



TORAJAMELO



GIFT CATALOGUE

BACKGROUND

Indonesia, with a population of 250 million, has 50% living on less than \$2/day and 70% of the poor are women. A key source of income for many homebound poor women in rural area of Indonesia is back-strap weaving. However, prices and demand are still low, made worse by wooden machines & factories copying their indigenous designs and selling them cheap. Many women then resort to working as migrant workers and many come back abused with unwanted pregnancies. We aim to stop this cycle of poverty and violence using weaving as the entry point.



WEAVING THE STORIES OF INDONESIA

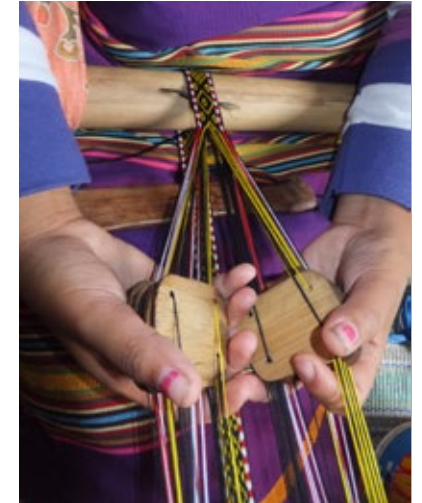
There is a story behind each hand-woven cloth: a young woman weaves to pay her tuition fee, a breadwinner mother weaves to feed her whole family, or a grandmother who passes on the weaving legacy to her grandchildren. Those stories are related and intertwined with ours when we accompany the Indonesian weavers to the world market.



THE SOCIAL ENTERPRISE

Started by Dinny Jusuf in Toraja in 2008, TORAJAMELO aims for a better life for the marginalized rural women weaver artisans in Indonesia and to rejuvenate the art and culture of Indonesian weaving. Based on compassion we have spread our work from Toraja, South Sulawesi to Mamasa, West Sulawesi and to Adonara & Lembata, East Nusa Tenggara.

In partnership with PEKKA (The Association of Women Headed Households) communities, we currently accompany around 1,000 weavers to the worldmarket by conducting Capacity Building programs (i.e. fashion trend, textile design, old motif revival, etc.). We also conduct regeneration program to pass on the weaving knowledge to the young people. We conduct Public Awareness campaign in the form of textile exhibitions, book publishing and film productions.



In the business, we create fun and functional head-to-toe fashion lines and gift products, all made of Indonesian hand-woven cloth from their indigenous geographical origin in collaboration with our partners of around 100 urban poor women. We focus on creating designs, which are transferable and can be worn in any part of the world. Our target audience is the young and the young at heart.



THE PRODUCT

TORAJAMELO has its own in-house designer, Nina Jusuf, as well as a team of professional product developers. For companies and event organizers, we provide a full array of gifts, that you can find in this catalogue. They are all of high quality and hand-made from start to finish, because we know you deserve only the best.

Please contact our Marketing Team to discuss further about your company preference.

We welcome you to be a notable part of “Weaving the Stories of Indonesia” by purchasing our products and spreading our missions.

THE SELECTIONS

ORGANIZER

Code : DBR 02

Size : 21 cm x 10 cm x 16 cm

Material : Waterproof Cordura fabric

Polyester plain weave in Mamasa Style

POUCH ALL PURPOSE

Code : B 956

Size : 31 cm x 11 cm x 4 cm

Material : Polyester plain weave
in Pamiring motifs

MEN'S WALLET

Code : TMP 08

Size : 11,5 cm x 9,7 cm

Material : Genuine leather

Polyester plain weave in Mamasa style

BEAUTY CASE

Code : FS 21

Size : 20 cm x 14 cm x 5 cm

Material : Polyester plain weave
in Pamiring motifs

COIN CASE

Code : B 1041

Size : 11,5 cm x 7,5 cm x 2 cm

Material : Polyester plain weave
in Parramba' motifs



PASSPORT CASE

Code : TMP 06

Size : 10 cm x 14 cm

Material : Genuine leather
Polyester plain weave
in Parramba' motifs

LUGGAGE TAG

Code : TMG 16

Size : 14,5 cm x 7,5 cm

Material : Genuine leather
Mixed polyester plain weave

DENIM NOTEBOOK

Code : TMG 17

Size : 12,5 cm x 25 cm

Material : Denim & Polyester plain weave
in Pa'borong-borong motifs

KEY HOLDER

Code : TMP 05

Size : 9,5 cm x 6 cm

Material : Genuine leather
Polyester plain weave
in Pa'borong-borong motifs.

