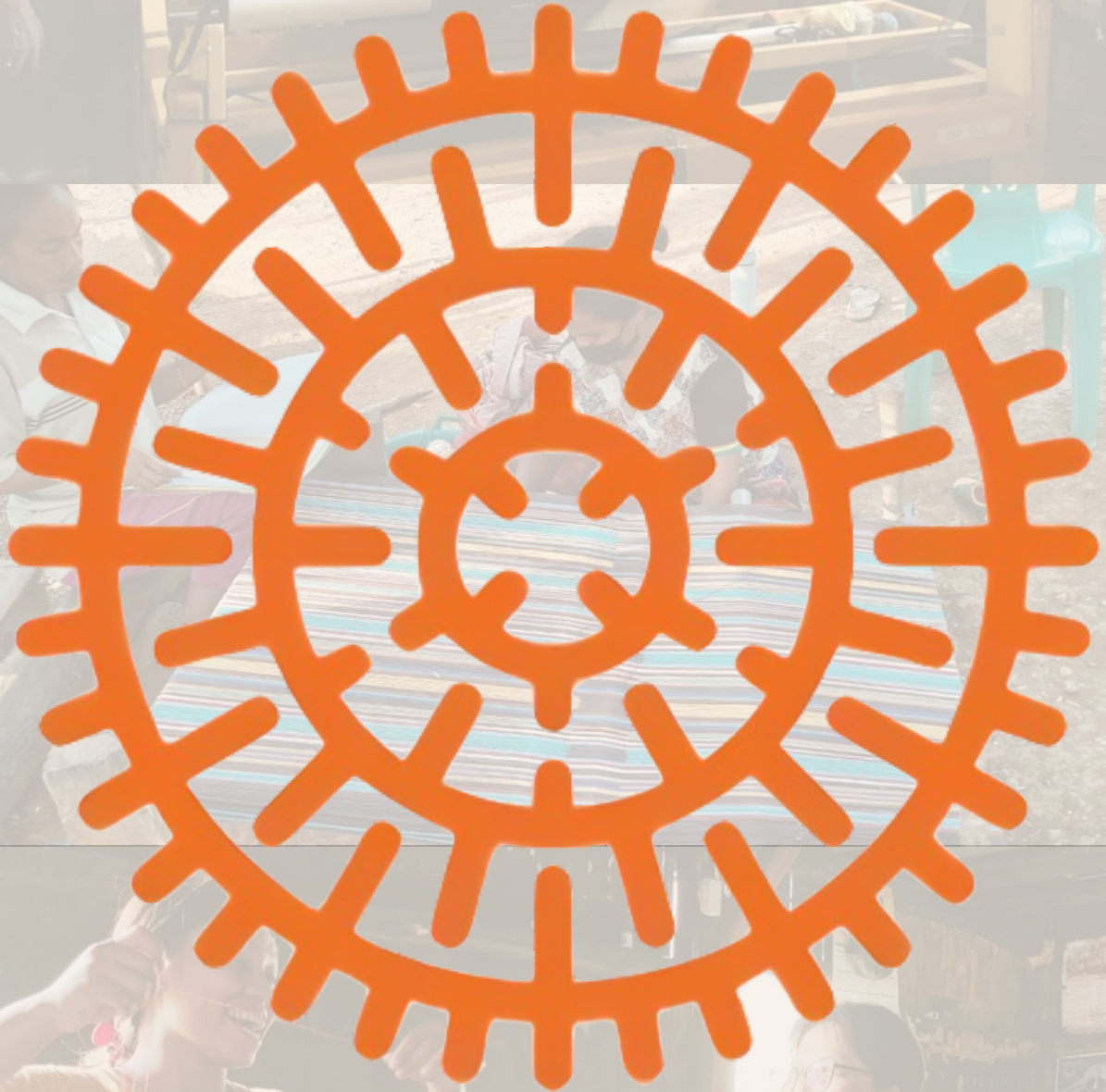


# TORAJAMELO



Weaving Stories of Indonesia

TORAJAMELO is an impact business that practices a slow, eco-conscious, and ethical approach in creating modern gifts and apparel made from indigenous handwoven textiles.

The base handwoven cloth (tenun) is finely crafted by proficient rural women weavers who usually take up to 7-10 years of practice to achieve mastery in back-strap loom weaving. The motifs and patterns that they weave are indigenous to their community and are part of their cultural heritage.

