



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.



Aldila Dipamela

RYLA

<http://www.rylaindonesia.com/>

Crochet by Handmade, RYLA Indonesia is a company established in 2010. RYLA INDONESIA has 2 Brands: RYLA and GLUCKBAG. RYLA crocheted bags have the best quality, are made from best materials, so comfortable to wear with unique crochetwork pattern different from other crocheted bags, while GLUCKBAG is dedicated for young people; simple but playful.



Testimony

"I am so happy I joined Australia Award. At first, I didn't expect to pass the selection, but after sixteen days joining the short course, my mind is widely opened for Australia market, and I also know a few things about Australian characteristic. Anyway, I'm really happy to join with the Australia Award family. It makes me more enthusiastic for I have so many friends who have cool fashion bussiness. I also get so much knowledge from my friends and mentor. Thank you Australia Awards!"





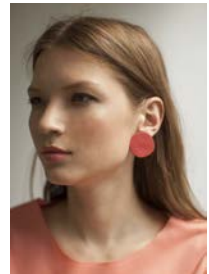
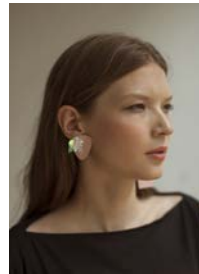
Ansy Savitri Arianto

Ansy Savitri
<http://ansysavitri.com/>

Ansy Savitri is a contemporary womenswear ready-to-wear fashion and handmade accessories brand, based in Jakarta, Indonesia. Crafting sophisticated, modern and wearable garments with a twist of quirkiness. Most works are inspired by the designer's undying fascination over music, movies, pop culture and human nature.

Testimony

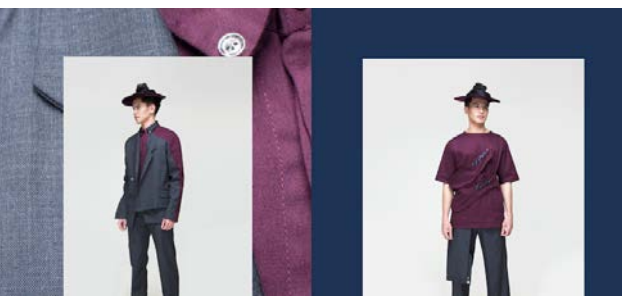
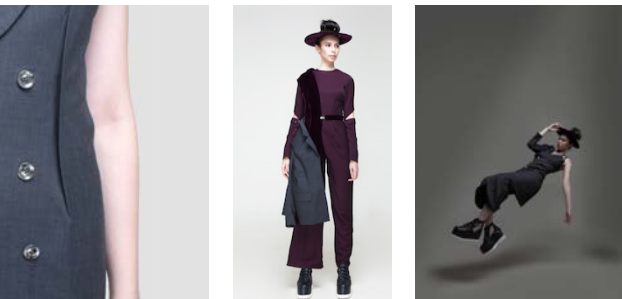
"I am beyond grateful to be one of the Australia Awards awardees. Spending two weeks of short course with inspiring mentors and fellow talented Indonesian designers and artisans opened my eyes and triggered me to do more and better for the improvement of my brand and for my country, Indonesia, as well. It's truly an honour getting to know all of them. So much knowledge that I've gained yet so many things to evaluate and improve. Thank you, Australia Awards and Australian Embassy for making this happen."



Dana Anugrah

Danjoyo Hiyoji
<http://danjyohiyoji.com/>

Danjoyo Hiyoji explores individuality and modernity, creating chic and flattering collections.



Testimony

"Things that I received the most from this short term course and will be usefull for my local business here in Indonesia are: 1) a chance to explore the business model of Alpha60 as an established ready to wear brand in Australia; 2) The international standard of Australia's fashion Industry to create an inspiring fashion festival event. It pushed my creative site and later set my own standard for showcasing my brand higher; 3) I got a chance to share my knowledge and get a lot of useful and real information of Australia's creative side and fashion trend; 4) Last but not least I got covered by GQ Australia wearing my own brand Danjoyo Hiyoji and that was huge and built my confidence to start for looking opportunity in Australia. After this experience I understand that when you have a strong and specific platform like Australia Awards to represent you, applying studying and experiencing Australia's Fashion isn't all that complicated - yet it's truly FUN"



Deny Sylvie Novia

1719

<http://ecoprintindonesia.com/>

The brand merges natural fashion with natural materials.

