

New Era Cap Indonesia Announces Inaugural Collaboration in Indonesia with Visual Artist Muklay, Presents "City Series" Hat and T-shirt Collection

Jakarta, April 14, 2023 - New Era Cap Indonesia, as a global hat and accessories brand with more than 500 portfolios around the world launched its first local collaboration with renowned Indonesian visual artist



"Muklay" at the New Era flagship store in Kota Kasablanka. This historic moment marks New Era's innovation as a global brand to give a platform to local artists and collaborate in order to fulfill consumers' interest in Muklay's artwork display and quality products with New Era's quality standards.

The "City Series" collection is available in 4 hat designs with "k9forty and 9fifty" silhouettes, as well as 2 t-shirts that have visual displays of some of the icons of big cities in Indonesia. Through collaborations with various hat-loving communities, this collection has also captured the attention of various hat-loving circles, shown in the great enthusiasm in the pre-book session which started from April 07 to April 10 through Planet Sports online.

"We are very pleased that New Era Cap Indonesia can collaborate with Muklay, we hope this collaboration can be an inspiration that local artists have great opportunities in collaborating with global brands. Not only that, we are also proud that New Era is an innovator who develops collaborations with local artists to release a variety of product collections that also emphasize local elements such as icons of big cities in Indonesia," said **Nino Priambodo, General Manager Brand Marketing PT MAP Aktif Adiperkasa Tbk.**



The City Series collection is available at a starting price of Rp 899,000 for the hat collection and Rp 1,199,000 for the T-shirt products. Exclusively at the collection launch session, Muklay will be present to give direct autographs on the New Era collection products. Also enlivening the event were several performers, such as TuanTigabelas, Yacko, and others.

The entire New Era Cap Indonesia x Muklay collection can be purchased at New Era outlets in the following shopping centers, Kota Kasablanka, Paskal 23 Bandung, Supermal Pakuwon, Tunjungan Plaza 6, Gandaria City, TSM Makassar, Aeon Mall BSD, Beachwalk Bali, Deli Park Medan, Plaza Senayan, PIM 3, Grand Indonesia on a limited basis.

More detail: <https://www.planetsports.asia/new-era/new-era-x-muklay> !

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About New Era Cap Indonesia

Since 1920, New Era has been making the best headwear in the world. Today, with apparel and accessory lines, the brand is a market leader rooted in sports and street culture and lifestyle influences around the world. With over 500 licenses in its portfolio, New Era is the brand of choice in the world of sports, fashion, music and entertainment. New Era Cap encourages people to truly express their personal style and individuality through its products. The fourth generation, family-owned company is headquartered in Buffalo, NY and is marketed and distributed in over 125 countries. For more information, visit <https://www.planetsports.asia/new-era.html>.

About PT Map Aktif Adiperkasa Tbk (MAPA)

PT Map Aktif Adiperkasa Tbk (MAPA) is an Asean 'brand commerce' entity that manages and markets various International brands across Indonesia, the Philippines, Thailand and Vietnam. As a subsidiary of PT Mitra Adiperkasa Tbk (MAPI), MAPA operates more than 40 exclusive brands across 1,199 stores in more than 100 ASEAN cities and 10 online sites. Its three main business lines are Sports, Leisure, and Kids sold through wholly-owned mono and multi-brand store formats including Planet Sports, Sports Station, Golf House, and Kidz Station. In 2018, the company acquired Astec, a leading regional brand in badminton, fitness and leisure activities founded by Olympic Champions, Alan Budikusuma and Susi Susanti. For more information about MAPA, please visit www.mapactive.id.



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