



IMAJI  
P A R T 1

CATALOG  
DONGENG ALAM / VOL.1  
2015

SHARI SUSILO / LYRIS ALVINA / GINA LEVINA





IMAJI STUDIO CATALOG

VOL . 1

#DONGENGALAM

2015

INTRODUCTION TO IMAJI STUDIO

STORY OF US

NOUN

WABI-SABI

FABRIC

PLANTS

PROCESS

PATTERN(S)

DYLAN SADA X SALLY EMILY

DONGENG ALAM VOL.1

INFORMATION

TAKING CARE OF IMAJI

PURCHASING IMAJI

CREDITS

[WWW.IMAJISTUDIO.CO](http://WWW.IMAJISTUDIO.CO)



STORY-  
OF-  
US

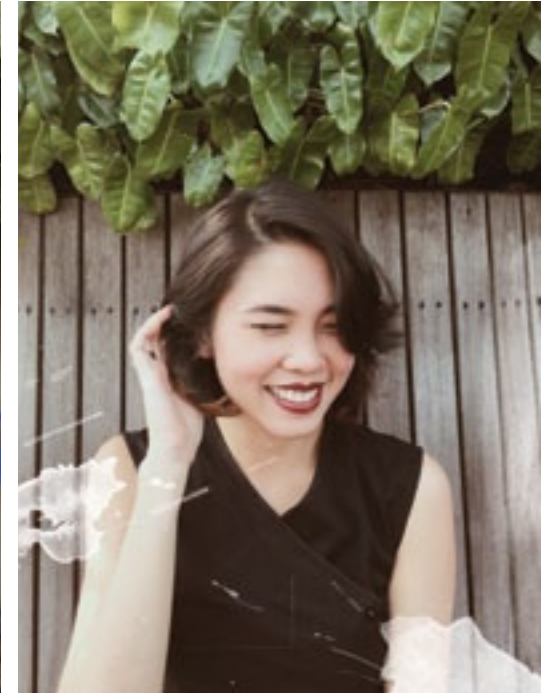
FOUNDER  
*SHARI SUSILO (RIGHT)*  
*LYRIS ALVINA (LEFT)*

CO-FOUNDER  
*GINA LEVINA (CENTER)*

FOUNDED BY  
TWO FRIENDS  
OVER COFFEE,  
IMAJI STUDIO  
IS CREATED  
TO APPRECIATE  
DESIGN, NATURE,  
EXPERIMENTATION  
AND THE ART  
OF FABRIC AND  
PATTERN MAKING.

WE ARE OBSESSED  
WITH THE RAW  
DYEING PROCESS.  
OBSESSED ON  
HOW IMPERFECT  
HANDMADE  
PATTERNS CAN  
CREATE THE  
PERFECT LOOK.

TRENDS TEND TO  
FADE BUT QUALITY  
AND STYLE STAYS.



INTRODUCTION TO IMAJI STUDIO

INTRODUCTION TO IMAJI STUDIO

HOW TO FIND US

EMAIL --- [INFO@IMAJISTUDIO.CO](mailto:INFO@IMAJISTUDIO.CO)

FACEBOOK --- [IMAJI.NATURALDYE](https://www.facebook.com/IMAJI.NATURALDYE)

INSTAGRAM--- [@IMAJI.STUDIO](https://www.instagram.com/IMAJI.STUDIO)

WEBSITE --- [WWW.IMAJISTUDIO.CO](http://WWW.IMAJISTUDIO.CO)

IMA-  
JI  
(NOUN)

IS AN  
INDONESIAN  
WORD THAT  
REFERS TO THE  
OBJECT OF  
YOUR CREATION  
EXTRACTED  
FROM YOUR  
THOUGHTS AND  
IMAGINATION.

WABI-  
SABI

AN ANCIENT  
JAPANESE  
PHILOSOPHY  
AND AESTHETIC  
ROOTED FROM  
ZEN BUDDHISM.  
THIS AESTHETIC  
EMBRACES  
A PERVERSE  
BEAUTY IN  
DELIBERATE  
IMPERFECTION  
IN HANDMADE  
OBJECTS.

FAB-  
RIC

OUR LOCAL ARTISANS HANDWEAVE 100% COTTON  
IMITATING THE TEXTURE OF LINEN. WE ALSO  
PROVIDE A LINEN AND RAYON BLEND, A CHOICE  
FOR THOSE WHO DO NOT WANT THEIR CLOTHES  
TO CRUMPLE EASILY YET STILL COOL OFF



PLANTS

SAPPAN WOOD, INDIGO LEAVES,  
WEST INDIES MAHOGANY, MANGO TREE, BENGAL ALMOND, TEAK.



