



Australia Awards



# INTERNATIONAL BUSINESS READINESS

A Course for The Fashion  
and Textile Sector  
Short Term Awards  
Australia Awards  
in Indonesia







## ★ / International Business Readiness – A course for the Fashion and Textile Sector

From bold modern patterns, hand-drawn batik to modest wear, 25 Indonesian fashion designers and textile makers participated in International Business Readiness – A course for the Fashion and Textile Sector in Australia, run by Queensland University of Technology in March 2017. The group had firsthand experience learning about the positive effects fashion can have on the world, ethical manufacturing and how fashion's future is changing.

The program, supported by Australia Awards, enabled participants to develop business plans, market opportunities and stronger networks, as well as plan for growth and export readiness. The two-week Short Term Awards (STA) program was also a pivotal opportunity for collaboration of cultures between Australia and Indonesia. This is the second cohort of the STA and the first with mixed-gender participants related to fashion due to great success the previous year.





## Aditya Pratama Yahya

VOYEJ  
[www.veyejstore.com](http://www.veyejstore.com)

Voyej tries to imply the excitement of having a personal journey through leather goods made of well-chosen natural vegetable tanned leather.

### Testimony

*“The experience of learning from the experts, observing and researching Australian customers on site, while having fun with the other alumni, was a really rare and wonderful opportunity for me. I would like to say thank you and good luck for the next batch!”*



# Alvin

INVIO

[www.dekatamacentra.com](http://www.dekatamacentra.com)

INVIO is a professional uniform consultant and manufacturer that has served the country's workforce since 1996. As a brand, INVIO sets the trend and stands for its values, allowing confident and smart individuals to enjoy effortless looking yet meticulously detailed working apparel, made with the best quality, best fitting, and best cutting in its class.



## Testimony

*"Whether it be a small niche clothing line or an established garment company, there is always something we can improve in our businesses. The feedback, guidance, and advice we received from mentors, industry experts, and local students, was simply priceless. I definitely learned a lot. Thank you to Australia Awards, the mentors, institutions, staff, for the assistance and accommodation given, and fellow awardees, whom I now call friends for life."*



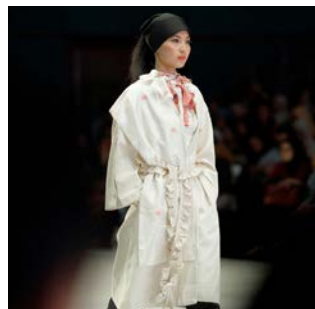
## Amanda Rahmadhani

Mera Mera Studio / Bekraf  
[www.meramerastudio.com](http://www.meramerastudio.com)

A textile designer at Badan Ekonomi Kreatif (BEKRAF), Amanda was hired to explore and develop the potential of textiles in Indonesia. In late March 2018, Amanda and her own brand, Mera Mera Studio, were challenged by BEKRAF to develop the textile and fashion potential in Sawahlunto, West Sumatra, and showcase their latest collection at Indonesia Fashion Week 2018. Mera Mera Studio is a brand with design defined by muted colours, textured fabric, and remarkable details incorporated into classic cuts and silhouettes. Mera Mera Studio aspires to create conceptual design without forgetting the comfort that clothes should provide.

### Testimony

*“This was an eye-opening program for us. Thanks to the very informative and professional mentors and speakers, we learned how to improve our brand and make it ready for international export by learning different aspects of the fashion industry; the business side, how to make your product more sustainable, quality and details (care label, etc) that we need to achieve in order to make our products ready for the international market.”*



# Andhika Basuki

Moodswing  
[www.moodswing.id](http://www.moodswing.id)

MOODSWING embraces freedom, comfort and the pride of being a woman. That kind of spirit has been translated into the design, fabric and style of our collection. MOODSWING is about simplicity, lightness and a touch of detail, combined with comfort.

MOODSWING will always amuse you with a variety of looks and styles true to your own identity. One thing for sure, this is not just a fashion brand! This is also a medium for women to share their thoughts, stories and inspiration with others.



