



Toja

Indonesia





Merajut Bineka Indonesia

“Seperti menemukan surga.”

Itulah penggambaran perasaan Dian Kartini saat tanpa direncanakan ia kembali menekuni seni rajut. Sejak kecil ia akrab dengan benang dan hakpen, mengikuti sang ibu. Ia pernah berkecimpung di bidang lain, namun rajut tetap menjadi renjananya. Hanya saja, motif rajut yang itu-itu saja membuat jiwa kreatifnya gelisah.

“I’m in heaven,”

Dian Kartini described her feeling when she unintentionally reconnected with crochet hooks and yarns. Dian learnt to crochet at early childhood, taught by the one and only vigorous teacher, her mother. Growing up, she was distracted by work and life, but crocheting was always a passion she adored. Her creative soul was restless seeing monotonous stagnant crochet patterns.

Pada 2015, Dian memantapkan diri membangun Toja. Latar belakang pendidikan arsitek memperkaya karya rajutannya. Ia mendapat banyak inspirasi dari pola ukir dan kombinasi warna yang diterapkan dalam seni bangun etnik.

Tas-tas rajut bermotif khas Indonesia dipadu dengan pola-pola mancanegara membuat produk Toja dengan cepat meraih hati pasar. Ini tidak menggoyahkan misi Toja yang tertanam sejak awal; bahwa karya mereka harus mendatangkan keadilan ekonomi, memberdayakan perempuan, dan melestarikan motif-motif budaya nusantara.

Tak heran *fair trade* dan *fair wage* menjadi prinsip Toja. Bersama mitra pekerja yang semuanya perempuan —sebagian besar tulang punggung keluarga— Toja terus berinovasi, termasuk menciptakan produk yang ramah lingkungan lewat pemakaian bahan natural dan pewarna alam.

Berkat Toja, produk *fashion* buatan tangan yang indah, berkualitas, bernilai sosial, serta ramah lingkungan kini bukan impian.



In 2015, Dian resolved to establish Toja, her crochet bag studio. Architecture was the vibe she induces in Toja craft. Vernacular building with vast visual designs has always been her muse in creating motifs and color combinations. In no time, Toja products have gained popularity. Nonetheless, it does not divert Toja's original mission; to elevate economic quality, empower women, and embrace local culture.

Fair trade and fair wage are two main business principles Toja hold dear. With their artisan partners—all of whom are bread winner women—Toja keep on innovating, striking forward on design, including creating more eco-friendly products using natural material and dye.

By dint of Toja's hard work, beautiful, superior, and guilt-free handmade fashion is now within our reach.

AWARDS & ACHIEVEMENTS:

Winner Innovating Jogja 2020

Toraya

Convertible Bucket Bag in Dewangga Colors

DIADAPTASI dari bentuk dasar *mochila bag* khas suku Arahuaico, Toraya menyajikan banyak fungsi dalam satu tas. Gunakan sebagai tas punggung saat Anda butuh bergerak lincah. Ubah jadi *tote bag* untuk kesan formal. Selempangkan di bahu saat ingin tampil kasual. Motif-motif ukir khas Toraja yang terajut menyimbolkan keberuntungan dan rezeki berkesinambungan. Citra maskulin dan feminin yang melebur indah menjadikan Toraya fleksibel dan dapat dipakai siapa saja.

ADAPTED from *mochila bag* of Arahuaico, Toraya is convertible into shapes adjustable to your need and liking. Make it into a backpack when you need to move actively. Change it into a tote bag for a more formal look. Sling it over your shoulder when you want to be casual. Toraja traditional carving motifs portrayed on this bag symbolize luck and ever flowing wealth. Masculine and feminine at once, this bag is really for everyone.

Bahan / Materials

Cotton yarn, linen inner

Ukuran / Dimension

23 x 30 cm

Berat / Weight

800 gr

Perawatan / Care Instructions

Wash with mild soap, air to dry, no wringing, no ironing. Store in a dry place.

Harga / Price

Rp1.650.000

Gorga

Sling Bucket Bag

MONOKROM dalam warna *shibori* biru indigo dan putih natural, tas selempang ini menonjol justru karena kesederhanaannya. Mengusung motif gorga khas Batak yang menggambarkan perlindungan seorang ayah terhadap keluarga, tas praktis ini tak hanya artistik, tapi juga kaya makna. Liukan polanya yang manis seakan mengajak kita berjalan-jalan menikmati indahny kota di suatu senja.

MONOCHROME in blue shibori and natural white, this sling bag is outstanding in its simplicity. Presenting Batak gorga motif signifying a father's love for his family, this multipurpose bag is not only artistic, but also bearing rich philosophical value. The beautiful curve is such an invitation to walk around the city, savoring the refreshing breeze.