PATTERN  
(S)

WE FUSE  
INGREDIENTS  
USED FOR  
TRADITIONAL  
BATIK  
DYEING WITH  
CONTEMPORARY  
TECHNIQUES  
CREATING  
CUSTOM  
PATTERNS FOR  
EACH OF OUR  
HANDWOVEN  
FABRIC. ALL  
OUR LOOKS ARE  
AVAILABLE IN  
ALL THREE  
PATTERNS.

IMAJI STUDIO | PROCESS | PATTERN(S)



IMAJI STUDIO | PROCESS | PATTERN(S)

1. CHERRY LEAVES  
- LEAF STAMPING
2. CAMOUFLAGE  
- WATER BOTTLES
3. BROWN LINES  
- SPONGE TECHNIQUE





DYLAN SADA X SALLYEMILY

THE FIRST COLLECTION IS INSPIRED BY THE COLOR BROWN FROM THE EARTH. "*DONGENG ALAM*" OR "*NATURE'S FOLKTALE*" FORETELL THE STORIES OF EACH STROKE OF COLORS AND PATTERNS TAKEN FROM INDONESIA'S VERY OWN NATURAL LANDSCAPE.

EACH PATTERN EMBODIES A CERTAIN PERSONALITY. BE IT SIMPLE LIKE THE BROWN LINES, TRADITIONAL LIKE THE CHERRY LEAVES, OR DARING LIKE THE CAMOUFLAGE. THIS COLLECTION IS FOR THE BUSY CREATIVES WHO SEEK DIFFERENCE IN THEIR EVERYDAY WARDROBE WITHOUT LEAVING QUALITY AT THE DOOR.

DUO PHOTOGRAPHER SALLY & EMILY MAY TEAMS UP WITH THE TALENTED DYLAN SADA TO CAPTURE THE RAW ESSENCE OF IMAJI STUDIO'S FIRST EVER COLLECTION. THEY TURN PHOTOGRAPHY INTO A WORK OF ART USING MIX MEDIA WHILE MAINTAINING THE WABI-SABI SOUL.

DONGENG ALAM / VOL . 1

LIPAT SKIRT (CAMOUFLAGE) / Rp 895.000



PROCESS | DYLAN SADA X SALLY EMILY | DONGENG ALAM VOL.1

AVAILABLE  
IN 3  
PATTERNS  
& BLACK,  
UP TO SIZE  
(L)



PROCESS | DYLAN SADA X SALLY EMILY | DONGENG ALAM VOL.1

DONGENG ALAM / VOL . 1

TOP:  
AVAILABLE  
IN 3  
PATTERNS &  
WHITE, UP  
TO SIZE (M)