## Testimony

*“The course provided a valuable experience both for myself and my business as well. I was very lucky to be able to participate in this course and meet people who are experienced in the fashion industry not only in Indonesia, but also in Australia, which certainly will make my brand and the business better in the future. Thanks Australia Awards.”*



# Aulia Arifatu Diniyya

Batik Kembar  
[www.batikkembar.com](http://www.batikkembar.com)

Preserving batik as Indonesian local wisdom through modern fashion and empowerment. Batik Kembar produces batik fabric and batik apparel for everyday wear. Through product innovation and community empowerment, we make our product a bridge from craftsmen and nature to your daily batik wear.

## Testimony

*“This short course gave me new insight into the fashion business. I learned things about fashion design, product quality and international trade that should be my concerns in order to grow my business internationally. Building networks, and meeting and learning from the experts were the best experiences in Australia. This program helped me understand what to do next to bring my brand and business to the next level.”*

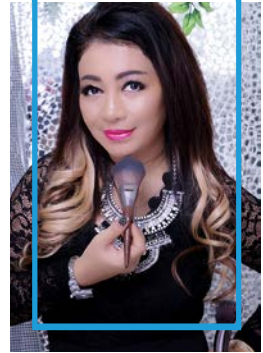




# Dyan Nugrahini S.Kom., MM.

Dyan Nugra Bridal  
[www.dyanugra.co.id](http://www.dyanugra.co.id)

Dyan Nugra Bridal is a wedding service company. We make traditional and international wedding gowns and formal gowns for a wide age range, from babies to mature women. We also provide bridal make-up, decorations and photoshoots. The wedding gowns are custom made for each individual. We use fine material and like our motto, "we design with your signature look".



## Testimony

*"It was an amazing experience to be an awardee of Australia Awards. We learned so much, gained knowledge and expanded our networks. In the short course we learned a lot about the standards in Australia, how the lifestyle affects product design, how to market using social media effectively, how to build sustainability in business and how to build brand awareness and customer intimacy. Thank you for the opportunity."*

# Fahmi Hendrawan

FATIH INDONESIA  
[www.fatihindonesia.com](http://www.fatihindonesia.com)

FATIH INDONESIA is a new brand from Indonesia. FATIH is men's Muslim-wear, using traditional textiles and patterns with modern style and modern design for modern men.



## Testimony

*"This short course program has opened my eyes to understanding the global fashion industry, especially how to enter the international market. This program has helped me find my purpose with this business - to think globally but keep acting locally and to make an impact in my society and my country. Thank you Australia Awards, I promise to make all of you and Indonesia proud!"*



# Festarina Estella Zan Susanto

RCB

[www.roemahcintabatik.com](http://www.roemahcintabatik.com)

Our brand focuses on producing natural dyed, handmade textiles and ready-to-wear garments. The collections are casual and comfy and dominated by soft and earthy colours.



## Testimony

*"The program emphasised that a brand has to have its own values and identity. After the pre-course, I thought hard about our values and decided to rebrand Roemah Cinta Batik into RCB, which has a stronger brand concept and identity. Without clarity from the program, we would never have confidence to stand. With a new brand concept, identity and look, our sales at Inacraft 2018 were way better than last year."*





## Gemala Juwita

Kana Goods

[www.kanagoods.com](http://www.kanagoods.com)

Kana Goods is an Indonesian slow fashion brand that preserves traditional values in contemporary ways, focusing on using natural materials, indigo hand-dyed fabrics, and hand-drawn batik techniques. The brand was founded by Sancaya Rini, a natural dye expert who had the intention of raising awareness of environmental issues by promoting the value of natural dyes to all generations.

## Testimony

*“This comprehensive course is well-structured, impactful, rich in fresh and inspirational topics. Sharing two enjoyable weeks with such diverse and talented fellow Indonesian designers really sparked a lot of ideas. We experienced the real Australian market firsthand, and received valuable feedback directly from Australian fashion professionals and mentors, which I believe will open up a lot of future business potential between Indonesia and Australia.”*



# I Gusti Putu Bayu Susila

ORET

[www.oretstudio.com](http://www.oretstudio.com)

ORET is a small company applying local wisdom as the root values of its product. We start with artistic hand scratches, transferred to high-quality fabric to produce premium quality garments. Our design selection is done very carefully to suit everybody's needs.



