

IMAJI
STUDIO

LOOKBOOK & CATALOGUE
DONGENG ALAM / VOL. 2
2016

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Lookbook & Catalogue
Dongeng Alam Vol.2
2016

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IMAJI Studio Catalogue
Vol.2
#dongengalamvol2
2016

Introduction

Moodboard
Story

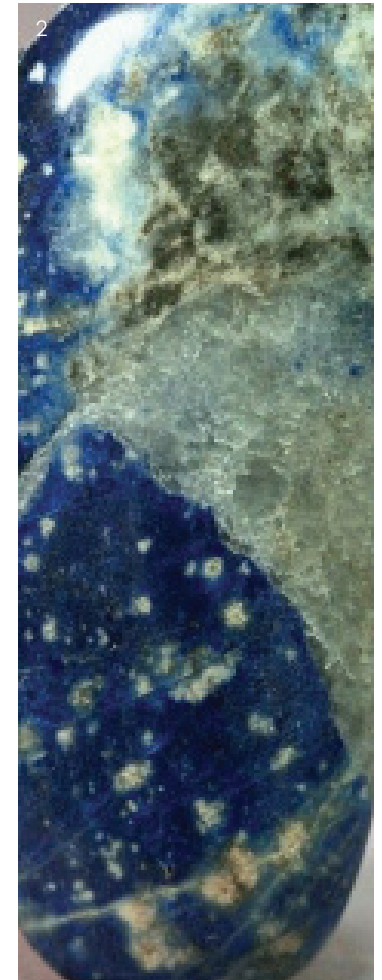
Process

Patterns
Mozaic
Lapis Lazuli
Glacier

Dongeng Alam Vol.2

Information

Taking care of IMAJI
Purchasing IMAJ
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1. Mozaic
2. Lapis Lazuli
3. Glacier

INTRODUCTION

STORY

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.

PLANTS

sappan wood, indigo leaves, west indies mahogany, mango tree, bengal almond, teak.



FABRIC

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

IMAJI (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.

PATTERNS

MOZAIC, LAPIS LAZULI, GLACIER



MOZAIC

The blue and brown patterns are created with different sizes of square sponges, overlaying one another.



LAPIS LAZULI

By using an airbrush in an upward motion, the streaks of blue and light brown are created on the white hand-woven cloth.



GLACIER

Limestones and dissolved tapioca powder are used to block out the colors from the airbrush used to dye the white cloth blue and red.

DONGENG ALAM VOL.2

Model: Nadya Zainy (@nadyazny // @i_vymodels)
Photographer: Winston (@winstonmcn)
MUA: Shari Semesta (@irahs)

Ever daydreamed of crashing waves and blue sky? This collection celebrates hues of blue from indigo plants homegrown in Bali. Inspired by its beautiful beaches, let's put on some blue in this rainy season.

Dongeng Alam Vol. 2 continues with our method of experimentation on patterns. This time we explored patterns and color combinations that work best with Indigo dyes produced by the plant itself. As a color, indigo is the spectrum between blue and violet. Indigo dye is the most well-known dye in the world originally found in Africa, India, Indonesia, and China. Indigo plants all over the world create different hues of blue because of their different water sources. Ours, create darker hues of blue.

REVERSIBLE OUTERWEAR

IN MOZAIK

Rp 1.250.000,00



REVERSIBLE OUTERWEAR
IN LAPIS LAZULI
Rp 1.250.000,00



IKAT TOP
IN LAPIS LAZULI
Rp 655.000,00



IKAT TOP
IN MOZAIK
Rp 655.000,00

OVERLAP SHIRT
IN LAPIS LAPIS LAZULI
Rp 785.000,00



LAYANG PANTS
IN LAPIS LAPIS LAZULI
Rp 735.000,00

OVERLAP SHIRT
IN MOZAIK
Rp 785.000,00



LAYANG PANTS
IN MOZAIK
Rp 735.000,00



TULIP DRESS
IN LAPIS LAZULI
Rp 1.250.000,00



TULIP DRESS
IN MOZAIK
Rp 1.250.000,00



CROSS JUMPSUIT
IN GLACIER
Rp 1.250.000,00






BELL TOP
IN GLACIER
Rp 785.000,00

(ROPTOP (TOP)
IN GLACIER PATTERN
Rp 395.000,00



FRINGE SKIRT (BOTTOM)
IN GLACIER
Rp 835.000,00



(CROPTOP (TOP)
IN GLACIER
Rp 395.000,00

FRINGE SKIRT (BOTTOM)
IN GLACIER
Rp 835.000,00

INFORMATION

TAKING CARE OF IMAJI STUDIO

Handwash or set the settings to 'deli- cates'

Products should be washed by hand separately in cold water. If you use a washing machine, place the item inside out in a fine-mesh net. Wash on delicate cycle.

Small amount of detergent

Please make sure detergent, or soap does not come into direct contact with the dyed material. Dissolve in water first.

Do Not Bleach

Do not use chlorine bleach on the natural color cotton products. This bleach will fade the cotton from its natural color and weaken the garment's fiber strength.

No Dry Clean Necessary

Some kind of dry cleaning detergent could destroy indigo dye.

Iron in low heat

Use medium temperature.

Suggestion: Hang to dry. If using dryer, use Air cycle, no heat..

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 Studio style essential.

Stains of other colors may appear in your attire but do not worry, it washes off easily. As a part of the wabisabi 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.

INFORMATION

PURCHASING IMAJI STUDIO

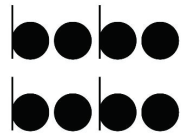
Through our website:

1. Head down to the website www.imajistudio.co
2. Go to "Shop"
3. Click the desired item to view pricing and size guides
4. Make sure to read additional notes about item and pattern availabilities
5. Select item size and color then add item to shopping cart
6. Proceed with checkout and enter your contact information
7. Wait for our e-mail confirming the item's availability
8. After receiving the confirmation e-mail an invoice will be attached with the bank account details
9. Payment must be made via Bank transfer within 24 hours of the purchase
10. Wait and enjoy your newest style piece from IMAJI Studio

Stockist:

The logo for 'happy go lucky' is written in a black, cursive, handwritten-style font.

<http://hglhouse.com/>



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