PROCESS | DYLAN SADA X SALLY EMILY | DONGENG ALAM VOL.1



CROSSTOP (BLACK) / Rp 335.000  
LIPAT PANTS (CHERRY LEAVES) / Rp 835.000



PROCESS | DYLAN SADA X SALLY EMILY | DONGENG ALAM VOL.1

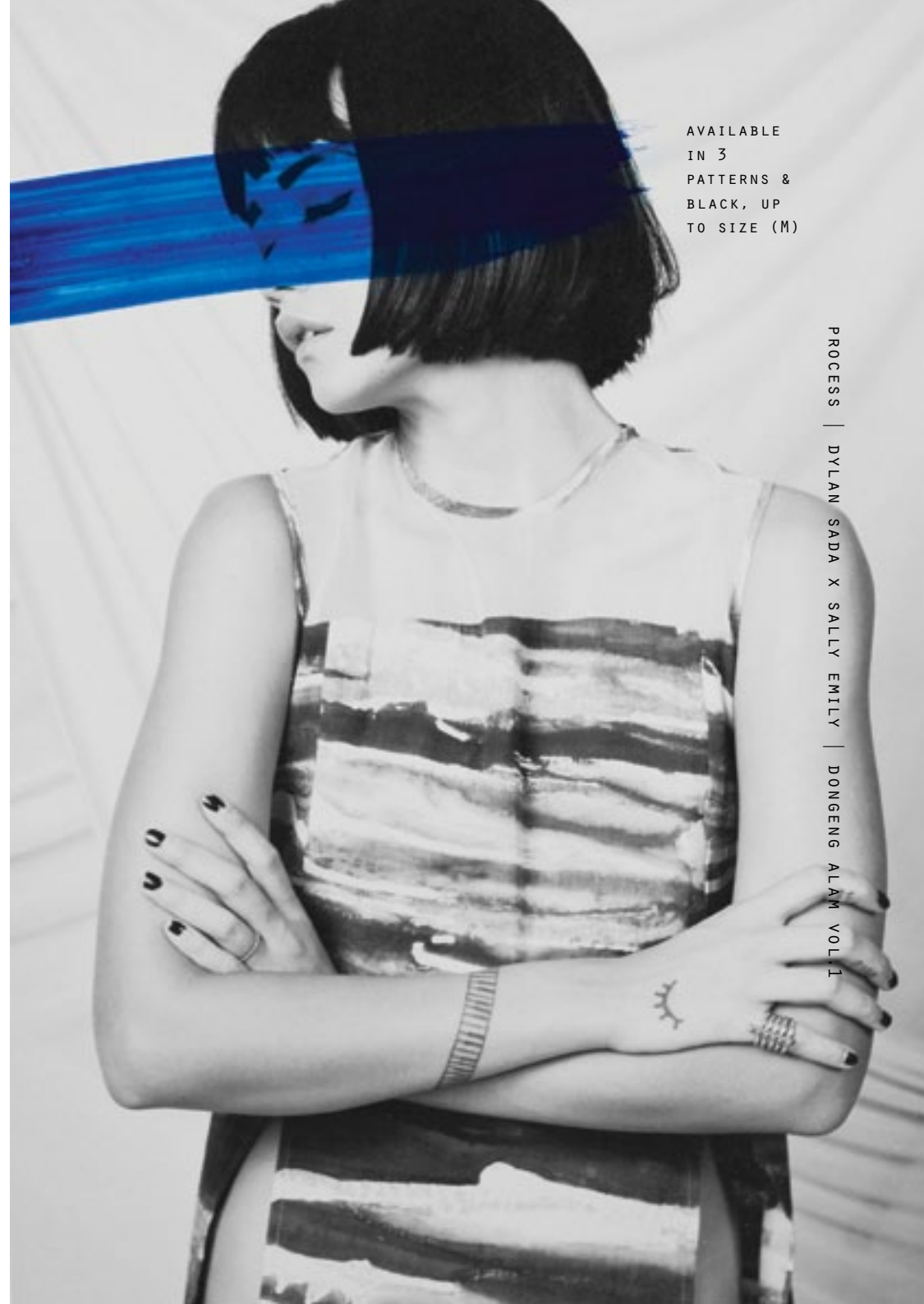
DONGENG ALAM / VOL . 1

MAXI TOP (CAMOUFLAGE) / Rp 855.000

PROCESS | DYLAN SADA X SALLY EMILY | DONGENG ALAM VOL.1



DONGENG ALAM / VOL . 1



AVAILABLE  
IN 3  
PATTERNS &  
BLACK, UP  
TO SIZE (M)

PROCESS | DYLAN SADA X SALLY EMILY | DONGENG ALAM VOL.1

TOP:  
AVAILABLE  
IN 3  
PATTERNS,  
BLACK &  
WHITE, UP  
TO (M)

BOTTOM:  
AVAILABLE  
IN 3  
PATTERNS &  
BLACK, UP  
TO SIZE (L)



PLEAT TOP (BROWN LINES) / Rp 535.000  
LIPAT PANTS (BROWN LINES) / Rp 835.000



PROCESS | DYLAN SADA X SALLY EMILY | DONGENG ALAM VOL.1

AVAILABLE  
IN WHITE  
WITH 3  
PATTERN  
VARIATIONS,  
UP TO SIZE  
(M)



DONGENG ALAM / VOL . 1



PROCESS | DYLAN SADA X SALLY EMILY | DONGENG ALAM VOL.1

BLACK BOXY TOP (BROWN LINES) / Rp 655.000

AVAILABLE  
IN BLACK  
WITH 3  
PATTERN  
VARIATIONS,  
UP TO SIZE  
(M)

PROCESS | DYLAN SADA X SALLY EMILY | DONGENG ALAM VOL.1



BOXY DRESS IN CHERRY LEAVES / Rp 935.000



PROCESS | DYLAN SADA X SALLY EMILY | DONGENG ALAM VOL.1

DONGENG ALAM / VOL . 1



JUMPSUIT (BLACK) / Rp 1,025,000

PROCESS | DYLAN SADA X SALLY EMILY | DONGENG ALAM VOL.1



DONGENG ALAM / VOL . 1

AVAILABLE  
IN ALL 3  
PATTERNS,  
UP TO SIZE  
(L)