## Testimony

*"I would like to say thank you very much to Australia Awards for giving me the opportunity to join the two-week course. By interacting with great people, I got some ideas that can be applied in my company. I now have strong confidence to expand the business. Thank you again Australia Awards."*



## Jessica Arya

PT Agung Textiles  
[www.agungtex.com](http://www.agungtex.com)

Agung Textile group is a vertically integrated textile manufacturer focusing on various cotton, rayon, and polyester products. Its products range from yarns to fabrics, and clothing. With business experience in the field of textiles spanning generations, highly efficient factories, and innovative product development by our staff, we have successfully marketed our products both in the domestic and international markets. Our vision is to produce high-quality competitive textile products for all markets and to build trust by maintaining highly efficient factories and developing sustainable products. Agung Textile will always operate with professional values to maintain integrity and customer synergy.

## Testimony

*"I found the workshops and sessions helpful, as they were designed to provide resources to dig deeper into research, both from the market and online platforms, and insights to creatively strategise how to prepare our products for the international market. It has been a truly invaluable experience being engaged with speakers who are experts in their fields. The feedback from one-on-one mentorship was constructive and to the point, and always encouraging."*



# Lia Ellyhan

Ellyhan Jewelry  
[www.ellyhanjewelry.com](http://www.ellyhanjewelry.com)

Ellyhan Jewelry consists of signature pieces by Ellyhan that are heavily inspired by old folklore and myth especially from Indonesia, translated into contemporary wearable pieces.



## Testimony

*"I was proud to be part of the Australia Awards Indonesia program because of its holistic learning experience. The program provides students not only with awesome mentors, but also links to influential figures in the Australian fashion industry, as well as the alumni association."*





# Mirza Arviani

Kanzi by Liza Yahya  
[www.kanzi.id](http://www.kanzi.id)

Kanzi by Liza Yahya produces modern and exclusive hand-woven ikat clothing. The brand was established in 2010, driven by the vision of creating the most admired contemporary ready-to-wear fashion. The brand has been recognised for its own distinctive style of modern handwoven ikat. At Kanzi, we transform these traditional fabrics into modern concepts, creating a unique and innovative fashion piece.

## Testimony

*“A zillion thanks to Australia Awards and the organising team. During the two-week short course I gained great insights into the global fashion industry, established great business network contacts and firsthand experience from the experts. With this experience, knowledge and support, Kanzi brand will continue to evolve to its next level of new designs and quality.”*





# Monique Natalia Soeriaatmadja

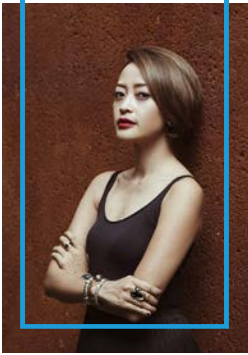
SOE Jakarta  
[www.soejakarta.com](http://www.soejakarta.com)

SOE Jakarta's designs explore the potential of Indonesian traditional handwoven textiles infusing them with modern, urban aesthetics. Most pieces in our collections use textiles developed after intensive discussions with weavers from different parts of the archipelago who create beautiful fabrics on traditional hand looms. Texture and artisan-made details are SOE Jakarta's passion and each collection pushes the boundaries of what can be achieved through experimentation and exploration of new materials and techniques. One collection explores concepts of topography and landscapes, which Monique Soeriaatmadja, the Creative Director, dedicated to her late father, a professor of Geographic Information Systems. Each undyed strand of hand-spun cotton yarn was manually laid and woven in with random gaps to create beautiful textures inspired by landscapes. Ultimately, SOE Jakarta aims to create clothes with a story, everyday wear that is easy to wear and easily fits into a modern woman's wardrobe. By juxtaposing beautiful labour-intensive fabrics with modern and technical fabrics, SOE Jakarta reimagines classic silhouettes with a unique quirky touch, a perfect fit for women who desire tradition without losing their modern flair.