Bahan / Materials

Cotton yarn, linen inner

Ukuran / Dimension

Diameter 24 cm - Height 32 cm

Berat / Weight

300 gr

Perawatan / Care Instructions

Wash with mild soap, air to dry, no wringing, no ironing. Store in a dry place.

Harga / Price

Rp1.950.000



Pucuk Babungo

Riolo Bag in Clay Tone

BAGAI mekarnya kembang, motif *pucuk babungo* menyiratkan harapan berseminya generasi muda. Pola yang terinspirasi dari ukiran salah satu jendela Istana Pagaruyung Padang ini niscaya melayangkan angan pada kecantikan alam dan kekayaan budaya bumi Sumatra. Dijalin pada sebetuk tas tangan yang terinspirasi dari desain fenomenal raksasa mode dunia, Riolo membuktikan karakter modern dan tradisional dapat berpadu dalam keindahan.

LIKE a blooming flower, *pucuk babungo motif* seems to whisper a hope for future generation. Inspired by woodcarving on one of the windows of Pagaruyung Palace Padang, West Sumatra, this motif would naturally bring our imagination to the culturally rich land of Sumatra. Woven on a handbag inspired by the phenomenal design of a major Italian fashion house, Riolo proves that millennial and traditional styles can harmoniously rhyme.



Bahan / Materials

Cotton yarn, linen inner, pull up leather handles

Ukuran / Dimension

27 x 8 x 22 cm

Berat / Weight

300 gr

Perawatan / Care Instructions

Send to a bag spa. Store in a dry place.

Harga / Price

Rp1.125.000

Slarak Wutah

Tote Bag in Bougainvillea Colors

DALAM motif *slarak wutah*, garis-garis horizontal dan vertikal yang seakan bertabrakan justru saling melengkapi. Motif khas Yogyakarta yang terdekonstruksi dalam gaya *art deco* menyiratkan kesan dinamis dan egaliter. Ditingkahi warna netral bugenvil, tas *tote* ini dipersembahkan bagi jiwa-jiwa merdeka yang bergerak lincah tanpa sekat dan siap berkolaborasi dalam karya.

SLARAK wutah motif *playfully combines seemingly contradictory horizontal and vertical lines into an intact artwork. In this tote bag, the traditional Yogyakarta motif is deconstructed into an art deco style; creating dynamic and egalitarian impression. Presented in neutral bougainvillea tone, this tote bag befits energetic and free spirit ready to explore the world.*



Bahan / Materials

Cotton yarn, linen inner

Ukuran / Dimension

24 x 32 cm

Berat / Weight

500 gr

Perawatan / Care Instructions

Wash with mild soap, air to dry, no wringing, no ironing. Store in a dry place.

Harga / Price

Rp2.550.000

Mamuli

Strap in Coal Black

KEKAYAAN nusantara tak habis memberi inspirasi. Lewat tangan-tangan kreatif, *mamuli*, perhiasan logam berharga khas Sumba, menjelma dalam ragam hias etnis geometris. Sebagai simbol rahim, *mamuli* melambangkan penghormatan terhadap perempuan. Perhiasan ini dikenakan baik laki-laki maupun perempuan dan selalu hadir dalam upacara penting. Toja menjalin motif *mamuli* dengan metode *baltic pick-up weaving* yang rapat. Dicelup warna arang tegas, *strap* ini hadir untuk siapa saja yang menginginkan impresi cerdas dan berkelas.

INDONESIAN culture is a ceaseless source of inspiration. Through the creative hands of diligent crafters, the elegance of *mamuli* —Sumba metal jewelry— transforms into a mystical geometrical pattern. Stylized from the shape of womb, *mamuli* delivers tribute to women. This jewelry is worn by all genders and is always present in important rites. Dyed in coal black, this strap will definitely radiate smart and classy aura.



Bahan / Materials

Cotton yarn, edging pull up leather

Ukuran / Dimension

130 (max) x 6 cm

Berat / Weight

75 gr

Perawatan / Care Instructions

Send to a bag spa. Store in a dry place.

Harga / Price

Rp425.000

Tumaruntum

Wallet in Swarna Color

KEINDAHAN motif klasik Jawa truntum dan sentuhan anggun gaya romantik ala Victoria menyatu serasi dalam genggamannya. Mekarnya bebungaan dalam warna cerah membawa semangat dan keceriaan. Dirajut tangan, karya ini kaya sentuhan personal, seperti Anda yang tiada duanya.

THE GRANDEUR of truntum Javanese batik pattern and the splendor of Victorian romanticism exquisitely mingle in your clutch. The blooming flowers in vibrant colors exudes enthusiasm and excitement. Hand crocheted, this artwork is full of personal touch, just like the unique you.

Bahan / Materials

Cotton yarn, pull up leather inner

Ukuran / Dimension

20 x 8 cm

Berat / Weight

50 gr

Perawatan / Care Instructions

Send to a bag spa. Store in a dry place.

