

**RIHT DESIGN
STUDIO
PRESENT**



BOOMI

SINDIKAT



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CONTENT



In the heart of Indonesia lies a wealth of tradition, artistry, and untold stories. Boomi Sindikat embraces this by building a collaborative community that brings together local artisans and brands. We aim a harmonious blend of handcrafted excellence and design innovation, telling a story of resilience, creativity, and wisdom from the archipelago to the global stage.

Our mission at Boomi Sindikat is to unite traditional craftsmanship with innovative design, empowering artisans to share their mastery through collaborative products to inspire global audiences with authentic storytelling in design.

Boomi Sindikat envisions a future where collaboration means both cultural preservation and fashion innovation. We aspire designers by building a collective identity that reflects Indonesian heritage. In our view, every creation would shared creative energy, a statement of what it means to be global, yet deeply connected to local roots.

THE INTRODUCTION

Boomi Sindikat is a fashion e-commerce platform with an ecosystem.

- for established brands and emerging artisans to co-create fashion.
- brands and artisans merge their visions in a meaningful dialogue.
- this process is a convergence of creative energies to creates a final form.

A distinctive approach - commitment to process and provenance.

- we believe that each artisan and brand involved brings a fragment of Indonesia's that deserves to be honored.
- this creates products that are not only aesthetic but also carry a subtle story of unity and cultural pride.

Handcrafted and rooted in Indonesian Heritage.

- every product are handcrafted using raw materials sourced from local, sustainable channels.
- we form a designs marked by Indonesian symbols, motifs, patterns, colors, and textures of traditions and rituals.
- hopefully we gives the wearer an experience to a piece of the paradise.

THE CONCEPT

At the core of every co-design, we propose three essential concept:

Functionality: Our designs are thoughtfully crafted to be practical and enduring.

Every piece is engineered to serve both style and usability.

Nuance: The heart is found in the details. The subtle Indonesian culture in a modern silhouettes, every nuance is create layered in a meaningful designs.

Indonesian Narrative: Every product is a tribute to the culture of Indonesia.

Every pieces serve as wearable narration of diverse traditions of the archipelago.

Steps in our collaboration:

1. we inviting partners who share our passion for authentic storytelling and cultural preservation.
2. each partner contributes their brand design and insights, we do iteration to meet our collective concept and elevates them to meet global standards of quality and design.
3. we documented and refined every step to ensure that the final product is a harmonious blend of concept and craftsmanship.
4. the final end is a product from the brand collaborator, with that brand label with added tag: In Collaboration with Boomi Sindikat.

THE COLLABORATION

At Boomi Sindikat, every creation is built upon the story deeply embedded in the tradition, legend, and rhythms of the archipelago. By interlacing modern fashion sensibilities with our stories, we emphasize that Indonesian heritage is not a relic, but a living art form ready to inspire today.

Central to this idea is a commitment to craftsmanship. Every our product is a masterpiece, handcrafted by artisan who have honed their skills over generations. The material themselves tell their own story-sourced from local suppliers who honor nature's bounty and time honored method. These elements ensure that each piece is a modern aesthetics and a repository of techniques while preserving the soul of Indonesian art.

The narrative comes alive through the integration of symbols that echo the identity of Indonesia. Element such as the gentle curves of nature-inspired motifs, the imagery of mythological figures, of the interplay of colors, all serve as visual metaphors for the spirit of the nation. These symbols are narratives in miniature, each detail is a story of pride, continuity, and creative evolution.

THE STORYTELLING

Boomi Sindikat is designed for an audience that values both heritage and innovation. Our core demographic spans culturally professionals and young urban trendsetter - typically aged between 25 to 65 - who are a seekers of meaningful stories in their fashion choices. Psychographically, these individuals crave authenticity, ethical production, and a deep narrative that connect them to value. They are conscious mind who are eager to invest in products that are both a statement of style and cultural heritage.

Choosing Hamburg, Germany, as our European base is a strategic decision that reinforce our brand's international aspiration. Hamburg, with its history as a major port city, is a melting pot of cultures and ideas-- a perfect gateway for introducing Indonesian heritage to the international market.

In the crowded global fashion market, Boomi Sindikat carves out a unique niche by being both fashion platform and cultural curator. This distinct proposition will differentiates us from the fast fashion landscape and also elevates the brand into a lifestyle category that appeals to a global audience.

THE STRATEGY

Our market strategy is built for global and local engagement.

Internationally, we leverage digital innovation, social media storytelling, influencer collaborations, and curated events to tell our story and connect with a worldwide audience. We would like to co create digital experiences that emphasize the cultural significance, craftsmanship, and ethical value embodied in every product.