Testimony

"I got a lot of knowledge about fashion during short course in Australia. After Australia Awards in Indonesia short course is finished, I got many connection and I am confident enough to develop, explore and share my knowledge for green fashion. Thank you and love Australia Awards!"



Dewi Praptiwi

Warbis Prama
www.facebook.com/warbisprama/

Warbis Prama is a non profit organization, one of Business Development Services for SMEs, based in Ministry of Cooperative and SMEs Indonesia, Jakarta. Warbis Prama supports SME professionals in the field of business development and competitiveness.



Testimony

"It was an honour for me to have this opportunity to join "International Business Readiness – A Course for The Fashion and Textille Sector Short Course" held by Australia Awards. This course seeks to support fashion and textiles business people in taking their products to international markets. It broadened my knowledge about how to run the fashion business, especially what to prepare if SMEs want to expand their market in Australia."





Frans Mubaraq Panjaitan

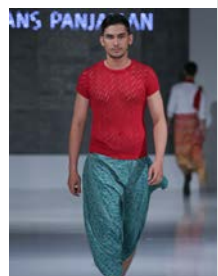
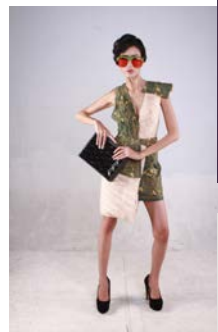
Batik Fractal

<http://batikfractal.com/>

A research, technology and design company that infuses technology to the traditional Batik Craftsmanship. Batik Fractal creates Batik Pattern using a software, Batik, which applies mathematical fractal formulation that makes batik pattern.

Testimony

"I felt so lucky to be chosen as one of the awardees. This program expanded my knowledge about the international fashion scene and business. But the most important thing that I gained from this program is the international network and friendship that leads to professional collaboration between Australia and Indonesia, and also the possible opportunity that follows in the future."



Fika Rahmi Julia

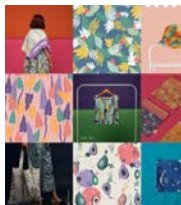
Fika Julia
<https://fikajulia.com/>

Fika Julia is a Jakarta-based textile design house, offering unique Indonesia-inspired patterns with products ranging from clothing, cushion covers, tote bags, pouches and notebooks.



Testimony

“Being one of the Australia Awards participants is a good opportunity for me and my brand. We spent two amazing weeks learning about international business, then doing market research in Melbourne and also met with inspiring designers, illustrators and artisans in person.”



Hanifah

Indonesian Agency for Creative Industry /
Badan Ekonomi Kreatif (Bekraf)
<http://www.bekraf.go.id/>



The agency is responsible for the development of the creative economy in Indonesia. Bekraf is assigned to assist the president in formulating, establishing, coordinating and synchronizing policies in the field of creative economy. Bekraf also sets 16 sub-sectors of the creative industries, with the focus of management and development, and Fashion is one of those sub-sectors.

Testimony

“Following the short course was a great opportunity for me and my organization (Indonesian Agency of Creative Economy). In this short course I can find out how the fashion industry in Australia penetrates the international market and compare it with the Indonesian fashion industry, observing what the government needs to do to make Indonesia’s fashion industry go global.”



Herman Susilo

Friederich Herman
<http://www.friederichherman.com/>

Friederich Herman is a fashion label which exerts an irresistible perspective on pairing clean, refined, and contemporary fashion with nonchalant urban aesthetics



Testimony

“International Business Readiness workshop in Australia provided me with comprehensive overview of the business side of fashion, packed with site-visits, interesting seminars, and retail experiences. The program defined in a clear and essential way the young fashion entrepreneurs’ must-do list and showed me the “what” and the “how” to become successful in the international market.”