A single piece of approx 150 x 70 cm can take up to a month to weave depending on the intricacy and complexity of weaving.

As a business, we preserve the authenticity of weaving motifs, minimize fabric waste by using leftover materials to create pieces, use natural fibres, ethical packaging, and firmly believe in fair treatment of all people, animals, and the planet.

## 4 UN SDGs we align with:



Website:  
[torajamelo.com](http://torajamelo.com)

Instagram:  
[@torajamelo](https://www.instagram.com/torajamelo)  
[@torajamelo\\_stories](https://www.instagram.com/torajamelo_stories)

Facebook:  
TORAJAMELO  
YouTube:  
TORAJAMELO

Twitter:  
[@torajamelo](https://twitter.com/torajamelo)  
LinkedIn:  
TORAJAMELO

WA Business:  
+62 812-3681-0038  
Email:  
[info@torajamelo.com](mailto:info@torajamelo.com)

# WASHING GUIDE

## APPAREL



Hand Wash Only!  
No Soaking!



No Bleaching!



Drip Dry in Shade.



No Wringing!



Warm Iron Steaming is allowed.



Dry Clean (Any solvent except  
Perc/TCE).

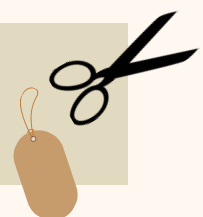
## NON-APPAREL



Wipe with wet cloth soaked in  
soap/detergent.

Then, wipe with clean dry cloth.

Clothing labels sewn into items can be  
removed and sent back to **TORAJAMELO**



## What is re-melo™

re-melo™ is a lifetime after-sales service that provides new life for pre-loved TORAJAMELO items. You can do this in several ways, including:

1. Fixing your items and extending their life-span.
2. Upcycling your items to create new products.
3. Donating them to be fixed and passed on to new owners.

## Things to keep in mind!



We will need your proof of purchase when making a repair request.



Each repair request is reviewed on a case-by-case basis.



Repairing the item may require a fee, including shipping fees.



We offer this service first in Indonesia and for other countries, we are in process. We will keep you updated!



Appreciate yourself as by doing this, you are reducing your carbon footprint and contributing to environmental sustainability.

**CONTACT  
US HERE**



re-melo@torajamelo.com



+62 812-3681-0038



TORAJAMELO



# RETURN, REPAIR, RENEW

## RETURN



- USED ITEMS = NO REFUND
- For every returned item, earn a credit for future purchase

### NON-WEARABLE:

- 1.Repair
- 2.Renew

### GOOD CONDITION:

- 1.Donate
- 2.Prelove
- 3.Renew

## REPAIR



- 1.Request
- 2.Show proof of purchase
- 3.Reviewed
- 4.Item returned

- FREE if:
- Within 1 month of initial purchase
  - Item unused

## RENEW



### UPCYCLE

- Design New Items

### REPURPOSE

- Patchwork Collection
- Pouches



# CARBON FOOTPRINT

Based on TORAJAMELO's new NTT collection production, 3.44 tons of CO<sub>2</sub> was emitted during manufacturing. This was equivalent to CO<sub>2</sub> emissions generated from:



418,207 fully charged smartphones.



1464 liters of fuel consumed.

Therefore, we are committed to offsetting CO<sub>2</sub> emissions from every activity that we do.

**In our mission to walk the talk,  
we have undertaken steps to minimize  
our negative impact**



We follow the **Meatless Monday Initiative** globally. All our official meals are meatless furthering our commitment towards minimizing our negative impact.



We offset our carbon footprint for all our work trips.



We endeavor to source most of our raw materials locally in Indonesia. We aim to be **80% locally sourced by 2025**.



We aim to be **carbon neutral by 2030 latest**.



WHO MADE  
YOUR CLOTHES?

SO'E



MAMASA



LEMBATA



ADONARA



# MEET THE WEAVERS

Click on the image to learn  
more about the community!

OTHER COMMUNITIES  
WE WORK WITH!

OESENA



MANGGARAI



KEFAMENANU



# SO'E

This item was handcrafted by weaving created by the women of So'e, the capital city of the South Central Timor Regency. To get to So'e, you must travel by land for 2 hours from Kupang, the capital of East Nusa Tenggara.

In So'e, weaving has been routinely carried out from generation to generation. TORAJAMELO works with a total of 55 women-weavers from the Amanuban, Amanatun, and Mollo communities, where each community has their own unique weaving method called *Lotis*, *Buna*, and *Futus*. All 3 methods use yarn that was already colored before they start weaving.