## Testimony

*"As a self-taught fashion entrepreneur, I am extremely grateful to have been chosen as an awardee. I was able to learn more about the business side of fashion, something that I am really lacking. All the materials presented in the program were really useful. Talks from industry professionals gave me real insight into what it will take to go international with SOE Jakarta. All in all, an amazing learning experience!"*



# Nonita Purnamaningdyah

Purana

[www.puranaindonesia.com](http://www.puranaindonesia.com)

Accessible luxury fashion infused with Indonesian local wisdom.

## Testimony

*"This course helped me observe the Australian fashion market and provided me with in-depth lessons on how to be internationally recognised for design aesthetics and quality standards. I learned a lot about the future of fashion, which involves making the brand more sustainable, ethical and transparent. I encourage fashion-preneurs to enrol in this program before deciding to penetrate international markets. Thank you, Australia Awards Indonesia, and all mentors in Australia."*



# Rahmat Ramadan

ETU by Restu Anggraini  
[www.restuanggraini.com](http://www.restuanggraini.com)

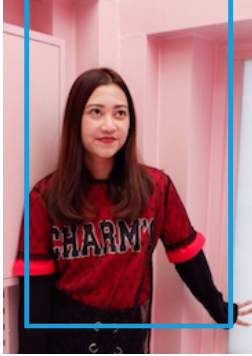
ETU is a premium modest wear brand established on 2015 by Restu Anggraini. ETU signature is contemporary modest wear design with high technology and environmentally conscious materials.



## Testimony

*“An excellent course that was practical, real, fun and focused. Australia Awards gave us the opportunity to really think about and apply the skills learned for our future international expansion strategy as well as to improve our current fashion business model.”*





## Rima Insania

PINX

[www.pinx-project.blogspot.com](http://www.pinx-project.blogspot.com)

PINX is the work of two childhood friends who played dress up and shared toys together. They shared a mutual interest in toys, fashion, and clothes. From an early age, they had a habit of re-modelling clothes from daily wear to school uniforms, which led them to become interested in fashion. Now grown-ups, they swap creative ideas and pour them into the “magical” elements of fabric and fashion.

### Testimony

*“I am beyond grateful to be one of the awardees, to meet another 24 fashionpreneurs and the experts. I learned many things and made new connections and collaborations. Spending the two-week short course with inspiring mentors and fellow talented Indonesian designers and artisans opened my eyes and encouraged me to do more and improve my brand for my country, Indonesia, as well.”*



# Rosa Farisa

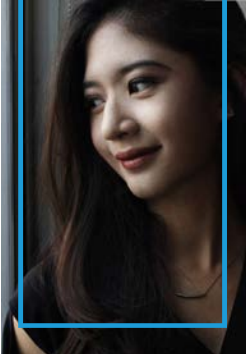
FAARISA  
[www.faarisa.id](http://www.faarisa.id)

Our brand FAARISA is a fashion line specialising in women's working apparel with a modern twist, yet convenient for all Muslims and breastfeeding women. Our products include skirts, pants, dresses, blouses, shirts, outerwear and scarves.



## Testimony

*"It was an amazing experience to be a part of the short course. One thing I was blessed with was the consultation session with an expert. They helped me to zoom in and zoom out of my business. That was really precious, to push me to think bigger. I'm so grateful to the Australian Government, Australia Awards, QUT, lecturers, team, facilities. You are so amazing. Thank you for having us."*



# Savira Lavinia Raswari

Sav Lavin  
[www.savlavin.com](http://www.savlavin.com)

SAV LAVIN provides premium evening and semi-formal wear with a well-designed aesthetic. Pieces are designed to fit the body in a combination of exaggerated silhouettes, expressing the confident yet delicate nature of women. The design aesthetic is defined as a feminine representation of elegance, while partially embracing masculine elements with a whimsical twist.

