang tidak hanya andal dalam produksi, tetapi juga berkomitmen tinggi terhadap keberlanjutan (*sustainability*). Rizal menyampaikan paparan mengenai inovasi industri manufaktur Indonesia dalam menerapkan prinsip ramah lingkungan.

“Kita menyampaikan bahwa garmen dari Indonesia memiliki kualitas yang sangat bagus. Indonesia punya ekosistem dari hulu ke hilir yang kuat, dan jumlah desainer dan kualitas desainer di Indonesia sangat banyak dan agresif,” tegas Rizal.

Kolaborasi antara Indonesian Fashion Chamber (IFC) dan Russian Fashion Council sejak 2021 menjadi fondasi kuat dari keberhasilan ini. Pertemuan internasional ini bukan sekadar tentang pagelaran mode, tetapi juga tentang diplomasi budaya, saling tukar pengetahuan, dan penguatan rantai pasok global yang berkelanjutan.

Dengan kehadiran delegasi dari lebih dari 80 negara, BRICS+ Fashion Summit menjadi ajang strategis untuk mengeksplorasi kerja sama lintas negara — mulai dari pertukaran desainer, kolaborasi produksi, hingga penguatan branding mode Indonesia di pasar dunia.

Keberhasilan Indonesia dalam ajang ini membuktikan bahwa mode bukan hanya soal tren, tapi juga pilar utama ekonomi kreatif yang mampu membangun diplomasi dan kerja sama strategis secara global.

Dengan semangat kolaborasi dan komitmen terhadap keberlanjutan, Indonesia kian kokoh di atas peta mode dunia.



“Clothing The World with Indonesian Heart”

Info lain dapat diunduh di website atau e-mail ke Corporate Secretary.

Website : <http://www.panbrotherstbk.com>

Instagram : @ptpanbrothers_tbk

E-Mail (Corporate Secretary) : corpsec@pbrx.co.id



PAN BROTHERS AT THE BRICS+ FASHION SUMMIT 2025 IN MOSCOW



Moscow, August 28–30, 2025 — PT Pan Brothers (“the Company”) Tbk once again affirmed its strategic position on the global fashion stage, with Rizal Tanzil Rakhman, Government Relations & Sustainability Manager, representing Indonesia as one of four official delegates at the BRICS+ Fashion Summit 2025 in Moscow, August 28–30, 2025.

As one of Indonesia’s largest fashion products exporters, Pan Brothers stood as a symbol of Indonesia’s robust manufacturing strength that not only in production capacity, but also in steadfast commitment to sustainability. Rizal delivered a key presentation highlighting innovations within Indonesia’s manufacturing industry, particularly in adopting environmentally friendly practices.

“We convey that Indonesian garments are of exceptional quality. Indonesia boasts a strong upstream to downstream ecosystem, with a large number of talented and aggressive designers in Indonesia are very high and aggressive,” emphasized Rizal.

The strategic collaboration between the Indonesian Fashion Chamber (IFC) and the Russian Fashion Council, which began in 2021, provided the firm foundation for this success. This international gathering was more than a fashion showcase, also served as a platform for cultural diplomacy, knowledge exchange, and strengthening the global sustainable supply chain.

With over 80 countries represented, the BRICS+ Fashion Summit has become a pivotal arena for cross-border cooperation — from designer exchanges and production partnerships to enhancing Indonesia’s fashion brand presence in global markets.

Indonesia’s achievement in this summit confirms that fashion is much more than trend; it is also a cornerstone of creative economy capable of fostering global diplomacy and strategic alliances.

With a spirit of collaboration and unwavering commitment to sustainability, Indonesia continues to solidify its standing on the world fashion map



“Clothing The World with Indonesian Heart”

Info lain dapat diunduh di website atau e-mail ke Corporate Secretary.

Website : <http://www.panbrotherstbk.com>

Instagram : @ptpanbrothers_tbk

E-Mail (Corporate Secretary) : corpsec@pbrx.co.id