Harga / Price

Rp795.000





Kimase

Bracelet in Bougainvillea Colors

KEMIRIPAN motif *kivrim* khas Baltik Eropa dan motif tenun *sekomandi* khas Mamuju begitu menggelitik. Apakah nun di suatu waktu dua budaya ini pernah saling memengaruhi? Dalam gelang Kimase, akulturasi keduanya memunculkan permainan garis diagonal yang memikat. Kenakan untuk mempertegas penampilan. Pandangan penasaran tak akan bisa lepas darinya.

THE RESEMBLANCE between *kivrim* pattern of Baltic and *sekomandi* motif of Mamuju is striking and intriguing at the same time. Is it possible that at a point of time in the old days, those two ethnics had a historical encounter? In Kimase bracelet, the acculturation of the two has generated astonishing line combination. Put on around your wrist to accentuate your look. Feel those curious eyes on you?

Bahan / Materials

Tencel yarn with natural dye

Ukuran / Dimension

15 x 1,2 cm

Berat / Weight

10 gr

Perawatan / Care Instructions

Wash with mild soap, air to dry, no wringing, no ironing. Store in a dry place.

Harga / Price

Rp235.000

Sukeki

Camera/Telephone Strap in Arunika Color

RAJUT tapestri merupakan teknik menjalin beberapa warna benang secara paralel. Hasilnya adalah aneka pola warna dan bentuk seturut tinggi imajinasi. Benang dijalin maju-mundur hingga mirip hasil tenun. Seni yang sudah dikenal oleh suku-suku kuno di Amerika, Afrika, dan Asia ini menjadi bagian peradaban dan terus berkembang. Menjelma dalam tali kamera, eksklusivitas jelas menjadi kelebihan utama. Deretan pola serupa rerumputan di padang bakal menjadi pencuri perhatian.

TAPESTRY crochet is also called color-work because it allows the artisan to work with many colors in one stitch. The result is unlimited pattern and color combinations. The yarn is switched back and forth, creating woven-like fabrics. This art has been long known by ancient ethnic groups in America, Africa, and Asia and grew as a part of their civilization. Transformed into a camera strap, exclusivity is what it is all about. The depiction of grass in the prairie would definitely captive everybody's heart.

Bahan / Materials

Cotton yarn with natural dye

Ukuran / Dimension

100 x 5 cm

Berat / Weight

25 gr

Perawatan / Care Instructions

Send to a bag spa. Store in a dry place.

Harga / Price

Rp325.000

Karsali

Laptop Bag in Oasis Tone

RAJUT telah dikenal sejak berabad-abad lalu dan menjadi salah satu teknik olah benang tertua. Di zaman modern yang praktis, rajut bertahan dan makin dicinta karena nilai seninya yang istimewa. Merajut mengasah kreativitas sekaligus memberi efek terapeutik yang menyehatkan mental. Jinjing Karsali yang dibuat dengan benang ramah lingkungan. Jadilah bagian pelestari peradaban.

CROCHET is a French word meaning hook. This is one the oldest techniques to make a patterned fabric by looping yarn using a hooked needle. In this practical modern world, this craft persists and even gets more popular. Crocheting has been proved to improve creativity and give therapeutic effect. Take this Karsali laptop bag crocheted from eco-friendly yarn and be part of nature and indigenous culture preservation.

Bahan / Materials

Cotton yarn, linen inner

Ukuran / Dimension

Custom

Berat / Weight

Custom

Perawatan / Care Instructions

Wash with mild soap, air to dry, no wringing, no ironing. Store in a dry place.

Harga / Price

Rp2.750.000



Tumaruntum

Obi Belt in Kenanga Tone

CINTA yang senantiasa berkembang. Demikian makna motif batik truntum dalam filosofi Jawa. Cinta pula yang mendasari ketekunan para perempuan perajin Toja. Sembari tetap aktif menjaga keluarga dan berkecimpung di masyarakat, mereka merajut helai demi helai benang dengan ketelitian luar biasa. Di sepanjang sabuk lebar yang terinspirasi dari obi khas Jepang ini, truntum menjadi pengharapan bertumbuhnya kemandirian perempuan. Mengenakan karya ini, Anda telah mendukung upaya mereka.

A GROWING love; that is the philosophical meaning behind truntum Javanese batik motif. Love is also the reason behind this artwork. Toja women artisans diligently loop yarn after yarn while taking care of their family and doing their various duties. Along this Japanese obi-like wide belt, truntum seems to express their aspiration for brighter future. Wearing this article, you have supported their noble cause.

Bahan / Materials

Tencel yarn with natural dye

Ukuran / Dimension

90 (adjustable) x 7 cm

Berat / Weight

35 gr

Perawatan / Care Instructions

Wash with mild soap, air to dry, no wringing, no ironing. Store in a dry place.

Harga / Price

Rp975.000

Toja

Toja

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