## Testimony

*"I was able to meet new friends along the way and exchange perspectives. In only two weeks, I learned key points about sustainability in fashion and in business. The course is applicable to many forms of businesses in fashion. I am beyond grateful to have spent an efficient two weeks meeting such nice people and seeing the beauty of Australia. This award opens new doors of opportunity!"*



# Sonya Castalia Fernandez

CASTALIE Bali  
[www.balinesevibes.com](http://www.balinesevibes.com)

Castalie (Bali) was established in Bali in May 2012. The company name was taken from the owner's family name – Sonya Castalia. It exclusively produces handbags and other accessories for men and women made of genuine leather. These products are hand-finished to high-quality standards and detailed techniques. It operates in the wholesale accessories business sector.



## Testimony

*“I got new knowledge that I couldn't get before. While everybody is now doing online retail sales, I was reminded that wholesale is the next step after retail. That's why I need to stay focused and delegating in my job is very important.”*





# Taufiqurrahman

Malina

<http://www.malinaindonesia.com>

Muslim modest wear with simplicity. The products are designed to achieve social change by reinforcing Islamic values and practices through stylish modern design that is suitable for a variety of leisure occasions.

## Testimony

*"It's such a great honour to take part in the outstanding program provided by Australia Awards. I've learned so many things from the influencers, top business owners, and other awardees from the fashion and textiles sector. This was essential for my business to go to the next level and to scale up to become international ready."*

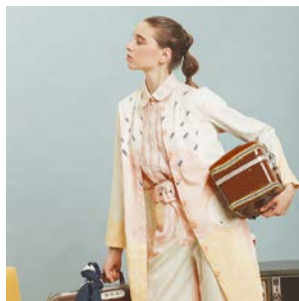
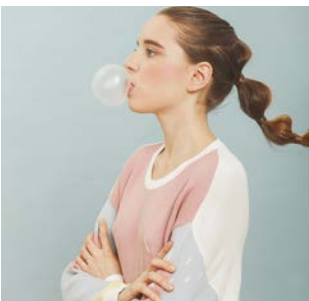




# Teresia Novelita Triastuti

Impromptu  
[www.impromptu.id](http://www.impromptu.id)

Established in September 2011 in Indonesia by Teresia Novelita, Impromptu offers a line of female clothing that is modern yet adorned with vintage twists, focusing on pieces that are easy to style, playful yet sophisticated.



## Testimony

*“To be able to study in Australia for two weeks was truly a life-changing experience. Not only did we get mentored by amazing mentors from QUT, we were also given a chance to see Australia’s best designers and brands through market research and networking events. The highlight for me, though, was the fellow awardees, who made this trip so much more exciting, and from whom I’ve learned a lot, too.”*



## Tertia Enda

Tertia  
@tertiaenda

Premium ready-to-wear and evening wear with a modern and timeless feel to its style.

### Testimony

*"I have gained knowledge and experience through this program. I learned how to go global, met with fashion experts and made friends with 24 other talented awardees to create a network. This program had such a great impact on my business and myself personally as a designer."*



# Uma Hapsari

Amazara  
[www.amazara.co.id](http://www.amazara.co.id)

Affordably stylish shoes for women.



## Testimony

*"The course has been highly influential and eye-opening for me. The technical lessons about sustainability and how to sell our brand in the international market resonated with me most. The experience of connecting with industry people and spending two weeks in Australia has helped me better understand Australia's culture and why people do things the way they do, and gave me a better understanding of international culture in general."*



# Wahyu Subiyantoro Soediro

The Pasongsongan Premium  
<http://pasongsongan.blogspot.co.id>

The Pasongsongan Premium offers high-quality hand-drawn batik merchandise from the Pamekasan area of Madura Island, East Java. Aesthetically we create distinct contemporary designs with international aspirations that still celebrate Indonesian craftsmanship. We pride ourselves as champions of our community. We establish batik artisans as partners and recognise their talent and contribution to the brand's existence.

## Testimony

*"I went to the program in search of business and fashion mentorship, and gladly, I found both. The mentors and all speaker contributors were very helpful and eager to share their expertise, they were willing to hear our personal obstacles and offer generous suggestions with a healthy dose of reality checking. Thanks Australia Awards Indonesia for assembling such a great combination of mentors and awardees, and an amazing program."*