Irfania Ramadhani Lubis

IR & IR

www.irmir.id

Established in December 2014, the IR & IR brand name is taken from the owner's surname prefix. This company is led by Irfania Ramadhani Lubis, S.Sn the third daughter of the foundress, Dr. Hj. Tengku Syarfina, M.Hum. The company is revitalizing songket deli and preserving traditional loom by reproduce and innovate this Deli Malay cultural textile product. The company appreciates traditional weavers by giving them commensurate wages with their skill and technical difficulties of Deli Songket production to elevate weavers prosperity.



Testimony

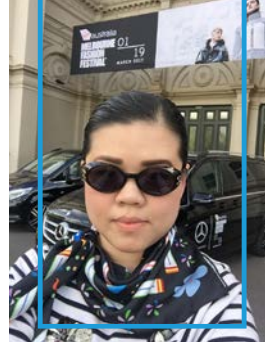
"I feel grateful to be a part of Australia Awards in Indonesia's wonderful family. This program helps me find my business value and how to flourish locally yet globally. Meeting new friends and awesome networking in Australia has been one of the best experience. The mentors gave awesome insight that opened new perspective on Indonesia's traditional product, which I currently develop. I hope that this program continues to be held to help other Indonesian fashion & textile business practitioners."



Janet Rine

Allegra Jane
<http://www.janetteowarang.com/>

Allegra Jane is a contemporary women's fashion brand by an award winning designer. Established in 2009, from made to order to retail ready to wear collection using high quality of material and finishing with standardization of finest quality of material and production, Allegra Jane's foremost outcomes is combining quality with prominent designs.



Testimony

"I am very fortunate and grateful to have the opportunity to join the short course with Australia Awards. I used it to do market research about Australian fashion scene, so with this opportunity, my brand could have a chance to get ready to go international especially to Australia."



Jeffrey

fréj-à-porter
<https://frejaporter.tumblr.com/>

A premium ready-to-wear label established in 2015 for women who seek fine apparel of casual elegance. Whether it's a plain simple blouse with sharp tailoring or loose dresses with hand-embellished beads and paillettes, fréj-à-porter takes extreme care in the workmanship of each and every pieces of garment.

Testimony

"To be able to participate in the Australia Awards program has opened my eyes to understanding the global fashion industry especially the process requires to take a brand to the international market. I've also learnt a lot from speaking and making connections with various fashion experts in Australia while gaining knowledge through their feedback. Finally to be able to experience and enjoy the fashion culture in Australia was truly a memorable experience for me."



Laras Nintyas

Tenun Gaya
<http://www.tenungaya.co.id/>

Tenun Gaya provides contemporary-ethnic design hand-woven textile and clothing which carefully handcrafted by women weavers at our factory in Sukabumi, West Java. The designs are inspired by traditional woven patterns from various regions in Indonesia.



Testimony

“This short course has given me abundant knowledge about doing business in global market. I learned a lot about things that need to be done and how to do it properly which are essential to bring my brand to the next level. Besides, I had invaluable experiences meeting and learning directly from important people in Australia and other participants within the group itself. I do hope after the course I will be able to create something new but still maintain the brand authenticity.”





Leony Agus Setiawati

AZKASYAH (CV Azka Syahrani)

<http://www.azkasyah.co.id/>

Azkasyah creates Muslim Fashion using Handmade Embroidery. Established since 2001, the company is located in Bogor West Java Indonesia.

There are currently around 500 employees who are residents around the company took part in the production process and 90% of them are women who create handmade embroidery.

Testimony

"From my training in various countries, the Fashion Short Course batch 2 is the best short course I've ever been in so far. My visit to three cities in Australia opened my horizons and my minds. Extremely useful training materials, qualified lecturers, fashion show events and exceptional boutique. In addition, I got buyers in Melbourne, namely Boutique Emaan, that ordered clothes and some samples. This helps us to improve the size, materials, colors, models and accessories according to the taste of international muslim fashion market. We were also taught to grow our business through Business Canvas and SWOT Analysis, and we were challenged to bring up stories about the artisans, as well as the importance of improving our website and social media. Fashion short course batch 2 was incredible; good facilities and useful material. Thank you very much Australia Awards."



