

PRESS RELEASE

FOR IMMEDIATE RELEASE

Make-A-Wish® Indonesia and MIWA Pattern by Mira Hoeng Unveil an Exclusive Collection at Indonesia Fashion Week, Celebrating the Power of Hope Through Fashion

Jakarta, July 30, 2026 – Make-A-Wish® Indonesia proudly announces its collaboration with **MIWA Pattern by Mira Hoeng**, unveiling the exclusive **Make-A-Wish® Indonesia x MIWA Pattern by Mira Hoeng** collection. Officially launching on **July 29**, the collection will make its runway debut at **Indonesia Fashion Week 2026** on **July 30**, bringing together fashion and philanthropy in support of children battling critical illnesses.

MIWA Pattern is a textile design studio that creates exclusive motifs by blending art, culture, and meaningful stories behind every collection. Each design is personally crafted by its founder and CEO, Mira Hoeng, through in-depth research and visual exploration, translated into modern, elegant works with a strong storytelling value. For MIWA Pattern, design is more than just decoration; it is a medium to inspire, build connections, and create meaningful works that stand the test of time.

Inspired by Make-A-Wish®'s signature blue palette and iconic stars, the collection captures the optimism, imagination, and limitless possibilities that every wish represents. Featuring vibrant patterns designed exclusively by MIWA's creative team, the collection reflects the joy and hope that define every Make-A-Wish® journey. Proceeds from the collection will support Make-A-Wish® Indonesia in granting life-changing wishes for children with critical illnesses.

Fashion has long been a medium for storytelling and self-expression. Through this collaboration, Make-A-Wish® Indonesia and MIWA Pattern by Mira Hoeng invite the public to wear more than a design. Each piece represents a shared commitment to bringing hope, strength, and joy to children and families facing some of life's greatest challenges.

"The most beautiful works always begin with a wish, and become timeless when woven with a purpose that carries meaning. Through the theme 'Wish', I hope this motif can serve as a symbol of hope and a reminder that every talent has the power to create a positive impact. Thank you, Make-A-Wish® Indonesia, for the opportunity to make this work part of a journey to spread happiness." said **Mira Hoeng**, Founder and CEO of MIWA.

"We believe that kindness can be expressed in many ways, including through creativity. This collaboration demonstrates that when creativity meets compassion, we can create meaningful impact and bring hope to more children battling critical illnesses." said **Ruth Setiabudi**, Chairwoman of Make-A-Wish® Indonesia.

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The collaboration also reflects the transformative power of a wish through the story of **Nazwa (7)**, a child living with Leukemia whose wish is to become a model. On **August 2**, Nazwa will make her runway debut at Indonesia Fashion Week wearing a design by **Zahira by Koyko**, marking the fulfillment of her wish and her very first experience walking on a professional runway.

Nazwa's story is a reminder that the impact of a wish extends far beyond a single moment. By inspiring confidence, creating unforgettable memories, and empowering children to dream beyond their illness, wishes become a source of strength that stays with them long after they are granted.

Through the **Make-A-Wish® Indonesia x MIWA Pattern by Mira Hoeng** collection and stories like Nazwa's, Make-A-Wish® Indonesia hopes to inspire more people to believe in the power of a wish and join its mission to bring hope, strength, and joy to every eligible child battling a critical illness.

[Media assets are available here](#)

ABOUT MAKE-A-WISH® INDONESIA

Make-A-Wish® Indonesia is part of the world's largest wish-granting organization, dedicated to creating life-changing wishes for children with critical illnesses. Officially launched as an affiliate of Make-A-Wish® International in October 2024, the organization brings hope, strength, and joy to children across Indonesia. By working closely with hospitals, medical professionals, and the community, Make-A-Wish® Indonesia grants wishes that empower children to fight their illnesses, providing a source of hope during challenging times. With a mission to reach every eligible child, Make-A-Wish® Indonesia aims to transform lives, one wish at a time.

As the only wish-granting organization of its kind in Indonesia, Make-A-Wish® Indonesia is dedicated to making a profound impact on the wider community by fulfilling the wishes of children with critical illnesses. The wish-granting experience can restore the childhood that is often lost due to a critical illness diagnosis, and help improve both emotional and physical well-being. To date, Make-A-Wish® Indonesia has granted more than 200 wishes for children living with critical illnesses.

ABOUT MAKE-A-WISH® INTERNATIONAL

Make-A-Wish® creates life-changing wishes for children with critical illnesses. Founded in 1980, Make-A-Wish® is the world's leading children's wish-granting organization, having granted more than 650,000 wishes in 50 countries worldwide. Together with generous donors, supporters, staff and more than 27,000 volunteers around the globe, Make-A-Wish® delivers hope and joy to children and their families when they need it most. Make-A-Wish® aims to bring the power of wishing to every child with a critical illness because wish experiences can help improve emotional and physical health. For more information about Make-A-Wish® International, visit worldwish.org.

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ABOUT MIWA PATTERN BY MIRA HOENG

MIWA Pattern is a textile design studio that creates exclusive patterns by blending art, culture, and stories of kindness into every collection. Built on the belief that every pattern carries meaning, MIWA Pattern designs textiles that not only enhance aesthetics but also foster an emotional connection between each creation and its wearer.

Every collection is hand-illustrated by its Founder and CEO, Mira Hoeng, and developed through in-depth research, visual exploration, and an appreciation for the beauty of nature. These elements are translated into modern, elegant designs that resonate with the global market. With its distinctive artistic style and refined craftsmanship, MIWA Pattern has become a creative partner for various fashion brands, helping bring collections to life with a strong identity and authentic storytelling.

For MIWA Pattern, design is more than decoration. It is a medium for inspiring others, building meaningful connections, and creating timeless works that leave a lasting impact.

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