

HOUSE OF IOCO CREATES.

HOUSE OF IOCO DESIGNS.

HOUSE OF IOCO FASHION!

House of IOCO is a Bali-based boutique fashion house with its lead designers bringing their European experience to Bali's tropical climate and unique culture.

Established in Bali 20 years ago, IOCO has grown into HOUSE of IOCO with a new management team, mission and vision for the fashion industry in Bali and beyond. Monica Ku, together with her husband Eric Guth, took over the leadership of the business at the beginning of 2014.

Monica graduated in 2007 from Central Saint Martins, London, one of the world's leading centres for art and design education. She later worked with Emilio de la Morena in London and with a small private Couturier House in Paris.

Monica and Eric have added a fresh new impetus to the family business, founded by her mother Agnes twenty years ago, expanding the collections and developing new markets in Australia, Asia, and Europe.

House of IOCO's creations are equally ideal for casual daytime occasions or smart evening events. Our quality printed patterns and hand-crafted applique details are unique and reflect the natural beauty of Indonesia, as do our hats, belts, bags and shoes.

Clean, pure cuts and incomparable attention to detail with our hand-made finishing sewing are the trademark of each item of clothing and accessory made by HOUSE of IOCO. Artistic creativity, strong customer relationships, and focus on quality are the three main elements of HOUSE of IOCO's philosophy.

HOUSE of IOCO has a goal to become a nationally recognised hand-crafted fashion company covering all facets of fashion design, manufacturing and retail. We want our reputation to stand on excellence, responsiveness and creativity at every level of the company.

HOUSE of IOCO is focusing on building five core brands, known as IOCO, ONLY by IOCO, SOOK, Mistinguett and Monica Ku with all its designs created in-house. House of IOCO will manufacture all its collections at the House of IOCO Factory and manage its own retail network of six shopfronts in Bali.

The House of IOCO range includes the following collections, each with their own personality and style:

**IOCO** – Our flagship collection produces unique fashion for both men and women using light linen cloth to enhance every summer occasion. IOCO clothing and accessories are instantly recognizable for their pure cuts, exquisite finishing, their fresh designs and their beautiful natural materials.

**ONLY by IOCO** – For both men and women, this collection is made for a range of occasions, combining light linen cloth with a range of other natural materials such as the best, rarest cottons. The collection is characterized by fabric manipulation, creating unique textures, prints, transparencies and colours.

**SOOK** – This is the youngest of the House, where emerging young Indonesian talent gets to be creative in the design studio under the guidance of our in-House team. Sook is modern, sometimes avant-garde. Incorporating a range of fabrics, colours and textures, and arising from a rich patchwork of inspirations, this collection is all about first impressions.

**Mistinguett** – Influenced by the romantic and glamorous atmosphere of Paris, France in the 1920s and its creative meshing of ideas, fashion, art and sculpture, poetry and theatre, Mistinguett is the 'Night Butterfly'. This very 21<sup>st</sup> century collection plays with transparency, colorful patterns, silk, pearls, mousseline and embroidery, bringing style to exclusive venues across the world.

**Monica Ku** – This is art as much as it is fashion. This is our lead designer's most personal and ultra-limited Haute Couture collection. Monica Ku keeps a secret garden where she elaborates her latest creations and inventions without deadlines and without guidelines. Hand-crafted using the most refined cloths and materials, these items are tailor-fitted for our valued clientele.

HOUSE OF  
**iOCO**

The collections are available at all six HOUSE of IOCO stores in Bali.

### **SUNSET ROAD**

House of IOCO - Jl. Sunset Road No. 88  
Seminyak - Bali  
t : (+62) 361-8475 829

### **SANUR**

IOCO - Jl. Danau Tamblingan No.138.  
Sanur – Bali  
t : (+62) 361-282 646

### **UBUD ROYAL PALACE**

IOCO - Kompleks Galeria Menara Ubud  
Block 1 - 4  
Ubud - Bali  
t : (+62) 361-978 549

The logo for 'HOUSE OF IOCO' is displayed on a black rectangular background. The words 'HOUSE OF' are in a small, white, sans-serif font above the word 'IOCO', which is in a larger, white, sans-serif font.

### **KUTA SQUARE**

Sook - Kuta Square Block D1 - A # 1 - 3  
Jl. Pantai Kuta  
K u t a - B a l i  
t : (+62) 361-753 830 / 7667 285

### **NUSA DUA GRAND HYATT**

IOCO - Arcade Grand Hyatt Hotel  
Nusa Dua - Bali  
t : (+62) 361-771 954

### **SEMINYAK OBEROI**

IOCO - Jl. Raya Basangkasa No. 9B  
Seminyak - Bali  
t : (+62) 361-734 735

[www.house-of-ioco.com](http://www.house-of-ioco.com)