Mellyun Mutiara

Monday to Sunday
<http://mondaytosundaystore.com/>

Monday to Sunday, everyday is a holiday. Founded in 2009, Monday to Sunday starts with a concept that's simply based on a daily wear, wearable pieces, nice and easy to be worn for day and night, from office to casual dinner, from Monday to Sunday. Designed with a unique, quirk twist of detailing, playful cutting, and untypical way that resulting casual manner for garment construction, limited designs, and personalized individually by the wearer.



Testimony

“Australia Awards is packed with a complete and well-thought schedule with a wonderful team of mentors and experiences. Truly a memorable moment and valuable knowledge for my great, productive two weeks. Thank you Australia Awards and the team of mentors and all the people who have been involved in this program, may we achieve something great beyond what we can imagine.”



Nanida Jenahara

Jenahara Black Label
www.jenahara.com

JENAHARA BLACK LABEL is a contemporary Muslim luxury brand with a mix of elegance and confident minimalism. The brand's main inspiration is to push Muslim fashion into a new direction

Testimony

"It is a great honor to be a part of Australia Awards this year. I learnt a lot and I shared information among the experts and students of the course."



JENAHARA
BLACK
LABEL

Neli Gunawan

Neliyo and Masemoiselle Yang
www.neliyo.com

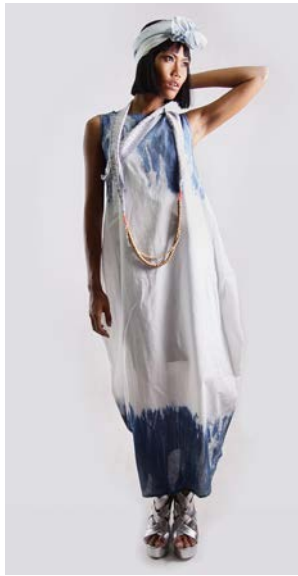
Neliyo aims to create sustainable design with the details and fabrics process with sustainable techniques such as in coloring and digital prints. We also created less waste pattern system and reuse fabric waste to make new accesories for our customers.



Testimony

"This is my first time to experience Australia. It's been an amazing journey especially when you go with new friends and knowing more about the world of Fashion Design overseas and also to learn firsthand about business culture in Australia.

It was a great pleasure to explore, learn and collaborate with the other talented participants."





Ni Made Suthari Utari Dewi

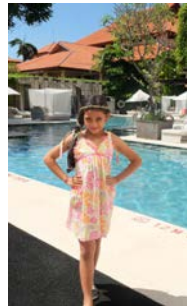
Karusel

<http://karuselkid.wixsite.com/bali>

Karusel was born in 2006, with the passion of providing kids with quality products that are not only comfy but also fashionable. The brand started with a small range of girls and boys clothing in department stores in Bali. Now Karusel presents a much bigger range of summer collections from age three months to 11 years.

Testimony

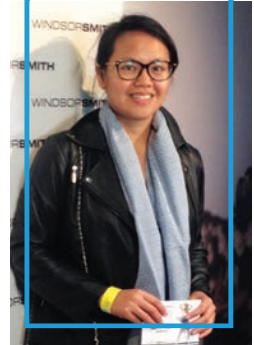
“Being part of Australia Awards has given me much new knowledge about fashion industry and an outlook on how the business work and the potential of the industry.”



Nola Marta Agustina Pantouw

Nola Marta
www.nolamarta.com

Nola Marta is a brand where imagination and belief come together to shape a character. We focus more on combining Indonesia's highest stitches technique (i.e: Tapis; Lampung, South Sumatera), and the country's natural dying technique with the world-known haute couture stitches and technique.



Testimony

“Through this program, my eyes were opened as both a fashion designer and an entrepreneur. I was reminded of the passion that led me to this industry. I am now more confident to focus my talent and skills on haute couture, and not get distracted along the way. Participating in the different activities of the program has helped me to see where my brand stands are positioned and how clothes-making can be ethical. The challenge now is to bring traditional design into the global market, while at the same time maintaining my DNA as an Indonesian fashion designer.”