CARD RECYCLED PAPER

Code : TMG 07

Size : 11 cm x 15 cm

Material : Recycled Paper with a touch
of handwoven cloth



MACBOOK AIR CASE

Code : TMG 14
Size : 20,5 cm x 31 cm
Material : Polyester plain weave
in Mamasa style

NOTEBOOK + BOX

Code : TMG 14
Size : A6 (12 cm x 17 cm)
A5 (17 cm x 22,5 cm)
Material : Genuine leather
Polyester plain weave
in Pa'borong-borong motifs.
Natural box made by banana's bark

MOBILE CASE

Code : B 961
Size : 16 cm x 10 cm
Material : Polyester plain weave in
Pa'borong-borong motifs

PEN CASE MAXI

Code : B 933 L
Size : 19 cm x 5 cm x 3,5 cm
Material : Polyester plain weave
in Mata pa' motifs

PEN CASE MINI

Code : B 933 S
Size : 17 cm x 5 cm x 3 cm
Material : Polyester plain weave in
Pa'borong-borong motifs



*The handwoven cloth may be customized upon request and availability

FOLDABLE SHOPPING BAG

Code : DBG 02

Size : 38 cm x 7,5 cm x 50 cm

Material : Poplin

*Polyester plain weave
in assorted motifs with
an interchangeable ornament*



BB iPHONE CASE

Code : TMG 01

Size : 15 cm x 9 cm

Material : Polyester plain weave
in Mamasa style

KEY CHAIN

Code : TMG 06

Size : 12,5 cm x 1 cm

Material : Genuine leather

Polyester plain weave in Parramba' motifs

DRAWSTRING BAG

Code : DBG 01

Size : 28 cm x 29 cm

Material : Poplin

*Polyester plain weave in assorted
motifs with an interchangeable
ornament*

SLIM WALLET

Code : DM 03

Size : 21 cm x 11 cm

Material : Polyester plain weave
in Mamasa style

SAMSUNG PHONE CASE

Code : TMG 15

Size : 28 cm x 29 cm

Material : Polyester plain weave

in Pa'borong-borong motifs

FRAME + BOX

Code : TMG 02A

TMG 02

Size : 4R (22 cm x 17,5 cm)

5R (22 cm x 26,5 cm)

Material : Polyester plain weave in Parramba' motifs

Natural box made by banana's bark

TABLE RUNNER

Code : TMH 1

Size : excl. Fringes: 40 cm x 150 cm

Material : 100% polyester plain weave in Pamiring motif. Embroidery in Pa'Barre Allo motif and beading embellishments.

Pa'Barre Allo means the sun and its rays.

This motif symbolizes the grandeur and nobility of the Torajanese.



SOFT TOYS

Code : TMG 09 (Horse)

TMG 12 (Dog)

TMG 13 (Cow)

Size : S, M, L

Material : Polyester plain weave in Parramba' motifs

* Various type of plush animals upon request and availability



FRAMED HANDWOVEN CLOTH

Code : TMH 18

Size : 33.5 cm x 29 cm

Material : Wooden frame with polyester
plain weave in assorted motifs



PLACEMATS

A Set of 4 Placemats and 4 Coasters

Code : TMH 05

Material : Polyester plain weave
in assorted motifs

COASTER

A Set of 4

Code : TMH 02

Size : 10 cm x 10 cm

Material : Polyester plain weave
in assorted motifs