Since weaving is their main source of income, the women of So'e go to the local market to sell their weaving, which is usually sold in the form of Sarong, blankets, and scarves.





# MAMASA

This item was handcrafted by incorporating weaving created by the women of Mamasa, one of the six regencies located in West Sulawesi. To get to Mamasa, you can travel by plane from Makassar.

Unlike neighboring Toraja who are better educated, Mamasa women can only work as household assistants in nearby towns or weavers.

This inspired TORAJAMELO to work together with PEKKA and they were able to gather 30 women-weavers from the Balla Satanetan Village and Pebassian Village.

The pattern you are seeing is called *Palawa*, a type of card or table weaving technique.

It is often only 1-2 centimeters wide, which is why it is often used as trimmings for accessories



# LEMBATA

The item was handcrafted by incorporating weaving created by the women of Lembata, a beautiful volcanic island in Nusa Tenggara Timur.

In Lembata, weaving has a high value for women, and has been routinely carried out from generation to generation. Together with PEKKA (Perempuan Kepala Keluarga-Association of Women Headed Households), TORAJAMELO works with 31 women weavers

The pattern in your clothing is created by the weaving method Ikat, a resist-dye technique also known as *Mowak* locally.

## How Is Mowak Done?

Areas of fabric will be covered to shield specific parts from penetration of the dye.



The threads will be dyed multiple times to create the desired color.



After dying is completed, all resists will be opened up to form a beautiful combination of colors and patterns.



# ADONARA

The item was handcrafted by incorporating weaving created by the women of Adonara, an island that lies just 10 minutes away by boat across the Flores strait from Larantuka, East Flores.

The coastal people are known as *Paji* and are mostly Muslim, while the mountain people are mostly Catholic. Despite these differences, they live side by side in harmony.

TORAJAMELO works with a total of 158 women-weavers from the Lodan Doe and Seni Tawa community in Adonara.

The pattern is created by the weaving method Float Warp, locally known as *Penetot* or *Lompat Lungsi*.

1. Several layers of warp threads are pulled through using fine sticks.
2. The thread is then woven into various motifs.





# OESENA

The item was handcrafted by incorporating weaving created by the women of Oesena, a small village located in the Kupang Regency in East Nusa Tenggara, Indonesia. To get to Oesena, you must travel by land for about 1 hour from Kupang.

In Oesena, weaving has a high value for women, and has been routinely carried out from generation to generation. TORAJAMELO works with a total of 28 women-weavers in Oesena.

The weavers of Oesena are known for their weaving technique called *Ikat Aramasi*, which represents the traditional principedom in West Timor. It is not difficult to spot weaving from Oesena due to its unique pattern and use of natural dye to create a beautiful red color for its base.





# MANGGARAI

The item was handcrafted by incorporating weaving created by the women of Manggarai, a region located in East Nusa Tenggara, Indonesia. To get to Manggarai, you can travel via road from Labuan Bajo for approximately 4.5 hours.

In Manggarai, weaving has a high value for women, and has been routinely carried out from generation to generation. TORAJAMELO works with a total of 110 women-weavers, who are mostly from the Cibal district.

The weavers of Manggarai, specifically those from Cibal, are known for their weaving technique called *Songke*. The weaving that they create uses the color black as a base to represent the greatness and majesty of Mori Kraeng, which means God in the Manggarai native language. Additionally, they use bright colors such as red, white, orange, and yellow for enhancement.



# KEFAMENANU

The item was handcrafted by incorporating weaving created by the women of Kefamenanu, a small town and the capital of the North Central Timor Regency in West Timor, Indonesia. It takes about 4.5 hours of long road travel to reach Kefamenanu from Kupang.



In Kefamenanu, weaving has been routinely carried out from generation to generation. TORAJAMELO works with a total of 66 women-weavers from the Biboki and Insana ethnic groups or suku.

The weavers from Biboki use the weaving method *Futus*, also known as Ikat (resist dyeing), and make use of natural dyes. In other parts of Indonesia, the *pakan* thread—or the horizontal thread—is tied. However, Kefamenanu weavers tie the *lungsi* thread, or the vertical thread.

On the other hand, the weavers from Insana specialize in *Buna* and *Sotis*. These weaving methods take longer than usual since they are made entirely by hand, without the use of tools.