Nuri Ningsih Hidayati

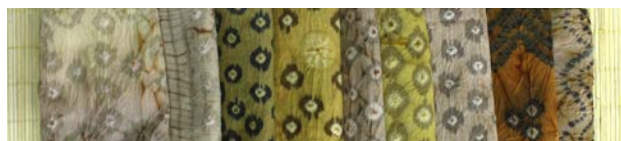
Marenggo Natural Dyes Batik

https://www.instagram.com/marenggo_naturaldyes_batik/

Handwritten Natural Dyes Batik with Traditional & Modern Patterns. Marenggo is a type of plants that grows in village. Nuri and the team at Marenggo Natural Dyes Batik use marenggo leaves for colouring and natural dyeing flowers, roots, stems and other natural ingredients for their products.

Testimony

“Grateful to be part of Australia Awards in Indonesia and gained a lot of knowledge and networking. With other short course participants we can collaborate and we can learn from each other the most memorable and the main management skills for community development in the village.”



Pandu Rosadi

Ria Miranda
<http://riamiranda.com/>

riamiranda™ modest fashion brand was started in November 2009 by indria miranda in Jakarta. The design focusing on women's ready-to-wear apparel with a strong touch of feminine and selected soft pastels colors, made from the best fabric quality and the design has with stories.

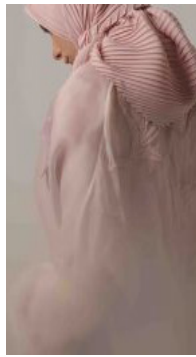


Testimony

"Australia Awards gives such comprehensive literature to meetings and research, case studies and real industry learning. It's an open door to be ready for market expansion into the international fashion business."



riamiranda
SIGNATURE





Putu Sumasri Utari Dewi

Dear Mimi
www.dearmimidress.com

Dear Mimi creates fun and colorful baby clothes and party dresses for little girls. All skirt and dress are handmade and made to order.

Testimony

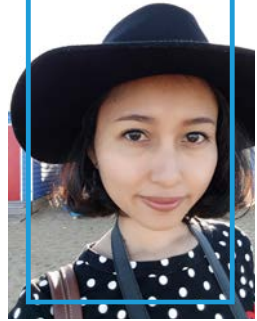
"I really appreciated the Australia Award in Indonesia short course program for Fashion and Textile Sector. The materials, the venue and the facilities was excellent. The course and training was very inspirational, bringing lots of ideas, case studies, in depth knowledge, lesson learnt from experienced designers and mentors, and at the same time also challenging. I have personally gained enormous amount of knowledge and information from this course. It was really eye opening and will greatly help me to achieve my goals to develop my business for a better future in the international market."



Sastikanya Prabundari Puntodewo

Personal
www.personalbysasti.com

Personal is a delicate intimate brand handmade with love in Bali. Personal is for independent and active woman who love comfortable lingerie.



Testimony

“Australia Awards Short Course has broaden my mind about how business works. I learned a lot of things during the two-week course in Australia. Design and business have to work together to create a good business. I really thank Australia Awards for giving me the opportunity to participate in this course and all the mentors who have shared their knowledge to us.”



Syukriah

Reborn 29

<http://www.reborn29.com/>

We have been engaged in the apparel industry (convection semi garment) and marketing of promotional gifts since 2008. This has provided many lessons to continuously improve product quality, performance and reliability of the company, for consumer satisfaction. We believe consumers deserve the best from us.

Testimony

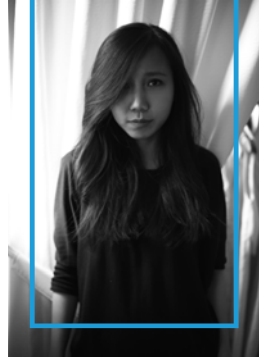
“An amazing moment to be part of the Australia Award 2017 Fashion batch 2. In addition to sharing experiences with participants of the short course, I found out about a lot of things which we consider to be important but often ignored turns out to have an effect for my fashion business. Thanks to Australia Awards.”



Yelly Lumentu

Day and Night
<http://www.dayandnight-shop.com/>

Day and Night concept design is ready to wear with a modern touch and unique twist by keeping it "Simple, Clean and Classic."



Testimony

"Great opportunity and great experiences. I learned a lot!! Thank you so much, Australia Awards."