Domestically, our focus remains on collaborating with talented Indonesian artisans and local brands. By nurturing partnerships, we ensure that every collaborative piece preserves its cultural integrity and is deeply rooted in traditional techniques and locally sourced materials. This balance hopefully will amplify the brand's global narrative and also strengthen its authenticity and connection to the Indonesian market.

THE MARKET-STRATEGY

Boomi Sindikat bridges modern digital retail: secure payment gateways, seamless checkout process, and multilingual support to ensure it meets the expectations of a contemporary international audience.

A crafted user experience ensures that every interaction feel purposeful:

- Intuitive Navigation: Smart menus, categorized collections, and filter options guide visitors effortlessly through diverse range of products and brands.
- Rich Visual and Media: High-resolution images, detailed product videos, and interactive galleries. Showcase of the origin storied-process behind the handcrafted details, the locally sourced materials, and techniques.
- Responsive Design: On every device, the platform's layout adjust seamlessly, ensuring that the experience remains consistently engaging and accessible.

Storytelling is embedded into the shopping experience through features include:

- Interactive heritage hotspots: clickable elements that reveal snippets of insight-like the origin of motif or signature technique. Act of shopping with culture exploration.
- Behind-the-scene Narratives: dedicated sections of collaborative process behind each collection. Initial sketches, artisan interview, and documentary-style videos behind work of art.
- Cultural story modules: narrative segments that share Indonesian folklore, tradition, and community craftsmanship.

THE PLATFORM

Expanding Partnerships & Collaborations

Our expansion goals include forging new alliances with established brands, emerging designers, and local artisans. By launching dedicated co-design studios, we plan to host interactive creative exchanges. This approach will create an environment of ideas, fueling collaborative groundbreaking projects.

Evolving While Staying True to Our Core Values

Our evolution will always honor our principles, we remain committed to ethical practices, sustainable sourcing, and fostering Indonesian culture while we enhance user experience and streamline operations.

Global Engagement & Cultural Exchange Opportunities

Our strategic base in Hamburg positions us to operate exciting global cultural exchanges. Through curated pop-up events, exhibitions, and interactive digital platforms, we create spaces where global audiences connect with story behind every design.

Charting a New Paradigm in Fashion & Culture

Every new partnership and international engagement is a step towards a future where Boomi Sindikat is recognized not only for its designs but also as a beacon of authentic storytelling in the global fashion landscape.

THE GROWTH PLAN

Studying Visual Communication Design in Hamburg, Germany, my creative pursuits are always revolved around connection through story. As an art director, communicator, musician, and storyteller at heart, had a deep love for narrative expression through design. Journeyed across continents, taking my Indonesian roots wherever I go, turning cultural identity into friendships, projects, and shared experiences.

Based in Hamburg, years of experience in fashion by perfecting craftsmanship and customer experience. Focused on creating cultural bridges, recently through Pasar Hamburg, a marketplace and cultural exchange celebrating Indonesia in Germany, set for September 2025. For me, Boomi Sindikat is a collective of expression, rooted in heritage, shaped by design, and inspired by connection. Let's ride further, create louder, and connect deeper.

An architect passionate about design and aesthetics, I believe every creation hold meaning for its users. My experience as a lecturer shaped my perspective that design cannot be detached from history, relevance, and transformation across generations.

Through my design studio, I integrate design disciplines through collaborative iteration, ensuring that each project embodies depth beyond functionality.

The heart within Boomi Sindikat is found in the details, layering subtle profound meanings into design. To me, design is a visual statement & expression of identity.

Majoring in civil engineering, over 12 years of professional role in structural & transportation engineering.

Had a deep interest in human history, the diverse cultures, and the civilizations — and all the collective consciousness that binds them together.

At Boomi Sindikat, a product design must have the optimality on function and reliability, to ensure the nuance will be highlighted and the narrative message is communicated to users of the product.



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THE FOUNDERS

Boomi Sindikat is an evolving movement. |||||

Today, we extend an invitation to investors, collaborators, and culturally attuned customers alike.

If you share our passion for authentic storytelling and visionary design, join us in coloring the global fashion landscape. Whether you are looking to invest in pioneering projects, partner with us on creative journeys, or simply want to wear a piece of living heritage, your engagement is vital to our collective future.

Let's Join the syndication and write the chapter together.

For partnership inquiries, investment details, or any further information, please reach out to our website at www.boomisindikat.com. Stay connected with us through our mail info@boomisindikat.com for regular updates and behind-the-scenes stories. We are excited to do this journey with you and welcome you into the Boomi Sindikat family.

THE CLOSURE.....