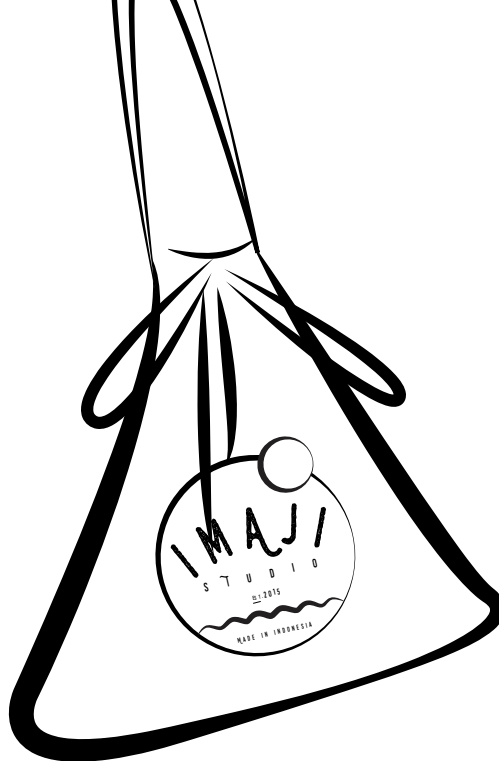


PROCESS | DYLAN SADA X SALLY EMILY | DONGENG ALAM VOL.1



IN-  
FO

NATURAL PLANTS DYE ARE NOT AS STRONG AS SYNTHETIC TO BOND INTO FIBER OF FABRIC. THEREFORE DO THE CORRECT STEPS TO CARE FOR YOUR IMAJI STYLE ESSENTIAL.



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LUKEWARM TO COLD WATER

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HANDWASH OR SET THE SETTINGS TO 'DELICATES'

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NO DRY-CLEAN NECESSARY

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IRON IN LOW HEAT

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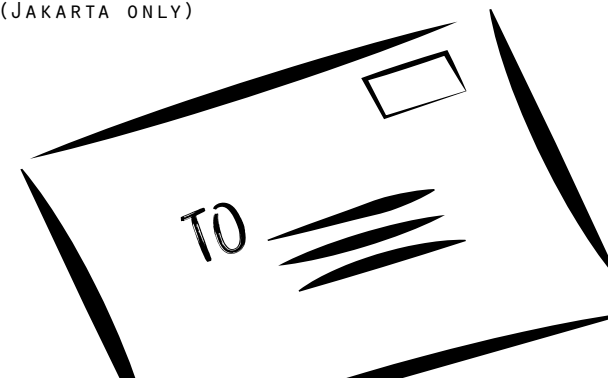
SMALL AMOUNT OF DETERGENT

STAINS OF OTHER COLORS MAY APPEAR IN YOUR ATTIRE BUT DO NOT WORRY, IT WASHES OFF EASILY. AS A PART OF THE WABI-SABI EXPERIENCE, SOME STAINS MAKES THE COLORS STAND OUT MORE.

YOUR IMAJI PIECE WILL NOT SHRINK IN SIZE BECAUSE IT HAS BEEN REPEATEDLY SOAKED IN DYE MAKING IT IN THE PRE-SHRINK CONDITION.

HOW TO PURCHASE AN IMAJI ITEM:  
THROUGH THE WEBSITE

1. HEAD DOWN TO THE WEBSITE WWW. IMAJISTUDIO.CO
2. GO TO "LOOKS"
3. CLICK THE ITEM TO VIEW PRICING AND SIZE GUIDES
4. AFTER KNOWING WHAT YOU WANT, CONTACT US IMMEDIATELY THROUGH THE "CONTACT US" SECTION
5. INCLUDE YOUR NAME, E-MAIL, AND TELEPHONE NUMBER, AND ADDRESS. YOU MAY ALSO INQUIRE ABOUT ANYTHING REGARDING THE PIECE.
6. AFTER WE HAVE CONFIRMED THE STOCK WE WILL EITHER E-MAIL OR CALL YOU
7. AN INVOICE WILL BE SENT TO YOU VIA E-MAIL OR OTHER PREFERENCES
8. PAYMENT HAS TO BE MADE WITHIN 24 HOURS OF PURCHASE
9. GREET YOUR NEWEST IMAJI ITEM THE NEXT DAY (JAKARTA ONLY)



CREDITS:

DYLAN SADA

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EMILY MAY

MARCELLA FEBRIANE

PUTRI HAEDAR

JAMES CHRISTIANTO

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ANDIKA TARUM

IMAJI  
STUDIO

